

## SEMANTIC RELATIONS OF ENGLISH MASS MEDIA TERMINOLOGY

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### ABSTRACT

Nowadays, mass media plays essential important role in our society. The reason is that exciting events are happening everywhere, every day. It is filled with news every day. People learn news and views while reading newspapers and magazines, talking on the phone, or they become aware by watching TV or listening to the radio. For this reason, the study of media terms, gaining some experience in the field of linguistics, semantic and structural analysis of terms and a full understanding of their meaning are becoming the relevance of science. Active research in the study of media terminology allows the discovery of new knowledge and information.

**Keywords:** terminology, mass media, semantic relations, antonyms, synonyms, homonyms.

## СЕМАНТИЧЕСКИЕ ОТНОШЕНИЯ ТЕРМИНОЛОГИИ АНГЛИЙСКИХ СРЕДСТВА МАССОВОЙ ИНФОРМАЦИИ

### АННОТАЦИЯ

Сегодня средства массовой информации играют очень важную роль в обществе. Причина в том, что повсюду, каждый день происходят захватывающие события. Он наполнен новостями каждый день. Люди узнают новости и мнения, читая газеты и журналы, разговаривая по телефону, или они узнают об этом, смотря телевизор или слушая радио. Пресса, радио и телевидение играют большую роль в жизни общества. По этой причине изучение медийных терминов, получение определенного опыта в области лингвистики, семантический и структурный анализ терминов и полное понимание их значения становятся актуальными в науке. Активные исследования в области изучения терминологии средства массовой информации позволяют открывать новые знания и информацию.

**Ключевые слова:** терминология, средства массовой информации, семантически отношения, антонимы, синонимы, омонимы.

## INGLIZ TILI OMMAVIY AXBOROT VOSITALARI TERMINOLOGIYASINING SEMANTIK MUNOSABATLARI

### ANNOTATSIYA

Hozirgi kunda Ommaviy axborot vositalari jamiyatda juda muhim rol o'ynaydi. Sababi hamma joyda, har kuni hayajonli voqealar sodir bo'lmoqda. Har kuni yangiliklar bilan to'ldiriladi. Odamlar gazeta va jurnallarni o'qish, telefon orqali suhbatlashish paytida yangiliklar va qarashlarni o'rganishadi yoki ular televizor ko'rish yoki radio tinglash orqali xabardor bo'lishadi. Jamiyat hayotida matbuot, radio va televidenie katta rol o'ynaydi. Shu sababdan ommaviy axborot vositalari terminlarini o'rganish, tilshunoslik sohasida ma'lum bir tajribaga ega bo'lish, terminlarni semantic va strukturaviy jihatdan tahlil qilish va ularning ma'nosini to'liq anglab yetish ilm fanning dolzarbligiga aylanib bormoqda. Ommaviy axborot vositalari terminlarini o'rganishdagi ilmiy tadqiqotlarning faol olib borilishi yangi bilimlar va ma'lumotlarni aniqlash imkonini beradi.

**Kalit so'zlar:** terminologiya, ommaviy axborot vositalari, semantik munosabatlar, antonimlar, sinonimlar, omonimlar.

### INTRODUCTION

Terminology studies terms which can be defined as linguistics expressions that designate items of knowledge within special subject fields. Terminology considers linguistic units from the point of view of special subject fields or domains (such as chemistry, computer science, cycling, environment or law). The notion of "special subject fields" is defined rather loosely in terminology and often corresponds to a scientific discipline (biology, economics or linguistics) or technology (e.g., internet, imaging or auto-mechanics). Economic sectors can also be considered special subject fields in terminology (recycling, steel machining) as well as schools of thought (cognitive or structural linguistics). Even sets of objects have been defined as subject fields). The delimitation and classification of subject's fields are usually linked to the objectives of those who carry out these delimitations or classifications. The subject field sets boundaries within which terminologists analyze linguistic expressions: only those units that can be connected to a domain are considered relevant.

## LITERATURE REVIEW

Although the first step to take shape of Terminology was taken in 1930s, as an independent field of scientific study it has recently acclaimed, even the initial practical activities to name the concepts in the field date from much earlier with the scientific researches of scholar had operated in scopes not relating to linguistics. In the 18th century research in chemistry by J.Lavoisier and B.Berthollet or in botany and zoology by M.Linné showed much attention to the process of naming various scientific concepts. Botanists in 1867, zoologists in 1889 and chemists in 1892 expressed this need at their respective international meetings. At the opening session of the Infoterm symposium in 1975, E.Wüster himself named four scholars as the intellectual fathers of terminological theory: A. Schloman from Germany, who was the first to consider the systematic nature of special terms; the Swiss linguist F. de Saussure, who was the first to draw attention to the systematic nature of language; E. Dresen, the Russian who was a pioneer in underscoring the importance of standardization and the principal force behind the isa, and, J. E. Holmstrom, the English scholar who was instrumental in disseminating terminologies on an international scale from UNESCO and who was the first to call for an international organization to deal with the issue.

## RESEARCH METHODOLOGY

In order to ensure the reliability of research results, dictionary analysis, structural analysis method, systematic semantic definition, statistical method, comparative-typological methods are used.

## ANALYSIS AND RESULTS

It is known that words are divided into synonyms, antonyms, homonyms polysemes and metonyms according to their semantic relations. In linguistics, contradictions in the meanings of words are the main criterion for determining antonyms. A synonym is a word, morpheme, or phrase that means exactly or nearly the same as another word, morpheme, or phrase in a given language. For example, in the English language, the words begin, start, commence, and initiate are all synonyms of one another: they are synonymous. An antonym is a word that has the opposite meaning of another word. For example, the word *small* means of limited size, while *big* means of large size. *Happy*, a feeling of gladness, is an antonym of *sad*, a feeling of sorrow.

In research to date, antonyms have been studied into several types. They are mainly divided into lexical (contradictory meanings), grammatical (contradictory grammatical forms) and phraseological types. For example, lexical antonyms are *good-bad*, *long-short*, *black-and-white*, while grammatical antonyms are *sweet-idle*, *busy-idle*, phraseological antonyms are *over head and ears and up to the neck* can be an example.

Linguist A.V. Kunin points out that one of the peculiarities of the semantics of antonyms is the contradiction and relative contradiction in their meanings, and the other is that one of the antonymic pairs belongs to the same independent word group, and the other is the same. refers to a group of words [1]. Let's see some examples from mass media terminology:

**I. Follower** - one who subscribes to a feed especially on social media. The antonym of this mass media term is **leader** - the person who leads or commands a group, organization, or country.

*Ex: His follower count grew from about a thousand to over forty-five thousand, and his threads became must-reads for anyone who closely followed these topics.*

**II. To block** - to hinder the passage, progress, or accomplishment of by or as if by interposing an obstruction is opposite for **to unblock** - to free from being blocked.

*Ex: Ann blocked all stranger contacts on telegram media because she didn't know them all.*

**III. Like** – to put like is to enjoy or adore something/somebody in social media (Instagram, Facebook, YouTube)/ **dislike** – to put dislike is not to like or not to enjoy something/somebody in social media (Instagram, Facebook, YouTube).

*Ex: I put like on the video which she shared yesterday on YouTube.*

**IV. To continue** - to maintain without interruption a condition, course, or action / **to cancel** - to stop doing or planning to do (something): to decide that something (such as a game, performance, etc.) will not happen.

*Ex: While fulfilling the personal information, George clicked the bottom cancel instead of continue.*

**V. To register** - to make or secure official entry of in a register/ **to reject** - to refuse to accept, consider, submit to, take for some purpose, or use.

*Ex: If you want to sign up your account you have to register all data about yourself, but not reject.*

**VI. To join** - to put or bring together so as to form a unit- / **to remove** - to leave the company of.

*Ex: She was removed from the channel because of her arrogance.*

In English mass media terminology, there are also synonymous phraseological units as well as antonymous phraseological units. In linguistics, synonyms have been interpreted differently in different literatures and divided into different types. L. Kutina, who specializes in the history of terminology, thus expresses his opinion on synonymy as: “The phenomenon of widespread synonymy in the field of terminology is characteristic of the formation of terminological systems” [2]. Synonyms are lexemes that represent semantically close or similar concepts and differ in meaning and stylistic usage. According to this the linguist I. Siddikova pointed out that the possibility of lexically interchangeable words in the text as a criterion for determining whether words are synonymous or not [3]. We can see several examples according to Siddikova’s ideas:

**I. To search** - to look into or over carefully or thoroughly in an effort to find or discover something, is the same meaning with **to google** - to use the Google search engine to obtain information about (someone or something) on the World Wide Web.

*Ex: Eventually she realized we weren't leaving the house, so she made herself a sandwich and headed upstairs to google/search divorce lawyers.*

**II. Journalist or newspaperman** - is an individual trained to collect/gather information in form of text, audio or pictures, processes them to a news-worthy form and disseminates it to the public.

*Ex: Her eyes rolled back in her head before the journalist/ newspaperman had even finished his sentence.*

**III. Information, data, fact** are the synonymous mass media terms which mean – a knowledge communicated or received concerning a particular fact or circumstance; news:

*Ex: His wealth of general information/ data/ fact is amazing.*

**IV. Mobile phone and cell phone** are mass media terms which mean a portable usually cordless telephone for use in a cellular system.

*Ex: Western Union can transfer money internationally on your laptop, computer and mobile phone/cell phone.*

**V. To click and to press** - to select especially in a computer interface by pressing a button on a control device (such as a mouse).

*Ex: She fiddled with the remote control until the TV turned on. She clicked/pressed through the channels.*

VI. **Article, essay, paper** - a piece of writing about a particular subject that is included in a magazine, newspaper, etc.

*Ex: I just read an interesting article/essay/paper about the city's early history.*

VII. The terms **message and letter** can be synonymous in the mass media sphere and express that a verbal, written, or recorded communication sent to or left for a recipient who cannot be contacted directly.

*Ex: If I'm not there when you call, leave a message/letter.*

Adding to these, there is also homonyms in English mass media terms. Hartmann and Stork [7] agree that homonyms are different words with the same pronunciation that may or may not be identical in spelling. Thus, they give them a definition that is partially similar to that of homophones. On the other hand, Watkins and Dillingham [10] define it just like defining homophones, i.e., “words that sound exactly like other words but have different spellings” in spite of the fact of not naming them homophones in addition to homonyms as Fromkin and Rodman do. Let's see some examples from mass media terminology:

I. The term **Live** has several meanings:

a) *To live* - is a verb that means to make one's home in a particular place or with a particular person.

*Ex: I've lived in the East England all my life.*

b) *Live* - is an adjective shown or heard as it is happening TV or Radio.

*Ex: The BBC is primarily funded by the TV license fee, currently £145.50 a year (£12.13 a month), which is payable by everyone in the UK who watches television programming live.*

II. **Channel** – is a term, used in mass media and other spheres:

a) *the channel* is a noun, an account on an online media sharing or streaming service from which one can make media content (such as videos) available to others using the service.

*Ex: The video was posted Saturday and has been viewed thousands of times since being picked up by YouTube channels devoted to UFOs and unsolved mysteries.*

b) *to channel* is a verb to form, cut, or wear a channel in.

*Ex: The river channeled a new course.*

c) *the channel* is a noun the bed where a natural stream of water runs.

*Ex: He crossed the English Channel.*

III. **Mobile** has several meanings:

a) *Mobile* is an adjective to be able to move from one place to another.

*Ex: The doctors say she will be mobile [=able to walk] again when her broken leg heals.*

b) a *mobile* is a construction or sculpture frequently of wire and sheet metal shapes with parts that can be set in motion by air currents; also: a similar structure (as of paper or plastic) suspended so that it moves in a current of air.

*Ex: Brightly colored mobiles rotated from the ceiling.*

c) a mobile phone.

*Ex: We telephoned from our mobile to theirs.*

IV. The term **Character** has several meanings:

a) a *character* is a noun which means one of the attributes or features that make up and distinguish an individual

*Ex: This is a side of her character that few people have seen.*

b) one of the persons of a drama or novel.

*Ex: Characters are the essence of a movie. Good characters are three-dimensional based on the character's physiology, psychology and sociology.*

## CONCLUSION / RECOMMENDATIONS

In conclusion, phraseological units and lexical-stylistic devices used in mass media terminology serve to enhance the effectiveness of speech, to express the person, thing, event and phenomenon described in a figurative way.

The terms mentioned above are synonymous and antonymous precisely in the sphere of mass media terminology, they have not such feature in other field terminology, such as economics, medicine, technology and so on. In addition, in English mass media terminology, the synonymous and antonymic feature consists of a verb phrase and a noun phrase.

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