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**LANGUAGE TECHNIQUES OF PERSONIFICATION OF THE HERO ON
TELEVISION AIR**

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Annotation

This article highlights the factors affecting the speech, pronunciation, vocabulary and style of the presenters and participants in a number of television projects broadcast on republican television.

Keywords

television, speech, mass media language, audience, communication, thought, purpose, TV show, TV air.

**ТЕЛЕВИЗИОН ЭФИРДА ҚАҲРАМОН ПЕРСОНИФИКАЦИЯСИНИНГ ТИЛ
УСУЛЛАРИ**

Аннотация

Мазкур тезисда республика телевидениеси орқали эфирга узатилаётган қатор телелойиҳаларда бошловчилар ва иштирокчиларнинг нутқи, талаффузи, луғати ва стилистикасига таъсир қилувчи омиллар ёритилган. Шу билан бирга, ижтимоий ўзгаришларнинг телевидение тилига таъсири телевизион кўрсатувлар эволюцияси нуқтаи назаридан таҳлил қилинган.

Калит сўзлар

телевидение, нутқ, медиа тили, аудитория, коммуникация, фикр, мақсад, кўрсатув, сўз бирикмалари, телеэфир.

**ЯЗЫКОВЫЕ ПРИЕМЫ ПЕРСОНИФИКАЦИИ ГЕРОЯ В ТЕЛЕВИЗИОННОМ
ЭФИРЕ**

Аннотация

В данной статье выделены факторы влияющие на речь, произношение, словарный запас и стилистику ведущих и участников ряда телепроектов, транслируемых на республиканском телевидении. При этом влияние социальных изменений на язык телевидения анализируется с точки зрения эволюции телепередач.

Ключевые слова

телевидение, речь, язык СМИ, аудитория, общение, мысль, цель, телепередача, телеэфир.

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The state of the modern language is the language of the "present time", which today has a contradictory and complex character. Television language is influenced by social changes (transition, reforms), popular culture, postmodernism, social networks and various other factors. As a result, different, even often mutually exclusive forms of stylistics are mixed into the language of TV projects. It is no exaggeration to say that the reason was to avoid the unpleasant language of the Depression, which was extremely ideological, and slightly removed from the bookish language due to templates. These are metaphors that entered the television language from the vocabulary of other nations.

S. According to Shomaksudova's research: "Word acquisition is a legitimate form of language development; socio-economic, cultural-educational and scientific relations between peoples require the transfer of words and terms from one language to another" {1}¹.

Yu. Karaulov stated: "The current state of the language of the TV broadcast reflects the current situation in modern society, under the influence of which, according to sociologists, representatives of the middle class are forming, whose role is increasing day by day {2}²". If in the past only the elite spoke the literary language, today the literary language is the speech of the entire society, especially the middle class.

According to the scientific and theoretical research of D. Teshabayeva: "The analysis of television speech undoubtedly requires a discursive approach. It requires taking into account, along with the sounding speech, paralinguistic (gesture, facial expressions, plastic) factors from heterogeneous extralinguistic factors, because without them it is impossible to imagine television speech" {3}³.

If we follow the trends in the development of literary language, including on television, modern television speech is on the verge of weakening and simplification. Today, television is characterized by the development of areas in its linguistic environment that were previously not very important and outside the literary language. Such speech means as jargon, dialect are being reworked, assimilated and are being used along with the traditional neutral and bookish language.

If the most important function of language is to convey information, then even more important is its communicative nature: establishing and maintaining communication between the audience and the communicator, the communicator and the hero of the show, the journalist and the program participants, the invited.

Our research has shown that, on the example of the TV magazine "Yangi kunda yana biramamiz" broadcast on the "Dunyo boyal" TV channel, indirect assessment was described: the assessment of the intellectual level of the audience is carried out through the relevance, originality, and validity of the question asked by the viewer on the topic under discussion: "Logical question; Really original; This topic is interesting, worth discussing; Good question; He was with us; Difficult question; How many are the questions; Pleasant words and a wonderful question; The proposal seemed unexpected at first, but then we were very interested," etc. In recent years, the participants of the show themselves have become the object of positive assessment. When we say a participant in a TV project, we mean, first of all, the protagonist of the program and the participants in the studio, but also the viewer behind the screen who called. As an example, in one of the next episodes of the "Oydin Hayot" series of programs on the "O'zbekiston" TV channel {4}⁴ We would like to draw your attention. Since June 27 is the Day

¹Шомаксудова С. Матндаги нуткий бирликлар: ўқув қўлланма. – Т.: Университет, 2021. – Б.38.

² Караулов Ю.Н. Язык СМИ как модель общенационального языка // Язык средств массовой информации как объект междисциплинарного исследования. Тезисы докладов международной научной конференции. М., 2021. – С.89.

³Тешабаева Д.М. Медиалингвистика ва тахрир. – Т.: "O'zbekiston" НМИУ, 2019. – Б.203.

⁴"O'zbekiston" телеканаллари эфирини. "Ойдин хаёт" дастури. Муаллиф – Зокирова Н. 27.06.2022. 09:00

Scottish International Conference on Multidisciplinary Research and Innovation – SICMRI 2026

of Press and Mass Media Workers, journalists were invited as the main interlocutors. Since the program was broadcast live, it can be observed that the audience contacted the studio by phone and expressed their opinions, congratulations, and, if appropriate, even criticized the participating representatives of the public. It is noteworthy that the participants in the studio also had the opportunity to contact the honorary journalists behind the screen by phone and congratulate them.

The behavior of the participants in the communication is rarely evaluated, and this can be reflected in the moral attitude: – “Now we will tear the scythe, the biggest “swindler” is you, the intriguer, of course, this is a friendly joke”{5}⁵.

The ways and means of expressing a single meaning of thought are chosen in accordance with the author's decision and correspond to the author's point of view on the image of the hero that he wants to form in the audience's imagination. In a positive or negative assessment, voice, intonation, logical impact play an important role.

In our opinion, one of the important tactics in positively directing a television discussion is to focus the audience's attention on the entire program, and in part on the hero of the program.

The specificity of television language is determined by its oral presentation. Problems of professional ethics and their solution depend on the personification of information. Thus, the image of the ethics of the telecommunicator's work becomes a two-sided problem. On the one hand, it arises precisely due to the personification of information, etc. that is, by expressing “one's own opinion”, in which often the facts are not analyzed comprehensively, and a personal position is presented as a “final conclusion”. On the other hand, personalization, subjectivity in journalistic work is a position of professional ethics, which means subjective personal responsibility for every reality in the show, the image of the character created and every word spoken, responsibility for the TV project.

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⁵Zo‘r TV эфери. “Ўғирланган ниқоб”. Муаллиф – Хўжакулов М. 28.05.2022. 22:00