

Literary Standards and Language of Mass Media

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Abstract: This article analyzes media language features. The following literary norms of mass media language, types of literary norms are described.

Keywords: Literary language, literary norms, grammar, mass media, terms, spelling.

Every day we hear and see the speech of Sukhandans broadcasted by mass media, i.e. radio, television, press. We read the news published in newspapers and magazines. By reading works of art, we enjoy the artistic and aesthetic power of our language. We study subjects such as physics and mathematics in Uzbek, and communicate with people of different ages in the family and neighborhood. During this dialogue, we will also add about various news to the conversation process. So where are we getting this news? Of course, we will get it through the media.

Every year, June 27 is celebrated as Press and Mass Media Day in Uzbekistan. "When we talk about mass media, which are an integral part of our daily life," says the President of the Republic of Uzbekistan, Shavkat Mirziyoyev, "first of all, we are always looking for new things, striving for new things, penetrating the hot spots of life, impartiality and truthfulness, the Motherland and we envision noble and responsible professionals who put the interests of the people first" [1].

Every day, when we listen to different information on radio and television, when we read newspapers and magazines, we notice certain aspects of the language spoken by the inhabitants of the village or city we belong to, which differ from the language of radio, television, and the press. It can be seen that our current Uzbek language includes literary language and local folk dialects.

Literary language is a language that has been formed historically, is subject to strict standards, and is common to all speakers, regardless of the region where they live. Literary language is considered the highest form of any language and is characterized by the richness of the vocabulary, the regularity of the grammatical structure, adherence to strict standards, and the development of the style. In this respect, literary language is contrasted with folk dialects [2]. Today, it is aimed to use this literary language, which is highly polished by our journalists.

Article 7 of the new version of the Law "On the State Language" adopted at the IV session of the Oliy Majlis of the Republic of Uzbekistan on December 21, 1995 states: "In the spheres where the state language is officially used, the current scientific rules and norms of the Uzbek literary language shall be observed." it is indicated [3]. Therefore, the mass media also follow the official rules and must use the norms of the literary language correctly. But it is not always followed. Sometimes there are flaws in the advertisements shown on television. There are also cases where the writings in the advertisements do not meet the spelling rules. If we take the press, the letters of the names placed on the cover of most newspapers and magazines are in Latin graphics, but when we open it and read it, we see that the letters inside are typed in krill letters. Such shortcomings are

found in every field. In order to prevent this, it will be done by showing the right way to the young generation that will be brought up in the future.

Until the 21st century, language mainly performed the task of conveying information, but today the question of how to convey information is becoming extremely important in international life. Presently, it is important to convey the same event to the listener in different ways, to convince him, thereby to instill his ideas in others and to establish his dominance on the world stage. Based on this, in the system of higher and secondary special education, it is desirable for students to learn, in addition to purely philological knowledge, such knowledge as speech culture and the art of oratory at a perfect level.

As stated in the action strategy for the five priority directions of the development of the Republic of Uzbekistan for 2017-2021, increasing the level of professional training of civil servants, ensuring the openness of the activities of state authorities and management bodies, introducing effective mechanisms of communication with the people, public the tasks of developing modern forms of supervision, educating physically healthy, spiritually and intellectually developed, independent-thinking young people with a firm outlook on life loyal to the Motherland, in a certain sense, the state language in all educational levels of our country teaching (of course, in the literary language) also requires a revision. Because today in schools, academic lyceums and colleges mainly the internal constructions of the Uzbek language (phonetics, lexicon, (such as grammar) are given, highly grammaticalized questions from the mother tongue are also given in university entrance exams. As a result, our youth's oral and written skills are decreasing. Therefore, special attention should be paid to the introduction of knowledge such as how to express speech, the culture of speech, the art of public speaking, and the practice of writing essays into the secondary and secondary special education system. Only then will our future journalists decorate their speech with the norms of literary language. Special attention should be given to the introduction of knowledge such as public speaking and the practice of essay writing. Only then will our future journalists decorate their speech with the norms of literary language. Special attention should be given to the introduction of knowledge such as public speaking and the practice of essay writing. Only then will our future journalists decorate their speech with the norms of literary language.

The "Chigatoy Gurungi" organization, founded by Abdurauf Fitrat, which worked mainly from the point of view of the interests of the Uzbek nation, aimed to create the Uzbek national literature, literary language, and scientific culture. He wanted to know the new literature and the literary language as the true heir of the past literature, to return it to its former status and glory as it was in the time of Navoiy, to raise it to the status of an exemplary literature and a model literary language for other Turkish languages. Many of these desires were known to be manifested through mass media, which can show our national, purely literary language to the whole world. But most of these works have not been implemented.

After we gained independence, the situation began to change. For example, new words and expressions began to appear in the language of our journalists. Let's talk about these expressions. Journalists try to create new expressions while skillfully using expressions from the literary language. As a result of changes in social, political, economic, cultural life, various new expressions appear. Newly created expressions in the language of the newspaper, unlike popular phraseology, may not yet be widely used, may not be known to everyone. Nevertheless, most of the expressions created by the creativity of journalists and figuratively reflecting events in the life of the society are meaningful, logically accurate, concise and impressive. Some of them are not reflected in some sources, but remain on newspaper pages or are used from newspaper to newspaper. Among the expressions used in newspaper texts, but not recorded in dictionaries, the

following can be cited: luck will be twin, to put in a greasy place, to put problems sideways, word of mouth, to continue in the old pattern, snow fat No tracks were left, it's like counting like a worm.

Observations show that, despite the fact that most of the phrases created by journalists are used appropriately, there are also some shortcomings in this area. They are seen in the inappropriate change of phrases, the use of pompous expression, the use of phraseology not in accordance with the text, etc. Sometimes in the essays, there are cases where they are expressed in a very artistic way. They often became a simple decoration, a pompous expression instead of providing expressiveness. In general, there are many new phraseological units on the pages of newspapers. Although some of them are recorded and explained in dictionaries as a variant or synonym of a certain expression, most expressions are not recorded in any scientific sources.

In today's advanced globalization process, our journalists are required to fully comply with the rules of an organized literary language, which everyone can understand, in order to prevent similar mistakes. For this purpose, it is advisable to strengthen the use of literary language norms from the beginning of school lessons.

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