

LINGUISTIC AND PRAGMATIC APPROACHES TO NEWSPAPER
CLICHES IN MODERN

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Abstract: This article considers the issue of analyzing modern newspaper clichés based on linguistic and pragmatic approaches. Newspaper clichés are expressions that are repeated in a specific language and are widely used through the media, which reflect the stylistic richness of the language and perform specific pragmatic functions in mass communication. The article analyzes the linguistic features of the use of clichés, their lexical-semantic structure, as well as contextual and cultural factors. The research is aimed at identifying the communicative functions of clichés in newspaper texts and highlighting the strategies for influencing readers through them. The linguistic and pragmatic approaches to this issue are studied in a comparative manner, and conclusions are drawn based on the results of the analysis.

Keywords: Newspaper clichés, linguistic approach, pragmatic approach, communicative function, lexical-semantic analysis, media, stylistic means, contextual influence, cultural factors.

Introduction.

In modern society, the media have a great influence on shaping people's way of thinking, decision-making processes, and everyday communication methods. Clichés found on the pages of newspapers play an important role in this process. They are recognized not only as recurring units of language, but also as a unique means of communication. Clichés familiar to the reader serve the goals of the media to convey messages in an understandable and educated way. At the same time, they are a mirror of language culture and reflect national cultural characteristics.

Newspaper clichés are often perceived as simple expressions, but they have deep semantic and pragmatic layers. How do they convey the content in a simple way and at the same time have an emotional impact? What is the significance of their linguistic features and communicative functions? The study of these questions is one of the current topics in modern linguistics and pragmatics.

Also, the use of clichés reveals the fine line between creativity and reliance on ready-made templates in modern journalism. This essay aims to analyze the linguistic and pragmatic aspects of the phenomenon of newspaper clichés, to



study their communicative capabilities and cultural specificity. At the same time, it also sheds light on how clichés affect the human mind.

Newspaper clichés are an important linguistic tool in modern journalism and mass communication. They are widely used because they are familiar to the public, simple and understandable. However, behind this simplicity lie deep pragmatic tasks. The main feature of clichés is that they convey a certain meaning in a short and clear form, as well as have the ability to have an emotional impact. For example, expressions such as “big step”, “sharp turn” or “road to peace” not only convey the essence of events, but also evoke certain images in the reader’s mind.

Clichés are lexical-semantic in nature, they often acquire a symbolic or metaphorical meaning. Through them, complex events are presented in a simple and understandable way for the reader. This serves the main goals of journalism - to quickly and effectively convey information to a wide audience. Clichés also reflect national cultural characteristics. For example, clichés found in newspaper texts of different nations contain images and concepts specific to their cultures. This, in turn, contributes to the upbringing of nationality in the minds of readers.

The pragmatic function of clichés is manifested in their ability to influence the reader. They not only convey information, but also form a certain mood, create an opportunity to evaluate events and indirectly express the author's position. For example, through clichés used in political articles, the author can “subtly” convey his view of a certain event to the reader. This shows what an effective role newspapers play in forming the opinion of readers.

At the same time, frequent repetition of clichés can sometimes lead to a lack of attention and a decrease in interest in the reader. This situation has a negative effect, especially in journalistic materials based on creativity. Therefore, journalists should be careful when using clichés, applying them in accordance with the news. The correct use of clichés in newspaper texts not only ensures that the information is meaningful and understandable, but also guarantees that it will be more deeply absorbed into the reader's mind.

In the final analysis, newspaper clichés are of great importance not only as linguistic units, but also as communicative tools. Their analysis allows us to understand the subtle mechanisms of influencing readers and opens the way to increasing the effectiveness of their use in modern journalism.

Literature analysis

A number of studies have been conducted in the field of linguistics and pragmatics to study the phenomenon of newspaper clichés, most of which are



devoted to the lexical-semantic, stylistic and communicative properties of language units. Outstanding scientific works on this topic shed light not only on the role of clichés in the language system, but also on their social and cultural functions.

Linguistic approaches are mainly focused on the structure and semantic properties of clichés. Linguists such as M. Halliday and R. Hassan[2] explain the contextual coherence of clichés and emphasize their communicative effectiveness. In their opinion, clichés are important in creating a common conceptual space between the reader and the writer. At the same time, the studies of J. Lakoff and M. Johnson[4] on metaphors have shed light on the symbolic and metaphorical nature of clichés. They have shown the specific logical structure of clichés and analyzed their ability to evoke an emotional and aesthetic effect on the reader.

Pragmatic approaches, on the other hand, are aimed at studying the functions and social impact of clichés in communication. J. Searle[5] and H. Grise[3] have done important work in determining the appropriateness of using clichés and their pragmatic effects. Their “theory of speech acts” explains how clichés serve to convey “ready-made” meanings in communication. This theory serves as an important basis for explaining the place of clichés in mass communication.

Studies conducted from the point of view of national and cultural aspects show how clichés differ in different cultures. Sh. Ter-Minasova's[6] work on intercultural communication emphasizes the importance of clichés as linguistic units that reflect national culture. For example, while clichés in the Western press are strongly expressed in terms of competition and individualism, expressions that emphasize the public dominate in Eastern newspapers. The literature also highlights the negative aspects of clichés. For example, T. Bell[1] emphasizes that excessive use of clichés can shallowen journalistic language and create a feeling of monotony in readers. Therefore, it is noted that their moderate and thoughtful use is one of the pressing issues of journalism.

This analysis shows that newspaper clichés are a complex phenomenon in linguistic and pragmatic terms, and their effective use contributes to the intelligibility and impact of the text. The literature emphasizes the need to study clichés not only as linguistic units, but also as a means of cultural and social communication. Therefore, the scope of research on this topic should be further expanded and enriched with modern approaches.

Discussion





Although newspaper clichés seem to be simple language units, they are actually a complex linguistic and pragmatic phenomenon. They express the content of the text in a concise and understandable way, but also affect the emotional and conscious perception of the reader. These tools serve the purpose of the media to be closer to the reader. However, the widespread use of clichés sometimes gives rise to two contradictory opinions: do they help readers understand the content or, on the contrary, do they arouse a feeling of indifference and monotony in them?

On the one hand, newspaper clichés increase the effectiveness of communication. When readers see familiar expressions, they immediately understand their meaning and pay more attention to the content of the text. Clichés are also an important tool for reflecting collective culture and values. For example, clichés used in covering national or international events create a certain emotional attitude towards these events in the reader's mind. This is especially useful for indirectly conveying the author's position in articles on political or social topics.

However, excessive use of clichés can bore readers and make the text uninteresting. Repetitive expressions interfere with the expression of new and original ideas. Therefore, some critics argue that newspaper clichés can deprive journalism of its originality. This issue is especially relevant at a time when modern journalism relies on novelty to attract readers' attention.

The role of clichés in the cultural and linguistic context is also an important aspect to be discussed. Newspaper clichés have their own meanings and functions in different cultures. While phrases like "big step forward" used in Western journalism reflect technological and economic progress, phrases like "harmonious society" in Eastern press emphasize social stability and unity. This confirms that clichés are not only linguistic units, but also expressions of cultural context.

During the discussion, it was found that the phenomenon of newspaper clichés is characterized by variability. As modern technologies develop and the media transition to online platforms, the form and content of clichés are also changing. Today, clichés used in social networks or blogs are adapted to the needs of rapid communication. Therefore, it is necessary to continue research in this area and study new trends. Newspaper clichés are not just simple expressions, they are an important mirror of language and culture. Studying their linguistic and pragmatic aspects helps not only to understand journalism, but also to understand the role of language in social communication. Therefore,



research should be continued on a deep analysis of the possibilities of using clichés and their creative renewal.

Conclusion

Newspaper clichés are a complex phenomenon that means much more than simple language units. They serve to convey the content of the text to the reader in a concise, understandable and effective way. At the same time, clichés reflect the aesthetic and cultural richness of the language and make it possible to exert an emotional and spiritual influence in the communication process. The need to use clichés in today's journalism is changing in accordance with the information needs of readers.

On the one hand, the repeated use of clichés allows readers to quickly understand the content. This confirms their linguistic coherence and the effectiveness of their communicative functions. For example, with the help of familiar and easily understandable expressions, complex events or issues are conveyed in a simple form. This is especially relevant in newspaper texts intended for a wide audience.

However, on the other hand, excessive use of clichés can make journalistic materials monotonous and reduce reader interest. Such situations limit the creative approaches of authors and the richness of the content of the text. Therefore, it is important to maintain balance in the use of clichés and pay special attention to their updating.

Newspaper clichés are important not only as linguistic units, but also as representatives of cultural and social phenomena. They show the differences between cultures in the national and international press, thereby introducing readers to different cultures. Especially in today's era of globalization, the content and forms of clichés provide an opportunity to maintain a balance between national identity and global trends.

The role of clichés in modern journalism is gaining new dimensions with the development of technology and the expansion of online media. The adaptation of clichés to new communication platforms and their ability to meet the requirements of speed indicate that this field will remain relevant in the future.

In conclusion, it can be said that newspaper clichés do not lose their importance as a linguistic and pragmatic tool in modern journalism. Their study not only enriches the field of linguistics, but also helps to understand intercultural dialogue, communicative strategies, and the process of journalistic creativity. Therefore, the creative and purposeful use of clichés and their analysis should





be continued. This serves to study not only journalism, but also the broader interaction of language and culture.

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