



## Use of Synonyms, Antonyms and Own Vocabulary in Television Captions

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### Abstract

The importance of the audience on television, the choice of television viewers, and the intensity of competition for ratings require improvement in the script of television programs and the viewership. The content of a television program script directly depends on the dictionary meaning of the words used in them and the variety of content. This ensures that the main place on television is occupied by television programs created taking into account the existence of differences between common and literary language. In this case, synonyms, antonyms and words from own vocabulary are of great importance.

### Keywords:

vocabulary, synonym, antonym, television captions, television.

In lexicology, we can also observe the division of society and language owners into professional, gender, region and age strata. As a result, it is possible to distinguish words that occur frequently in the speech of certain professions, industry representatives, social groups, etc. The lexical features of screen recordings used on television are determined as a result of the analysis of linguistic tools presented to the public as an addition to video images. The analysis of the lexical features of screen recordings, which are examples of written speech on television, serves to increase the effectiveness of the information that can be expressed through them. "Written speech, along with the formation of literacy skills, develops the skills of expressing thoughts in logical coherence and serves to express the linguistic structure of thoughts based on literary standards" [1:32]. In this sense, the lexical features of the screen writings are unique depending on the television program they are used in, their audience, and the purpose for which they are used. Because the importance of the audience in television, the choice of television viewers, and the intensity

of competition for ratings require the perfection of the script of television programs and the viewership. The meaningfulness of the script of television programs directly depends on the dictionary meaning of the words used in them, and the variety of the content. This ensures that television programs created taking into account the existence of differences between the common language and the literary language take the main place on television. There is no doubt that screen recordings prepared for such television programs also rely on the standards of literary language. As noted, the creation of screen notes in accordance with the standards of literary language serves to ensure their harmony with images. After all, the fact that it is "a reworked and standardized form of a particular national language that serves the needs of the people who speak this language" shows that it is appropriate to use literary language in television programs [2]. The Uzbek literary language has a rich lexical resource, which is necessary for creating any text. In particular, the types of words according to the relationship of form and meaning,

euphemisms, own and acquired layers, archaic and new words are used in screen writings with certain goals and requirements. For example, synonymous words are used in order to avoid repetitions, to use the most appropriate of them for a particular situation. In this case, the existence of a gradation relationship between cognates is also considered important. "The opening of semantic differences between synonyms, the specification of connotative differences between them, and the fact that the graduonymic regularity between synonymous units is an absolute phenomenon"[3:4] also ensure their survival in the lexicon. Because synonyms have the same meaning, but the fact that the expression and task schemes are different determines their place in the language system. In other words, synonyms are "linguistic units that have a common meaning (same denotative meaning) and are distinguished by an additional (connotative) meaning (properties expressing expressive, stylistic, and other relations)" [4:631]. However, due to misunderstanding of the characteristics of synonyms, the repeated use of a word in the text presented as a screen recording also causes a stylistic error and bores the television viewer. Similar repetitions can be observed in the screen recordings used in the "UzreportNews" program:

"1. Hangzhou 2022: Safina Sadullayev won the gold medal.

2. Hangzhou 2022: Bahodir Jalolov qualified for the final" [5].

These messages appear on the screen one after the other and the repetition of the same sections in them caused the inconsistency in the expression. The creators of the television show could have formulated the second sentence as "*Bahodir Jalolov went to the finals*" or "*Bahodir Jalolov reached the finals*". As a result of such a construction of the text, unnecessary repetitions would not be allowed. However, the first of the above statements was formed in the manner that *Olga Zabelinskaya became the champion of the Asian Games*. In general, as screen recordings aim to provide information about parts of a specific event, news, etc., they should not end in the same

form. This will increase the impact of the message conveyed through screen recording.

Antonym is a linguistic phenomenon formed by two pairs of opposite meanings, and it is important for a clearer visualization of linguistic units. For example, it is natural that the dictionary meaning of the word "*good*" appears more clearly when compared to the word "*bad*". After all, the whole existence is a system of mutually contradictory relations. That is, there is a conflict between things, symbols, actions and events in the universe. From this, it is understood that opposition is the main factor and criterion of existence, and the role of this category is important in understanding the world. Since language is a means of perception and understanding of reality, this process is directly related to thinking. "Learning the world, mastering and evaluating it is expressed in language units. Antonyms are widely used as one of these language units in fiction, journalism, mass media [6:5]. These are the reasons that make the use of antonyms in screen writing one of the easiest ways to convey information to a television viewer. The use of antonyms as a means of emotional impact in screen writing is observed in television programs related to art or advertising. For example, the antonyms performed the same function in the program "O'xshaydi-ku" broadcast on "Navo" television channel:

"Goh kuldirib, goh yig'latib sozimni,  
Yurakdan sizga xabar yubordim" [7].

In advertising texts, antonyms play an important role in influencing the choice of a service user or product buyer. In this case, a word with a positive meaning is necessary to express the advantages of a product or service, while negative words, which are the opposite, are used by advertisers in relation to the products and services of rival companies. In this regard, it is necessary to emphasize the importance of the categories that indicate the sign: quality and manners. Because the phenomenon of antonymy is more common among words belonging to these categories. Sh.Yunusova, who researched the syntactic and pragmatic features of advertising texts,

expressed the following opinions in this regard: “adjectives are quantitatively next to nouns in advertising texts. Their total amount is 16 percent compared to all the words used in the selected advertising texts” [8:72]. In the following advertising text and the attached screenshot, antonyms performed the main lexical and pragmatic functions:

“Nivea. No. 1 protection against white and black spots” [9].

Also, antonyms can be used in screenshots to express two opposite concepts. For example, we can observe such a situation in the program “UzreportNews”:

“Uzenergiyasotish” JSC, which performs the function of buying and selling electricity, was established” [5].

In this example, the company's tasks include two tasks with an antonym: *sales* and *purchase*, so there was a need to use them side by side. In general, antonyms serve as an antithesis in the text as an important methodological tool. In this way, by expressing the contrasts in things, characters and events, it forms a clear image of them. The use of paronyms, homonyms and similar words in screen recordings, as in the case of antonyms and synonyms, is carried out in order to reveal the influence of certain stylistic and pragmatic phenomena, as well as other goals of the creators of television programs.

In the use of literary language units as screen notes, their belonging to the mastery level also plays an important role. Because television is of great importance in “fundamentally increasing the prestige of the Uzbek language in the social life of our people and at the international level, educating our young people in the spirit of patriotism, loyalty to national traditions and values, and inheriting the rich heritage of our great ancestors” [10]. More use of words own vocabulary to one's own class on television, use of Uzbek terms for new concepts entering the life of our people is an effective tool in this regard. The analysis of screen recordings used in television programs and films shows that up to 70% of such texts are words belonging to their own class. As a reason for the relatively large number of words belonging to its own layer, it is possible to

show that new words made from the original base are also included in this layer. In this regard, it is appropriate to quote the following points: “Own vocabulary means lexemes belonging to this language and their formations, as well as formations from lexemes of other languages with their own affixes” [11:173]. The basis of the words used in the screen recordings selected as the object of research, such as *prepare*, *international*, *sign*, *develop*, *appoint*, *use*, *illegal*, *confirm*, *cure*, *leadership*, *security* belong to the Arabic language. The fact that Uzbek words were formed as a result of adding suffixes to them proves our point. In the same way, the basis of words such as *modern*, *height*, *host* and *plan* belong to Persian language. In general, the words of own vocabulary layer also ensure the nationality of the information conveyed through screen recordings and the intelligibility of the majority of the population.

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