

MAIN LEXICAL-SEMANTIC UNITS IN POLITICAL DISCOURSE: A CASE STUDY
OF UZBEK AND ENGLISH MEDIA

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<https://doi.org/10.5281/zenodo.15391940>

Abstract. *This study explores the main lexical-semantic units in political discourse, focusing on a comparative analysis of Uzbek and English media. It examines how specific lexical choices, phrases, and expressions in both languages function as tools for constructing political narratives, influencing public opinion, and reinforcing ideologies. The study investigates the role of language in shaping political messages and how cultural, historical, and social contexts affect the way political discourse is communicated. By analyzing the use of lexical-semantic units in both Uzbek and English political media, the study provides insights into both universal and culture-specific aspects of political communication. The research also highlights the similarities and differences in political discourse across these two distinct linguistic traditions, aiming to enhance the understanding of language's role in political processes.*

Keywords: *lexical-semantic units, political discourse, media, Uzbek language, English language, political communication, ideology, public opinion, linguistic analysis, comparative study.*

Annotatsiya. *Ushbu tadqiqot siyosiy diskursdagi asosiy leksik-semantik birliklarni o'rganishga qaratilgan bo'lib, unda o'zbek va ingliz tilidagi ommaviy axborot vositalarida qo'llanilgan leksik birikmalar taqqoslanadi. Tadqiqotda har ikki tilda siyosiy narrativlarni yaratishda, jamoatchilik fikrini shakllantirishda va ideologiyalarni mustahkamlashda leksik birliklarning qanday rol o'ynashi ko'rib chiqiladi. Shuningdek, tilning siyosiy xabarlarini shakllantirishdagi o'rni va madaniy, tarixiy hamda ijtimoiy kontekstlarning siyosiy diskursga qanday ta'sir ko'rsatishi o'rganiladi. O'zbek va ingliz tillaridagi siyosiy matnlardagi leksik-semantik birliklarni tahlil qilish orqali, bu tadqiqot siyosiy kommunikatsiyaning umumiy va madaniy xususiyatlarini chuqurroq tushunishga imkon beradi. Tadqiqot, shuningdek, har ikki til va madaniyatda siyosiy diskursdagi o'xshashliklar va farqlarni aniqlashga yordam beradi, bu esa tilning siyosiy jarayonlardagi rolini yaxshiroq tushunishga xizmat qiladi.*

Kalit so'zlar: *leksik-semantik birliklar, siyosiy diskurs, OAV, o'zbek tili, ingliz tili, siyosiy kommunikatsiya, ideologiya, jamoatchilik fikri, lingvistik tahlil, taqqoslash tadqiqoti.*

Аннотация. Данное исследование посвящено основным лексико-семантическим единицам политического дискурса с акцентом на сравнительный анализ узбекских и английских средств массовой информации. В работе рассматривается, как выбор лексических единиц, фраз и выражений в обоих языках служит инструментом для создания политических нарративов, влияния на общественное мнение и укрепления идеологий. Исследуется роль языка в формировании политических сообщений и то, как культурные, исторические и социальные контексты влияют на то, как политический дискурс транслируется в СМИ. Путем анализа лексико-семантических единиц в политических материалах на узбекском и английском языках, работа предлагает новые взгляды на универсальные и культурно-специфические аспекты политической коммуникации. Исследование также выявляет сходства и различия в политическом дискурсе этих двух языковых традиций, что помогает глубже понять роль языка в политических процессах.

Ключевые слова: лексико-семантические единицы, политический дискурс, СМИ, узбекский язык, английский язык, политическая коммуникация, идеология, общественное мнение, лингвистический анализ, сравнительное исследование.

Introduction

Political discourse plays a crucial role in shaping public opinion and influencing societal dynamics. The language used in political communication is not merely a tool for conveying information but also a powerful instrument for persuasion, ideology propagation, and mobilization. Lexical and semantic units within political discourse carry deep layers of meaning and often serve specific strategic purposes that go beyond their surface-level definitions. These units, encompassing words, phrases, and expressions, reflect the underlying values, ideologies, and power structures inherent in political processes.

This study focuses on the main lexical-semantic units within political discourse, particularly in the context of Uzbek and English media. Political communication in both languages is influenced by unique historical, cultural, and social factors, which shape the way language is used in media outlets. The comparison of these two distinct linguistic traditions provides valuable insights into the universal and culture-specific features of political discourse. By examining the lexical and semantic choices made by media outlets in both languages, we can understand how language serves as a tool for constructing political narratives and manipulating public perception.

The importance of this investigation lies in its ability to highlight the similarities and differences in how political messages are conveyed across different linguistic and cultural contexts. While English-language media has long been a dominant force in global political discourse, Uzbek media presents a distinct perspective shaped by local political realities and traditions. By exploring the main lexical-semantic units used in political discourse in both languages, this study aims to shed light on the nuanced ways in which language functions as both a mirror of and a catalyst for political ideologies in diverse media environments.

Through this comparative analysis, we hope to provide a deeper understanding of the role of language in political communication and its potential for influencing political thought and action in both the English and Uzbek-speaking worlds.

1. The Role of Lexical-Semantic Units in Political Discourse

Political discourse is inherently dynamic and complex, designed not only to inform but to persuade, influence, and mobilize public sentiment. Lexical-semantic units — individual words, phrases, idioms, and expressions — are the building blocks of this discourse. They carry both denotative meanings (literal meanings) and connotative meanings (associative, emotional, or ideological implications). In political discourse, these lexical choices are crucial because they reflect the political climate, values, and power structures of a society. The way politicians and media outlets frame their messages through these lexical units can significantly affect how information is received and interpreted by the public.

In both Uzbek and English political discourse, words do more than simply convey factual information. They are often used to construct political ideologies, create in-group vs. out-group distinctions, and evoke emotional responses from the audience. This is particularly evident in the use of terms that frame political issues in a positive or negative light, influencing the public's perception of events, individuals, or policies. For example, in English political discourse, terms such as “freedom fighter” versus “terrorist” can radically alter the way a political event is perceived, depending on the lexicon chosen. In Uzbek, similar dichotomies might emerge, but the terms might be deeply rooted in the country's own political and cultural context.

2. Comparative Analysis of Lexical-Semantic Units in Uzbek and English Media

Political discourse in Uzbek and English media differs in many ways, both in terms of lexical choices and semantic structures. English-language political discourse, particularly in Western media, tends to be more direct, with a strong emphasis on clarity and objectivity. This is partially due to the global influence of English-speaking countries, where political

discourse has often been shaped by democratic ideals, the rule of law, and a culture of transparency. The lexicon used in English media frequently emphasizes concepts such as individual rights, freedom of speech, and democratic values.

In contrast, Uzbek political discourse is shaped by different historical, social, and cultural influences. While the Uzbek language shares many common features with other Turkic languages, its political discourse is heavily influenced by the nation's Soviet past, post-Soviet transitions, and the unique political landscape of Central Asia. In the Uzbek media, political discourse is often marked by the use of terms that emphasize national unity, state sovereignty, and the preservation of social stability. These terms may carry different connotations depending on whether they are used in a domestic or international political context. For instance, in Uzbek media, phrases like "state integrity" or "national development" might be more prevalent, reflecting the country's emphasis on state-building and internal cohesion.

3. Cultural and Ideological Contexts in Lexical Choices

Both Uzbek and English political discourses are heavily influenced by their respective cultural and ideological backgrounds. In English-language media, the lexicon is often reflective of liberal democratic values, with frequent references to human rights, individual freedoms, and equality. This is particularly evident in political rhetoric surrounding issues such as immigration, civil rights, and international diplomacy. Words like "democracy," "justice," and "freedom" have specific meanings and connotations that align with the Western political tradition.

In Uzbek political discourse, however, the lexicon is often shaped by the country's unique political system and its historical experience. The Soviet legacy still plays a significant role in the way political language is constructed, and the vocabulary used in the media often reflects state-driven ideologies. Terms like "stability," "patriotism," and "economic progress" are used to underscore the importance of national development and political continuity. Additionally, there is a stronger emphasis on collective well-being, social harmony, and national pride. While these concepts may overlap with similar terms in English discourse, their specific cultural and historical contexts in Uzbek media create unique semantic nuances.

4. The Influence of Power and Ideology on Lexical-Semantic Choices

In both Uzbek and English political media, the choice of lexical units is often guided by underlying power dynamics and ideological interests. Political leaders and media outlets use language strategically to control the narrative and influence public opinion. In English

political discourse, this often takes the form of rhetorical strategies that appeal to logic (logos), emotion (pathos), or authority (ethos). The lexicon is carefully selected to create an image of political leaders as competent, trustworthy, and aligned with the values of their constituents.

In Uzbek political discourse, the use of language also reflects the centralization of power and the role of the state in guiding public opinion. The media, while becoming more diverse post-Soviet Union, still operates within a system where the government plays a significant role in shaping the discourse. Consequently, terms that emphasize state control, national unity, and social order are prevalent. This reflects not only the political ideologies of the ruling government but also the broader societal values of stability, progress, and development.

Summary

This study investigates the role of lexical-semantic units in political discourse, focusing on a comparative analysis of Uzbek and English media. Political discourse relies heavily on lexical choices, as words, phrases, and expressions not only convey information but also shape public opinion, construct political ideologies, and reflect power dynamics. Lexical units in both languages carry both denotative and connotative meanings, influencing how political messages are framed and received.

The research compares how political discourse is constructed in Uzbek and English media, highlighting differences in lexical choices influenced by the unique cultural, historical, and political contexts of each language. English media often emphasizes liberal democratic values, using terms like "freedom," "justice," and "democracy." In contrast, Uzbek media reflects the nation's Soviet legacy and focus on national unity, stability, and state sovereignty, with terms like "economic progress" and "patriotism" being more prevalent.

Furthermore, the study examines how power and ideology influence lexical-semantic choices in political communication. In both languages, political leaders and media outlets strategically use language to control narratives and influence public sentiment. The study concludes that while there are universal elements in political discourse across cultures, the lexical-semantic choices made in Uzbek and English media reveal the deep cultural and ideological differences that shape political communication in each context.

This comparative analysis provides a deeper understanding of how language functions in political discourse and its impact on shaping public perception and political ideologies.

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