

LINGUISTOCULTURAL ANALYSIS OF MEDIA TEXTS IN HINDI AND UZBEKISTAN: ON THE EXAMPLE OF THE NEWSPAPERS "JANSATTA" AND "KHALK SUZI"

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Abstract. *This article is devoted to the analysis of the linguocultural characteristics of the media texts of the newspapers "Jansatta" in Hindi and "Xalq so'zi" in Uzbek. The article studies the interrelationship of language and culture, linguocultural units, concepts and elements reflecting national identity in media texts. The research uses the method of comparative analysis, and the lexical, stylistic and pragmatic features of the texts are considered. As a result, it is determined how the unique worldview and cultural value system of each language is reflected in media texts.*

Keywords: *linguocultural studies, media text, Hindi language, Uzbek language, "Jansatta", "Khalk suzi", national identity, concept.*

The Hindi-language newspaper "Jansatta" is one of the most influential publications in India, covering a wide range of socio-political issues. The Uzbek-language "Xalq so'zi" reflects state policy, culture and social life as the official publication of the Republic of Uzbekistan. Through the analysis of these newspapers, the expression of two different cultures and languages in media texts is compared.

1. Lexical-semantic features. Religious and historical concepts (for example, धर्म, संस्कृति) are widely used in the Hindi-language texts of the newspaper "Jansatta". These words indicate that Indian culture is based on Hinduism and ancient traditions. For example, when covering social issues, expressions such as "समाजिक न्याय" (social justice) are used, which is due to the hierarchical structure of Indian society and the concept of justice. The language of the newspaper "Jansatta" is based on the standard form of the Hindi language (Khari Boli), in which words borrowed from Sanskrit, Persian and Arabic are used in a balanced way. The following lexical features are noticeable in the newspaper texts:

- Sanskrit words such as "सामाज" (society), "संस्कृति" (culture), "न्याय" (justice) are used in contexts related to Indian philosophy and traditional values. These words reflect the spiritual and moral principles of Indian society.

- Persian and Arabic words such as "हुकूमत" (government), "अदालत" (court), "इत्क़ाब" (election) are widely used in political and social topics. This shows the influence of India's multicultural history, especially the Mughal era.

For example, in an article from November 2024, the term “सामाजिक न्याय” (social justice) was used to discuss the problems of the caste system and economic inequality. This term connects traditional concepts of Indian society with modern social issues.

In the Uzbek-language newspaper "Khalk suzi", concepts such as "national values", "native language", "independence" prevail. This is consistent with Uzbekistan's policy aimed at strengthening national identity in the post-independence period. For example, the phrase "unity of the people" is often found in newspaper articles and reflects the public spirit of the Uzbek people. The lexicon of the newspaper "Xalq so'zi" reflects the rich vocabulary of the Uzbek language. The texts widely use national concepts (for example, "hospitality", "respect", "unity") and terms related to state policy (for example, "progress", "prosperity", "stability"). These terms express the cultural values of the Uzbek people and the state ideology. Also, the figurativeness inherent in folk oral creativity is felt in the language of the newspaper through metaphors and phraseological expressions. For example, phrases such as “the country is blooming” or “the sky of peace” increase the emotional impact of the texts.

2. Stylistic features. The newspaper “Jansatta” often uses stylistic devices rich in metaphors and symbolic expressions. For example, in articles on political criticism, figurative expressions such as “अँधेरा राज” (dark reign) are used, which is typical of the poetic traditions of Indian literature. At the same time, as a speech etiquette in the articles, the authors pay attention to respectful treatment of the reader.

The writing style of the newspaper “Jansatta” is intellectual and analytical in nature. The following stylistic features attract attention:

- Rhetorical questions: “क्या हम अप्पे सामाज के परती जवाबदेह नहीं?” (Are we not responsible for our society?) encourage readers to think and draw attention to social problems.

- Metaphor and figurative expressions: Expressions such as “भ्रष्टाचार का जंजाल” (chain of corruption) describe political problems in a dramatic way, which evokes an emotional response from the readers.

- Quotations and sayings: The newspaper enriches its texts by citing quotes from Indian literature and philosophy. For example, Kabir's doha (poetic quotations) are often used in articles on social equality.

In “Khalk suzi”, on the other hand, the official and journalistic style prevails. The articles are written based on more concrete facts and statistical data. Metaphors are used less, but an optimistic spirit is promoted through expressions such as “yurt farvonligi” or “khalq farvonligi”. This serves the purpose of ensuring stability and unity in society as a state publication of Uzbekistan. The newspaper's texts demonstrate a synthesis of official and journalistic styles. While official, normative language prevails in political articles, simple and figurative language is used in articles covering social and cultural topics. This indicates that the newspaper language is aimed at a wide audience. The norms of the Uzbek literary language are preserved



in the texts, but in some cases the use of colloquial elements (for example, “good-bad”, “big-small”) confirms the liveliness and naturalness of the newspaper language.

3. Linguistic-cultural units and precedents. As linguocultural units, “Jansatta” often contains precedent units referring to Indian mythology and historical figures (for example, stories of Mahatma Gandhi or the Ramayana). This shows the reliance of Indian society on its history and religious heritage.

“Khalk suzi” uses historical figures such as Alisher Navoi, Amir Temur and proverbs from Uzbek folklore (for example, “There is no heart without a tongue”) as linguocultural units. This emphasizes the important role of the Uzbek language in promoting national values and traditions.

4. Pragmatic goals. “Jansatta” articles are written in a more critical and controversial spirit, since the democratic system of India gives wide freedom to the media. The aim is to encourage readers to think about certain social or political issues through the articles.

In “Xalq So‘zi”, articles mainly serve to support state policies and create a positive mood in society. In the texts of this newspaper, the ideas of development and stability are promoted through phrases such as “new Uzbekistan”.

5. Cultural context. The texts of the newspaper “Jansatta” reflect the multifaceted cultural and social problems of Indian society. The following topics are typical for the newspaper:

- Social justice and the caste system: The newspaper pays special attention to the issues of caste discrimination and social inequality. For example, articles on the rights of Dalits (representatives of the lower castes) highlight current issues in Indian society.

- Gender equality: The issues of women's rights and gender inequality occupy an important place on the pages of the newspaper. Government initiatives such as “Beti Bachao, Beti Padhao” (Save the girl child, educate the girl child) are actively discussed by the newspaper.

- Religious and cultural diversity: The multi-religious and multicultural structure of India is reflected in the texts of the newspaper. Relations between Hindu, Islamic, Sikh and other religious communities are covered in a balanced way.

In the newspaper “Khalk suzi”, the national mentality and cultural values of the Uzbek people are clearly manifested. For example, concepts such as respect for family, community and traditions are constantly emphasized in the texts. Also, religious and spiritual values (for example, “purity”, “honesty”, “patience”) are used in a balanced way in the language of the newspaper, which reflects the spiritual world of Uzbek society. Through newspaper texts, a discourse is formed that serves to strengthen national identity and promote Uzbek culture in the global world.



The analysis showed that media texts in Hindi and Uzbek have their own linguistic and cultural characteristics. While the religious and historical roots of Indian culture, metaphorical style and critical approach prevail in the newspaper “Jansatta”, national values, formal style and positive pragmatic goals are dominant in “Khalk suzi”. Both newspapers reflect the worldview and cultural context of their language, which once again confirms the importance of linguocultural studies in the study of the relationship between language and society.

The linguocultural analysis of the newspaper "Jansatta" shows that its language is an important factor reflecting the cultural, social and philosophical values of Indian society. The newspaper, taking advantage of the rich possibilities of the Indian language, uses Sanskrit, Persian and Arabic lexicon in a balanced way and illuminates the worldview of the Indian people through national precedents. Its intellectual style and in-depth approach to social issues make "Jansatta" a publication that occupies an important place in the linguocultural landscape of India.

The linguocultural analysis of the newspaper "Khalk suzi" shows that the language of the newspaper is not only a means of conveying information, but also an important factor expressing the national mentality, cultural values and state ideology. The lexical, stylistic and pragmatic features of the texts reflect the rich possibilities of the Uzbek language and the unique worldview of the people. The closeness, imagery and positive pragmatic orientation of the newspaper language to the people make it attractive to a wide audience. In the future, the study of the changes in the newspaper language in the modern media environment and the linguistic and cultural characteristics of digital platforms remains an important direction.

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