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Principle of Creating Effective Media Text

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ABSTRACT

The article provides several opinions on the use of clichés in newspapers and magazines, the use of several words, and their influence on the article's content. Examples supported the data.

Keywords: Clichés, illustrations, specific phrases, unique moving words.

INTRODUCTION

The study of the language of the media, in particular, newspapers and magazines, from a normative point of view is one of the topics that remains relevant today. In this work, opinions are expressed about how perfect the language of many articles, theses, scientific works, or lectures published in print media is and how it meets the rules of the norm. In all spheres of mass media, words, sentence patterns, and texts with moving patterns and styles are found (Lijun Guo, 2014). There are, of course, those that are free from such sentences. Paying attention to each word and effectively using synonyms and polysemous words to ensure uniqueness and ornamentation (Cuddy, A. et al., 2009). However, protecting the article from repetitive and moving templates has always been more complex and important.

This is considered one of the sources demonstrating the skills of writers, reporters, and journalists. At this point, we will pay attention to many repeated and moving words and clichés in press materials. In scientific literature, we find the following statements about clichés:

Cliché (Fr. cliché), also the speech stamp (literary stamp, film stamp, etc.) – a fixed form (motif, theme) traditionally established in art.

Cliché – a printed form designed for printing illustrations

(pictures, reproductions, sometimes texts);

Clichés are exceptionally frequently used sentences, ready-made patterns of thought (Khakieva Z. et al., 2023).

This word was borrowed into the language in the mid-19th century from French, where cliché – cliché is derived from the word “to print.” From the application's point of view, the cliché provides the easiest, shortest, and least thought-out way to reflect the desired content of the statement; from the point of view of perception, it is the abuse of the least specific and society-boring way of expressing the thought. Moreover, it is an evaluative category that depends on the external conditions of speech and, therefore, changes historically.

The word is often used to describe elements frequently repeated in different areas of art. Stamps were often used without new ideas or to carry out specific plot actions. Due to the large number of films, books, and music being produced, it is difficult to avoid repetition.

Cliché words appear in the article in various forms, such as words, phrases, or sentences. However, if we repeatedly use the same word in the article or the same pattern of phrases and sentences, this will lower the level of the article by a relatively small step. Conversely, the more synonymous words and phrases we use, the more

noteworthy the article will be.

Such articles attract readers (Basovskaya E., 2020). Transitional clichés are standard examples of word usage, typical schemes of phrases and syntactic structures, and general models of speech behavior in specific situations. Clichés are used in traditional plots of works of art, scientific literature, and colloquial speech.

1. Ideological cliché (political, propaganda cliché) – a standard term used in publications, journalism, and public speeches of political and state figures.

2. Typographic cliché – a printed form for reproducing text and illustrations.

Now, as a result of examining these theoretical views with examples, we will gain more information.

METHOD

The article used general and specific methods such as synthesis and analysis, a systematic approach to the phenomena under study, and presenting its results. The study sources were magazines, newspapers, and internet information sites. In particular, articles published in the journals “Sharq yulduzi,” “Jahon adabiyoti,” the newspapers “O‘zbekiston adabiyoti va san’ati,” “Hurriyat,” “Ma’rifat,” as well as announcements written on social networks “Qalampir.uz,” “Kun.uz” were analyzed. In particular, problems related to the normative aspects of linguistic principles in media texts were highlighted through comparison.

RESULT AND DISCUSSION

Norm is the state and possibility of using language units accepted, approved, and understood by members of society in the speech process. Literary language is a tremendous social phenomenon with excellent, normative significance in the spirituality of every nation and people; it serves to realize its spiritual world in material form, and universal development unites the people and becomes an important tool for self-awareness. Literary language is a refined, but phonetically and grammatically refined, nationwide means of communication, embodying the best features of the dialects of the people, understandable and acceptable to everyone. In history and development, literary language has changed and improved.

Along with the development of society, the need to study and analyze normative situations in language and speech has also increased, and in solving these problems, several factors have been taken into account, such as the everyday, spiritual and educational life, socio-philosophical worldview, and traditions of the people. As a result, regulatory aspects in all its branches have significantly stabilized. Here, too, not forgetting the great importance of the speech process in strengthening language norms, it is not difficult to observe that its development was increasingly consciously controlled, and the influence of linguistic science significantly expanded.

Under the influence and as a result of these factors, the normative conditions established for existing units in the layers of language were made mandatory for all language representatives, and this obligation was reflected in the relevant documents and dictionaries.

Of course, the existence of scientifically based spelling and pronunciation rules in determining the normative aspects of the language, ensuring the literary level of the language, formalizing them by authorized organizations, and, in a certain sense, making them mandatory for language users, bringing them into the form of a legal document is of great importance.

However, not all language users have the opportunity to be sufficiently aware of these rules. They learn language norms mainly through hearing and seeing; based on this, they speak and write.

In this situation, speeches evaluating the actual state of language and speech culture, criticizing existing shortcomings, and showing ways to eliminate them should be conducted through mass media. Work should be done relying on the employees of this field, journalists, and writers who carry out this responsible task.

Linguists are responsible for distinguishing and analyzing the subtle meanings expressed in each speech situation within the framework of each functional style and conveying them to the people in various ways and means. Preserving our literary language's vitality, prestige, and status requires strict adherence to its established norms.

E.Begmatov and A.Mamatov indicate that it is advisable to study these norms of the national language in two large groups:

1. General norm of language, that is the general norm.
2. The specific norm of language, that is the specific norm (Karimov, 2002).

The generality and specificity applied to the norm are the scope of activity, the coverage of language norms, and the concepts understood when one is taken about the other. The general norm consists of:

- 1) lexico-semantic norms – lexical (word usage) norms;
- 2) pronunciation (orthoepic) norms;
- 3) accentological (correctness of stress in words and forms) norms;
- 4) phonetic norms;
- 5) grammatical (morphological and syntactic) norms;
- 6) word formation norms;
- 7) spelling norms;
- 8) graphic (graphic) norms;
- 9) punctuation norms;
- 10) stylistic norms (Karimov 2002).

Naturally, the listed norms also apply to the language of newspapers and magazines. Dialectal and dialectal norms, considered specific norms, are considered part of the national language and not the literary language. Comparing the norms of dialects and vernaculars with other types of specific norms, it is appropriate to emphasize that they differ significantly from the norms of the literary language. The main difference is that it is formed in a certain sense outside the will of people, not regulated by consumers, but naturally normalizes and passes from generation to generation. It is not forced to use its elements this way but is accepted and used naturally.

Our article analyzed newspapers' orthographic, stylistic, and lexical shortcomings. For example, stylistic errors, errors in word usage, and sentence construction can lead to changes in the article's content. Moreover, in the newspaper's work, there are such aspects as attracting the reader's interest and the audience's attention, and we paid special attention to the peculiarities of the language of

newspapers, the concept of the text, and other linguistic aspects. For example, in the 12th issue of the newspaper "Uzbek Literature and Art," ("O'zbekiston adabiyoti va san'ati") published on March 29, 2023, an article entitled "Modern Kyrgyz Poetry" ("Zamonaviy Qirg'iz she'riyati") is presented, which is expressed as follows.

"Bulardan birinchisi Aliqul O'smonovning, ikkinchisi esa Jo'lon Mamitovning nomi bilan bog'liq. Ularning badiiy kashfiyotlari orqali qirg'iz so'z san'ati yangi yuksakliklarga ko'tarildi, milliy she'riyat har gal bir qarich yuksaldi. ("The first is associated with the name of Alikul Usmanov, the second with the name of Jolon Mamitov. Thanks to their artistic discoveries, the art of the Kyrgyz word has reached great heights, and national poetry has risen by an inch each time.") (2023)

The word that caused our objection and was inappropriately used in this sentence is "qarich" (an inch) at the end because it would be somewhat stylistic to use the word "pog'ona" ("step"). More precisely, the word "qarich" (an inch) requires a more colloquial style and is more suitable for this style. Another mistake associated with using synonyms:

"O'rta Osiyoninggina emas, butun turkiy dunyoning ham qoq markazida joylashgan O'zbekiston endilikda turkiy taraqqiyot, turkiy konsolidasiya lokomotiviga aylanishi mumkin, lekin bu bizning harakatimizga bog'liq. Buning uchun nuqul Lotin Amerikasi, Irlandiya yoki Yaponiya kabi xalqlarining adabiyotidan o'girishga ruju qo'ymay, yaqin qardoshlarimiz tillarida barpo etilayotgan asarlar bilan yaxshilab tanishishimiz darkor". ("Uzbekistan, situated at the very heart of not only Central Asia but the entire Turkic world, now has the potential to become the driving force behind Turkic development and consolidation. However, this depends on our actions. To achieve this, instead of solely focusing on translating literature from nations like Latin America, Ireland, or Japan, we must thoroughly familiarize ourselves with the works being created in the languages of our close relatives.")

In this sentence, instead of the word "o'girishga," one could use the words "tarjima qilishga" or "o'zbekchallashtirishga," the meaning of the word "o'girishga" does not correspond to the context. If we pay attention to another word, "barpo etilayotgan" ("constructed,") it is incorrect to use "barpo etmoq" ("construct") about a work because since the work is more

a product of creativity, it would be appropriate to include words such as “yozilayotgan” (“writing”) or “ijod etilayotgan” (“creating.”) Of course, the author may have used these words here to avoid monotony or to create a unique work. However, it is natural for people from different knowledge layers to read the article. Therefore, even if each word is simple, it would be appropriate.

Depending on the circumstances, every person who speaks or writes in a literary language uses only a specific part of the normative aspect of the words, grammatical forms, phrases, and sentence structure. In this sense, language’s reserve capabilities are never fully utilized, even within the framework of collective speech.

The possibilities of language are always more significant and broader than their realized, practically applied state. Such rich possibilities in each language constitute the system of standard means of this language.

In many newspaper reports, the excessive use of introductory words and phrases, conjunctions and prepositions, and their inappropriate use is also one of the common gross errors.

Regardless of the form of historical units of people, their literary language and norms existed. In this case, a well-known linguist. It is appropriate to cite the following opinion of B. S. Schwarzkopf:

“The problem of the norm and the presentation of problems related to the standardization of the literary language cannot be fully illuminated without a commentary on the development of theoretical views on the essence of the language norm in general, particularly the literary language norm. As is known, many foreign scientists are also carrying out significant work in this area. In the linguistic literature, there are different approaches to the essence of the concept of norm and various aspects of this linguistic phenomenon, and many definitions are given. In these differences, several directions of theoretical research can be seen.” (Avrorin, 1975)

Observations of existing work on the study of language norms have shown that there are four main centers for studying these problems:

1. Representatives of the Prague School of Linguistics analyzed the language norm and the main tasks of the literary language in conjunction with practical issues of

codifying the literary language norm. The contributions of B.Gavranek, V.Matezius, A.Edlichka, V.Barnet, and E. Wahek to the standardization of language norms and literary language are noteworthy.

2. E.Coseriu’s scientific theories. E.Koseriu understands the norm as an objective, regulated, and selected phenomenon from a social perspective. In contrast, codification is understood as a subjective phenomenon, a category correct only from a linguistic point of view. According to him, the system and structure of language cannot encompass all linguistic phenomena. Each language has its peculiarities of variability in terms of expression and meaning. According to E.Coseriu, the concept of variability in language does not depend on the properties of the system.

3. Scientific views of American, English, and German linguists. They highlighted the nature and properties of the norm in their linguistic and sociolinguistic works. Norms were understood as forms of language used by the community and accepted by society as correct.

4. The following can be said to correspond to the scientific and theoretical views in 20th-century Russian linguistics:

1) analysis of the norm in connection with the study of the system-structural possibilities of the language.

The norm always develops along with the language systems and structure.

2) studying the norm in connection with the expansion of the social function of the literary language and the growth of its functional diversity.

This shows that the social function of the norm should not be forgotten, and language rules require this.

3) observation of the norm in connection with some sociological aspects of the literary language.

4) studying the norm in connection with issues of speech culture.

5) analysis of the norm in connection with language’s psychological and communicative aspects.

Just as our society and time are in constant motion, development, and change, its language will undoubtedly be in constant motion, change, and development. The

language of each nation goes through different stages of development. As a result, various changes occur in the language's vocabulary, semantics, morphology, and syntax.

Not all levels of the language system are equally connected with society's history. Because various innovations in society's life are reflected in the vocabulary of this society's language, the lexical level of the language system is more connected with society's history than with units of other levels.

In special fields, particularly in science, technology, art, politics, and diplomacy, everything is aimed only at the logical cognition of reality. Therefore, they require words and terms to be extremely clear and precise. However, no matter how accurately and logically the terms are chosen, their repeated use in describing specific rules also leads to a certain degree of stylistic monotony. For example, an article titled "O'zbek maqom ijrochiligi maktablari" ("Schools of Uzbek Maqom Performance") was published in the 5th issue of "Sharq Yulduzi" magazine in 2021. The article uses the word "maqom" 38 times and the word "maqamat" 18 times.

In the 5th issue of our national newspaper, "O'zbekiston adabiyoti va san'ati" ("Literature and Art of Uzbekistan,") in the article "Minskda Navoiy xotirasiga hurmat bajo keltirildi" ("Respect for the Memory of Navoi was Honored in Minsk") the following thoughts are somewhat unclear and difficult to understand, "Allomaning "Mahbub-ul-qulub" asari o'tgan yil belorus tiliga o'g'irilib, nashr qilingani, shu munosabat bilan maxsus taqdimoti o'tkazilgani, mazkur kitob o'quvchilar e'tiborini qozonayotgani ta'kidlandi. Hazrat hayotiy tajribasining o'ziga xos ko'zgusi hisoblangan bu asar yosh avlod uchun sharaf va axloq kodeksi sifatida zamonlar osha dolzarbligini yo'qotmagani urg'ulandi". ("It was noted that the scholar's work "Mahbub-ul-qulub" was translated into Belarusian and published last year, with a special presentation held to mark the occasion. The book has been gaining significant attention from readers. It was emphasized that this work, considered a unique reflection of the author's life experience, has not lost its relevance over time, serving as a code of honor and ethics for the younger generation across ages.") (2023)

Let us pay attention to the word "kodeks" ("code") here. We know that this word is mainly used in official styles, and our opinion, using the word kodeks here is somewhat

inappropriate because it would be more appropriate for style if we used "o'rnak", ("example") or "talim-tarbiya manbaasi" ("source of education.") If the word "code" is used in the official style for strictly defined laws, it is also advisable to consider that this word has only recently entered our language.

In general, the lexical composition of local newspapers is precise; without spelling errors, the vocabulary cannot be called colorful. The expressive means of language and various stylistic means of speech are rarely used. Consequently, individual, contextual stylistic uses and authentic expressions are infrequent in their language.

The ability to correctly construct a text and its sentences by grammatical rules is more related to literacy than skill. Confusion in using case endings, prepositions, and verb tenses, as well as failure to adhere to the person and number of the subject-predicate, contradicts language culture. Unfortunately, such errors and shortcomings are allowed in newspapers and magazines.

Every phenomenon in the material world has its real cause. The groundlessness of judgments based on a phenomenon or event indicates the illogical nature of thought. Incorrectly structured written reports, speeches, articles, written works, etc., facts and evidence from practically tested and recognized rules and regulations are always cited and substantiated to prove the expressed thoughts. Most importantly, these rules must adhere to linguistic and stylistic norms.

When we write any written work, from its topic to its punctuation, using special attention, deep thoughts, and unique words, we become fluent publicists, literally intellectual journalists. Manuscripts that meet all requirements have always been valuable.

Each professional field forms a fund of cliché language units corresponding to a specific specialty. Language clichés include standardized language units with stable reproducibility demonstrating collective, historically formed, and consolidated usage skills in mass language practice.

In this work, contextual clichés of business speech include standardized language units, which reveal collective skills in using a consistently repeated language and the individual speech abilities of a particular linguistic personality.

Analysis of the national press shows that a dictionary of clichés has been formed, which journalists use over the norm, in some places completely inappropriate, but automatically.

These include “reforms,” “measures,” “modernization,” and “reconstruction.” As can be seen from the example of a special issue of the newspaper “Narodnoe Slovo” (Xalk sozi, 2015), the adjectives “our country” (although there are many other synonyms of this word) are used 22 times, “sphere” 18 times, “fast,” “consistent” 10 times. The phrase “implemented reforms” is cited 11 times.

As can be seen, words and specific phrases have become clichés. In particular, such phrases as “necessary measures,” “large-scale reforms,” “consistent work,” “detailed information,” “valuable gifts,” and “interesting lectures” have become so frequently used that they have lost their expressiveness and weight. Also, phrases such as “large-scale reforms are being implemented,” “consistent work is being carried out,” “attention is being paid,” and “high efficiency is being achieved” are being embedded in articles by journalists as ready-made templates (Sof.uz, 2023). However, dozens of synonymous variants of the above-mentioned words and phrases exist.

The use of mold sentences leads to the repetition of the same sentences in the national press:

“Barcha sohalarda izchil amalga oshirilayotgan chora-tadbirlar o‘zining yuksak samalarini bermoqda” (“The measures consistently implemented in all spheres are yielding high results”) (Hurriyat, 2015).

“Binobarin, izchil amalga oshirilayotgan islohotlar tufayli barcha sohalarda yuqori samaradorlikka erishilyapti” (“Therefore, thanks to the consistently implemented reforms, high efficiency is achieved in all spheres”) (Oil va Jamiyat, 2015).

The structure and lexical composition of the two sentences are the same. This situation is regrettable between the two aforementioned publications and throughout the press.

The non-use of synonyms leads to the repeated repetition of a particular word, which ultimately decreases the internal vocabulary of the article. For example, in the article “Do not waste time,” published in the newspaper Hurriyat (Hurriyat, 2015), the word “time” is repeated 12 times.

It would not be an exaggeration to say that using the same clichés, especially in official messages, has always been a necessary strategy for overcoming a difficult situation.

For example, in the newspaper “Literature and Art of Uzbekistan” (February 24, 2023, No. 7), in the article “Millatni ziyoli onalar tarbiyalaydi” (“Intelligent Mothers educate the Nation,”) there are many small moving sentences, such as “Hukumat idoralari tadbirkorlarning muqobil energetika loyihalarini amalga oshirish borasidagi tashabbuslarini qo‘llab-quvvatlashga alohida e‘tibor qaratadi” (“Government agencies pay special attention to supporting entrepreneurs’ initiatives to implement alternative energy projects”) or “Jamoatchilik vakillari bilan uchrashuvda Prezident maktabgacha va maktab ta’limi masalalariga ham alohida to‘xtaldi” (“At a meeting with representatives of the public, the President also touched upon issues of preschool and school education”). (2023) Such formulaic phrases have become convenient for everyone. Such words as “during the visit,” “as is known,” and “to provide” were used unnecessarily. Instead of these words, one should use synonyms.

This situation is abundant not only in official-style articles but also in scientific and artistic styles. Also, in the newspaper “Literature and Art of Uzbekistan” (February 24, 2023, Issue 7), Almaz Ulvi’s article “Poetry is the turmoil of the heart” uses elegant words, but these words are widely used in all artistic styles, for example, “Yurakni o‘rtaydigan bu misralar onani qo‘msashmi yoki ona uchun nolami?!” (“Are this heart-burning versus a longing for a mother or a lament for a mother?!”) (Almaz, 2023). In this sentence, the “heart-burning verses” pattern is always used to describe the poem’s verses. No matter what kind of poem it is, we have gotten used to writing it as “burning the heart.”

In most articles related to literary studies, the following thoughts are found as one work begins for analysis; let us read a small analysis given from Yuldash Solijonov’s article “Isajon Sultonning badiiy olami” (“The Artistic World of Isajon Sultan”) in the 11th issue of 2023 of the “Sharq Yulduzi” magazine. Almost all writers and literary critics express such thoughts in literary analysis. For example, “Isajon Sulton asarlari mutolaasiga kirishar ekanmiz, ko‘z o‘ngimizda darhol o‘zimizga g‘oyatda tanish rangin manzaralar, odamlar paydo bo‘ladi. Qulog‘imizga ajib ohanglar, daraxtlarning shovullashi, qushlarning chug‘ur-chug‘uri, maysalarning shitirlashi, shamolning guvullashi, yomg‘ir yog‘ishi, itlarning

vovullashi-yu qo'y-qo'zilar ma'rashi eshtilib turadi. Undagi har bir personajning o'y-fikri, taqdiri va qismatiga, dard-u hasratiga, quvonch-u shodligiga sherik bo'lib, o'zimiz sezmagani holda larzaga tushamiz, hayratlanamiz" ("When we begin to read the works of Isajon Sultan, colorful scenes and people familiar to us immediately appear before our eyes. We hear strange melodies, the rustling of trees, the chirping of birds, the rustling of grass, the howling of the wind, the rain, the barking of dogs, and the bleating of sheep and lambs. Sharing the thoughts, fate and destiny, pain and sorrow, joy and happiness of each character in it, we are shocked and amazed, without realizing it ourselves") (Solijonov Y., 2023).

In our time, the level of newspapers and magazines has decreased somewhat, social networks have taken their place, and reading electronic versions of newspapers and magazines is becoming fashionable. Again, it would be wrong to say that social networks are "excellent" at delivering news or messages first and quickly. Because social networks, which aim to quickly convey the message to the public, create normative errors. This leads to numerous errors. Telegram, Instagram, Facebook, and other leading networks are causing a decrease in the number of subscribers to today's newspapers and magazines. Reading newspapers remained with the upper echelons of the population. Young people prefer to receive information through social networks. However, sadly, social networks are making many mistakes for confrontation.

Information sites such as "Kun.uz," "Qalampir.uz," "Daryo.uz" and many other social networks transmit messages with gross errors in everything from the headline to the text, and it has become fashionable to use words that affect the public to attract the audience.

Of course, the most important thing for such network messages is to use interrogative sentences when choosing headlines. Here, it is a mistake, rudeness, and nobody cares; the goal is to attract and increase the audience. Naturally, such errors and awkwardness hurt the development of our language, which leads to the emergence of illiteracy.

For example, an article appeared on the "Qalampir.uz" website under the heading, "Toshkentda 11-sinf o'quvchisi o'zini 3-qavatdan tashlagani aytilmoqda" ("It is said that an 11th-grade student threw himself from the 3rd floor in Tashkent.") (2023). While reading the article, the reader

may witness that this message has not yet been officially confirmed. Let's examine the following news item: "Ijtimoiy tarmoqlarda Toshkent shahridagi maktablardan birida 11-sinf o'quvchisi o'zini uchinchi qavatdan pastga tashlagani haqida xabarlar tarqaldi. Bosh prokuratura matbuot kotibi Hayot Shamsitdinov mazkur holat o'rganilayotganini ma'lum qildi" ("Reports have circulated on social media about an 11th-grade student who allegedly jumped from the third floor of a school in Tashkent. Hayot Shamsitdinov, the press secretary of the Prosecutor General's Office, stated that this incident is being investigated.") This website habitually uses formulaic phrases such as "reports have circulated" (even though we might not pay attention to it), which has become customary for this site.

Alternatively, another example: "Afg'onistonga qo'shni davlatlar vazirlarining to'rtinchi uchrashuvida O'zbekiston qanday tashabbus bilan chiqdi?" "What initiative did Uzbekistan put forward at the fourth meeting of ministers of Afghanistan's neighboring countries?" (Qalampir.uz, 2023), as usual, interrogative sentences are given with unique moving words.

CONCLUSION

The conclusion is that all articles in the press are edited, but we should not limit the possibilities of our language by hoping for editing (Buranova B. & Nazarova M., 2024). After all, if we do our work perfectly and without shortcomings, there will be no need for revision. Taking this into account, we can make the following suggestions and recommendations.

Firstly, it is necessary to introduce a network of disciplines related to editing in all institutes and universities that train representatives of literature, journalists, and philologists.

Secondly, it is necessary to increase the number of open lessons, literary and artistic evenings, and scientific-practical seminars with the participation of mentors who have left a significant mark on Uzbek grammar, the art of editing, and translation.

Thirdly, a simplified subject line with editing elements should be included in school textbooks. For example, in native language textbooks, it is necessary to increase the number of exercises and open lessons that increase the skill of not only spelling rules, grammar, and punctuation rules of the Uzbek language but also the correct use of words,

avoiding stereotypical expressions – clichés, and the rational use of synonyms and homonyms.

Fourthly, under the motto “We are in favor of writing correctly!” we propose to develop and popularize the concept of competitions at various levels at the level of journalists, teachers, students, and schoolchildren.

Fifthly, it is necessary to popularize challenges on financial support for the work of various bloggers and authors on the rules of correct writing, spelling, and grammar of the Uzbek language on social networks.

Implementing beneficial and practical measures can prevent shortcomings in the Uzbek language sphere.

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