

USE OF JARGON AND SLANG IN PRESS MATERIALS

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Annotation: This article analyzes the use of jargon and slang in modern press materials, focusing on their stylistic and communicative functions. These lexical units add expressiveness, personalization, and proximity to the audience. However, excessive use may undermine language norms and journalistic standards.

Key words: jargon, slang, press materials, media communication, audience understanding, professional language, informal language, news writing, public relations.

Modern journalistic language is not only information to deliver tool, maybe in society socio-characteristic relationships, cultural identification and communication strategies reflection provider language is a phenomenon. Public information media (media) today on the day society language to culture directly impact provider strong to the platform Especially slang and jargon such as informal, often unconventional lexical of units journalistic in texts active usage linguistics and journalism point of view from the point of view separately requires attention.

Today globalization and information technologies fast developing in the period public information media, especially the press of the language to change witness We are becoming. Journalist texts of the language modernization, in which various communicative of tools, in particular jargon and slang units active usage, text expressiveness and audience with communication to strengthen service is doing. With this together, like this lexical units too much more usage of the language literary norms and standards contrary arrival It is possible. This is press language culture current from problems to one has become.

Public information tools language culture in the formation directly participation will. Press materials, especially newspapers and magazines articles, society to the language was attitude represents. So one in the environment slang and jargon of your words application – modern journalistic of the language communicative strategy as This event is being considered. the text more vital, free and audience approximating tool although, normative language from the requirements retreat also causes to be possible.

Also, journalism in terms of network and format diversified today's in the environment (social networks, blogs, online media) this informal lexical units application level is increasing. This is modern linguistics and stylistics for new research field open is giving.

Jargon and slang in linguistics informal lexical layer as They are linguistic in the system to the standard (literary) language opposite standing events to the point Jargon is usually a specific profession or social group to representatives relevant special terms and expressions from the system consists of is, it is information in exchange accuracy and speed to provide service

(Kenwood, 1969) ¹. Slang, on the other hand, is more emotional and stylistic effect create for applicable, normative language from the circle outside are expressions.

Kenwood In his 1969 work, he defined slang and jargon as "low social prestigious lexical as "units " not " social " intergroup identification amplifier communicative as a tool Linguists them linguistic dynamics product, that is of the language social and functional changes They know it as a sign.

M. Bednarek (2019) and public in culture language samples analysis so, slang and jargon words use compositional and stylistic units as He has worked on television and film scripts. used offensive and taboo words learn from them functional difference determined – that is, some dramatic effect, others and realistic melody create for is used ².

Slang and jargon are journalistic to the language stylistic freedom, dialogic tone, and interactivity take especially modern in the press, social to networks in media formats based on such units the text " permitted " level informality " with This is a good thing. In turn, the audience with proximity effect harvest does (Thurlow, 2006) ³.

C. Thurlow (2006) own in the study in the press new media language analysis made and from it slang units using modernity and avant-garde mood create mechanisms showing He gave it. He gave it. lexical units meta- discursive evaluates as a tool : that is they text on reflection creates, the reader to think forced does.

Also, Busa (2013) by in the work "The Language of the News" written in journalism jargon application targeted audience with the connection provider stylistic strategy as interpretation He/She will use the jargon to " get to the point " loyalty as "symbol " evaluates – that is author known one in the field enough to experience has that shows ⁴.

Modern journalistic of texts expression style many stylistic factors with is determined. Of them the most remarkable — expressiveness, i.e. emotions of the text, evaluator tone and imagery with It is saturation. This is exactly what aspect provider the most active lexical from tools one is this slang and jargon They are units of text that are " dry " from "information" take it out emotional, listening or to the student closer, sometimes and ironic or sarcastic to dream brings.

This is lexical layers mainly following three main stylistic and communicative task does :

1. Attractiveness (Attention) Slang and jargon, especially in titles, subtitles or in the first words when used student's attention attraction to do to the tool Media consumers more from a dynamic, " living " language used to texts attention They look at it. Example for : " *Deputies money washed* » – *financial audit lively on air exposed* " it happened " - this such as in the headlines The verb " washed " used is slang, and it international audience is also connotative accordingly fast This method the text sensationalize or clickbait effect also serves to create does (Thurlow, 2006)[³].

2. Identification (Intergroup) intimacy expression)

¹Kenwood, CM (1969). *A Study of Slang and Informal Usage in the Newspaper* . UBC Library. [PDF](#)

²Bednarek, M. (2019). *Swear/taboo words in mass media discourse* . Discourse , Context & Media. [DOI](#)

³Thurlow, C. (2006). *New media language and slang dynamics* . JCMC, 11(3), 667–688. [PDF](#)

⁴Busa, MG (2013). *Introducing the Language of the News: A Student's Guide* . Routledge . PDF

Slang and jargon are used to describe the reader as "this text you for" social the alarm gives. Especially youth, professional groups (e.g. IT, marketing, politics, finance) for the field) written jargon group in texts internal language reflection provider encrypted communication It is a tool for the student. in mind himself/herself "this" to the group "I belong" the idea wakes up.

Kulikova and Barabash (2024) this the situation identification They call it a function. to the mind according to, using slang in the student social closeness, closeness to oneself uniqueness feeling appearance will be [3].

3. Stylistic lightness (Heavy topics softening)

Journalist texts often political, economic, social topics illuminates. Slang and jargon are like "spiritual" pressure is strong topics people to the language approximates, parodied or simplifying tool become service does.

For example : *"Why do some governors just by 'doing PR' " Busy ?"*

Here 'PR' phrase journalistic jargon, complicated analyses simplifies and helps the reader the topic joke or irony with acceptance to do opportunity gives.

Bednarek (2019) and Busa (2013) this function expressive lexical describes as lightness — that is, such units heavy topics consumption to do facilitates, emotional equality creates [2][4].

So, journalistic slang and jargon in texts application not only stylistic decoration, maybe functional communicative strategy They are included in the text. expressiveness, audience with language to find, and emotional sincerity lucky But their too much excessive and without context usage, literary language to the standards is contradictory and in professional journalism this balance storage current is a matter.

Conclusion

Press slang and jargon in the materials active usage modern journalism of the language social, stylistic and communicative features deep analysis to do necessity to the surface This brings. lexical units modern information consumers with effective communication install, text attractive and reader-friendly approximation, as well as expressiveness increase tool as service does.

Analyses this shows that slang and jargon text in the composition following main functions does :

- Attractiveness, that is student's attention attraction to grow ;
- Identification, that is certain audience with proximity the feeling formation ;
- Stylistic lightness, that is heavy or official topics simplification and emotional pressure reduce

With this together, like this informal units journalistic in texts redundant and out of context usage literary language to the standards damage convey, language culture and journalism ethics to the violation reason to be possible. Therefore, for them in use stylistic balance save, subject, genre and audience compatibility principles action to do important importance profession will reach.

Conclusion. as highlight It is necessary that slang and jargon are journalistic the language in modernization important role Although it plays, it of the event boundaries, functional opportunities and language to culture impact permanent requires scientific monitoring and regulation. This journalists, linguists and public figures communication field experts in front of standing current scientific and practical is a task.

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