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## Theoretical Foundations of Phraseological Units in the Mass Media Speech

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### ANNOTATION

This article talks about mass media and its types, language and style. Also, comments on the use of phraseological units in public speech are given together with examples from the English press.

**KEYWORDS:** mass media, oral and written speech, phraseological units, phraseme, idiom.

### Introduction

As it is known that a language moves without stopping and it is improved with the help of internal and external factors. In XXI century, the mass media such as newspaper, magazine, radio, TV and, of course, internet plays a key role in order to attain the development of certain language. Researchs demonstrate that the language of mass media is distinguished by its efficiency, methodological mobility, expressiveness and flexibility, and also variety of functions. This style of language consists of official and current news, information, announcements, reportage, interviews and articles.

The President of Republic of Uzbekistan Shavkat Mirziyoyev pointed out: “Today when communication with the people, living with their dreams, aspirations, pains and worries is rising to the level of state policy, we can achieve our goals only if every mass media becomes a platform for real dialogue, a forum for free opinion”.  
[1]

### MATERIALS

We can see mass media in two main forms:

- oral - radio and television, speech recordings, audio and video tapes, speech on computer recording devices, etc.;
- written - newspapers, magazines, internet publications.

Printed publications are distinguished by their wide stylistic features. The development of media language is evolutionary in nature. It effectively uses phraseological units to increase the effectiveness of the speech, to give a certain stylistic color to the text, and to increase the artistic expressiveness of the message. The system of images in phraseological units, their use in accordance with certain fields and everyday life is closely related to the material-spiritual, socio-political life of a certain nation in the formation of its worldview, the unique national-cultural life of this nation. It is important to provide information about traditions and customs.[2]

## METHODS

Mass media are very important for us to understand the world, to be aware of the news, especially in today's era of globalization. Printed publications not only convey information about events happening in the world, but also interpret them. Based on this interpretation, a person forms his knowledge of the surrounding reality. Journalists and politicians, who are the face of mass media, choose language tools that best match the evaluation of the event they want to form with readers and listeners. We can also see phraseological units among such language tools. Because phraseological units affect the receiver's mind faster and deeper than other language tools. One of the distinctive features of newspaper texts is described as follows: "... frequent use of phraseological combinations characteristic of one type of speech signs, for example: *assume that (deylik)*, *let's proceed to (keling, davom etamiz)*, *in reply to (...ga javoban)*, *there is no reason for (uchun sabab yo`q)*, *in a statement of (bayonotda)*, *taking into consideration (hisobga olgan holda)*, *on the one hand (bir tomondan)*, *with reference to ( bilan bog`liq holda)*.[3]

## RESULTS

Therefore, the use of phrases and expressions in the language of mass media serves to increase the effectiveness of the speech. Lexemes and phrases used in this style of language remain conceptual. They reflect the political-social, cultural-educational life of a certain period. "Phraseological units can partially realize the pragmatic possibilities of the text. Phraseological units are especially often used in the titles of mass media texts" [4]. Below we will consider the phraseological units used in the English press and their translations in Uzbek:

- Why the British coffee shop is grinding to a halt?

*grind to a halt – asta-sekin, bosqichma-bosqich to`xtamoq*

- These 70s food classics are making a comeback – I can see why.

*make a comeback – qayta tiklanmoq*

- "It's the major killer and it's about time we did something about it," says Prof MacGregor.

*it is about time...- ayni vaqti (asosan jahl qilganda ishlatiladi)*

- Even as Putin tightens his grip on power the end is visible.

*tighten smb`s grip on – mahkam ushlamoq*

## CONCLUSION

In conclusion, it can be said that by using phraseological units in the speech of public communication, it is possible to have a stronger influence on the listener and attract his attention than ordinary words and lexemes. Therefore, phraseological units are called an integral part that serves to increase language richness.

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