

LEXICAL FEATURES OF MEDICAL NEWS IN UZBEK MEDIA DISCOURSE

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Abstract

This article presents a comprehensive analysis of the lexical and semantic features of medical news in Uzbek media discourse. The study examines medical terminology used in modern mass media, its semantic transformations, metaphorical extensions, and communicative adaptation. The empirical material consists of texts published in online media outlets between 2020 and 2024. The results indicate that medical vocabulary in Uzbek media discourse develops along two main trends: terminological accuracy and public accessibility.

Keywords: media discourse, medical terminology, lexical-semantic analysis, metaphor, mass communication

Introduction

In the information society of the 21st century, media discourse has become an important factor shaping the mechanisms of knowledge acquisition and information perception. News related to healthcare is of particular importance for the general public. The COVID-19 pandemic significantly accelerated this process, introducing medical terminology—previously limited to professional circles—into everyday language.

Today, such units as immunity, antibodies, mutation, strain, and vaccination are actively used in the speech of ordinary users. This leads to noticeable semantic and functional changes within the language system. Within media discourse, language functions not only as a means of information transmission but also as a tool for shaping public consciousness. Therefore, the study of the features of medical vocabulary in media discourse is important not only from a linguistic perspective but also from a social one.

The main objective of this research is to identify the lexical and semantic features of medical news in Uzbek media discourse, reveal their formation mechanisms, and analyze their communicative functions.

Methods

The research was conducted using a комплекс approach and includes the following methods:

Content analysis: Materials from leading Uzbek online publications—Kun.uz, Daryo.uz, and Gazeta.uz—were selected. Approximately 120 articles were analyzed.

-Lexical-semantic analysis: The meanings of medical terms, their contextual usage, and processes of semantic expansion were examined.

-Discourse analysis: The communicative functions of linguistic means within the texts were identified.

-Comparative method: The usage of identical terms across different sources was compared.

Results

The analysis revealed several key lexical-semantic trends in Uzbek media discourse:

1. Active Borrowing and Adaptation of Terms

Modern media discourse demonstrates extensive borrowing of terms from English, either directly or indirectly:

- “lockdown” → “lokdaun”
- “booster dose” → “buster doza”
- “screening” → “skrining”

These terms are often adapted to the grammatical system of Uzbek:

- “skriningdan o‘tmoq” (to undergo screening)
- “vaksina olmoq” (to receive a vaccine)

This reflects the dynamic development of the language.

2. Simplification (Popularization) of Terms

Complex scientific concepts are simplified for a wider audience: Scientific Term Media Variant, respiratory infection respiratory disease, mortality rate death rate, comorbidity additional disease. This process increases communicative effectiveness.

3. Metaphorization

Medical topics are often expressed metaphorically in media discourse:

- “fight against the virus”
- “wave of the pandemic”
- “doctors on the front line”

Such metaphors enhance emotional engagement and psychological impact.

4. Semantic Shift

Some words acquire new meanings different from their traditional ones:

- “positive result” → indicates a negative health condition
- “isolation” → broadly used as quarantine

This is a clear example of semantic expansion.

5. Synonymic Variability

A single concept may be expressed in multiple forms:

- “COVID-19”, “coronavirus”, “infection”
- “immunization”, “vaccination”

While this enriches the language, it may also lead to terminological ambiguity.

6. Expressiveness and Evaluative Vocabulary

Some texts contain strong emotional coloring:

- “dangerous virus”
- “serious threat”
- “critical situation”

This reflects a strategy of influencing the reader. The analysis shows that medical vocabulary in Uzbek media discourse develops along two interrelated but contrasting trends:

1. Scientific accuracy (terminological precision)

Reliable medical information requires precise terminology.

2. Accessibility (public comprehensibility)

Information must be understandable to a wide audience. The balance between these two factors determines the quality of media discourse.

Additionally, while metaphorization and semantic expansion enhance communicative effectiveness, they also pose a risk of misinterpretation.

Conclusion

In conclusion, medical news in Uzbek media discourse undergoes active lexical and semantic transformation. The borrowing of terms, simplification, metaphorical expansion, and semantic shifts are key characteristics of this process.

Future research should focus on the standardization of medical terminology, the establishment of unified norms in mass communication, and the prevention of misinterpretations.

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