

# AXIOLOGICAL STUDY OF PRINTED ELECTRONIC NEWSPAPER LANGUAGE

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**Annotation:** Linguistic mentality shows the compatibility between certain aspects of reality and their expression in language. It can be presented in lexical and grammatical models. The main aspect of the lexical language mentality is manifested in the lexical-semantic-mental system, which reflects the connection between the concepts and meanings expressed by words. The mentality of the Uzbek people relies on ancient traditions and rituals.

**Key words:** mentality, mentality, linguistics, mediallynguistics, newspaper language, electronic press, values, axiology

## АКСИОЛОГИЧЕСКОЕ ИЗУЧЕНИЕ ЯЗЫКА ПЕЧАТНЫХ ЭЛЕКТРОННЫХ ГАЗЕТ

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**Аннотация:** Языковая ментальность показывает совместимость определенных аспектов действительности и их выражения в языке. Оно может быть представлено в лексической и грамматической моделях. Основной аспект лексической языковой психики проявляется в лексико-семантико-ментальной системе, которая отражает связь между понятиями и значениями, выражаемыми словами. Менталитет узбекского народа опирается на древние традиции и обряды.

**Ключевые слова:** менталитет, менталитет, лингвистика, медиалингвистика, газетный язык, электронная пресса, ценности, аксиология.

As a result of the implementation of various reforms aimed at a certain goal in the life of modern society, we are witnessing the increasing attention to the development of our national values and our national language inherited from our ancestors. Instead, it is related to the use of new paradigms in the study of language in the media. In Uzbek linguistics, preliminary studies based on the anthropocentric paradigm, which clearly shows not only the national nature of the language, but also the language mentality, have been carried out and are being improved. In particular, special attention is paid to the analysis of the axiological features of the Uzbek media language. After all, "... language is the wealth of a nation, a people, a tribe. All spiritual experiences, cultural values, path of historical development, living conditions, environment, and nature of the country are expressed in it<sup>1</sup>.

Axiology is a branch of philosophy and social science that studies values, their nature, structure and meaning. Axiology deals with the study of comprehensive values, including moral, aesthetic and religious aspects. The term axiology means the following: "Aksia" means value, and "aksios" means valuable (Greek).

Axiology is information about values. Axiology has two meanings in Russian: value is a positive concept; value - any value. Based on this, axiology can be considered as the study of knowledge<sup>2</sup>.

Thus, axiology is an important factor that guides the behavior of individuals and forms cultural, social and moral norms. Research on axiology helps to reveal the foundations of the value system, their influence on the formation of individuals and society.

In fact, the political, social and cultural changes that are taking place now, the axiological approach to the analysis of real existence through language is the

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<sup>1</sup> Бушуй Т.А., Сафаров Ш.С., Тил қурилиши: таҳлил методлари ва методологияси. «Фан» нашриёти. – Тошкент., 2007. – Б.3.

<sup>2</sup> Анисимов С.Ф. Введение в аксиологию. – М.: Современные тетради, 2001. – С. 7.

initiator of the development of new research paradigms. In these paradigms, the concept of "value" was formed as a way of understanding the world and expressing the essence of a person. Such interpretations do not contradict each other and do not cause disagreements in understanding the axiology of journalism, on the contrary, they show the possibility of comprehensive, generalization and full understanding of this concept.<sup>3</sup>

T.A. Bushui and Sh.S. In Safarov's work entitled "Language construction: analysis methods and methodology", Humboldt's opinion about values and their reflection in language is given. It is written in the work that "in the philosophy of Humboldt's era, the scope of the concept of "people's spirit" includes the entire spiritual, cultural and intellectual heritage of the people, the wealth of thought. Humboldt considers the values of this line as intellectual, spiritual, structural elements of the society and believes that this complex of values forms the basis of the culture of the nation. The concept of people (nationality) can be considered in isolation from historical events, just as the concept of language is interpreted in an abstract context.<sup>4</sup>

In fact, the role of language in values and its formation is incomparable. It should be noted that the language reflects deep knowledge about the world, objects, views and imagination. This aspect of language is explained by the concept of "values language", which covers all existing languages in the world. Based on the results of research conducted in this regard, it can be said that "the reflection of the value system in the language" includes all knowledge and ideas about the world through the language. After all, "...it is language that affects the formation of the value system. This function of language is common to all languages.<sup>5</sup>

It is known that the lexical system of a language means a set of words and lexical units used in this language as part of the language system. Vocabulary

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<sup>4</sup> Бушуй Т.А., Сафаров Ш.С. Тил қурилиши: таҳлил методлари ва методологияси. «Фан» нашриёти. – Тошкент., 2007. – Б.184.

<sup>5</sup> Гумбольдт В. Фон. Язык и философия культуры. – М.: Прогресс, 1985. – С. 324.

includes words, phrases and expressions and terms used to express meaning and ideas. After all, F. de Saussure said: "Language is a system of symbols that express ideas." "The word includes, fills, collects and stores knowledge about the environment. The word is the collective memory of the speakers of this language."<sup>6</sup>

**"Language mentality"**. Linguistic mentality is a problem that is constantly interesting not only in linguistics, but also in interdisciplinary cultural studies, philosophy, political science, and psychology. In these areas, the study of the problem of mentality allows to analyze socio-cultural, values, customs and their reflection and how they affect the behavior and thinking of the people. Of course, how these factors are related to the existence and formation of the mentality of language communities and allows them to be accepted if they need to be understood.

Mentality, which is considered as information about national character, comes from linguistic analysis and does not have its original point of view. If information about the national character is the result of objective scientific research, then such facts are considered to be accepted by everyone, and additional confirmations of this can be sought in the linguistic representation of the world. At the same time, by seeing the linguistic representation of the world as a form of linguistic thinking, it is possible to talk about the close connection between language and thinking. Obviously, language serves not only to convey information, but also to actively form our ideas about the world and our perception of reality. It is reflected in lexical structures in the formation of mental models of the world and the image of the world in different cultures.

In this regard, K.V. Nikitina has her own point of view, in her opinion: "... axiology serves to clarify a number of oppositions of a socio-cultural nature, and with the help of them, the set of oppositions of the political media text allows to enter the mentality of the nation to one degree or another. This set of oppositions includes oppositions such as "good/bad", "self/other", "hero/antagonist",

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<sup>6</sup> Верещагин Е.М., Костомаров В.Г. Язык и культура. – М., 1983. – С.184.

"truth/false". In the end, the results of such studies allow to get into the mentality of the nation at one level or another and to compare and contrast.

**Conclusion.** It is understood that these characteristics serve as an important factor in the self-identification of one or another community. In this regard, we observe that mentality is manifested in language in positions, value orientations, worldview and behavioral stereotypes, historical traditions, people's way of life and order.

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