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SIMILARITIES AND DIFFERENCES IN THE APPLICATION OF SHOCK-TAINMENT TECHNOLOGY IN UZBEKISTAN AND FRANCE MEDIA MATERIALS

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ABOUT ARTICLE

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Abstract: The article is devoted to the current and little-studied issues of comparative analysis of the use of the shock-taming literary tool in the media of Uzbekistan and France. The purpose of the article is to identify the similarities and differences in the use of shock-teaching technology in media materials of Uzbekistan and France. Research methods: analysis of scientific literature and information materials of Uzbek and French mass media, comparative analysis, induction, deduction, generalization and complex analysis. The author of the article concludes that similarities in the use of shock technology in media materials of Uzbekistan and France are reflected in its compositional nature (the same shock means, but in different proportions). The differences are related to the language and cultural characteristics of the two countries. In France, negative, direct and rough hitting prevails, in Uzbekistan it is used more selectively, it mainly has a positive color and represents the successes and achievements of the people and the state. emphasizes (there are also negative meanings, but less often) and more mildly, they mostly cause surprise and reader's regret).

INTRODUCTION

In order to more fully analyze the similarities and differences in the use of shock-taming technology in the media materials of Uzbekistan and France, it is necessary to understand the characteristics of the audience, to study its specifics. The specifics of the Internet media audience are similar to the specifics of information consumers of other mass media. The audience of the mass media of Uzbekistan and France as a whole has the following features:

- heterogeneity, in terms of gender, age, hobbies, etc.;
- free choice of the media (it is impossible to impose on an individual the choice of the source of information);
- concentration of attention on the material itself (news, articles) and the topics that are raised in it;
- the desire to get feedback (information is evaluated by the audience, depends on attitudes and goals).

However, it is for the online media of Uzbekistan and France that interaction and feedback become one of the key concepts. If the interaction in the traditional media was mainly passive (one-sided), at present the number of direct appeals to the editorial office through comments and letters is increasing. At the same time, user-generated content occupies a special place for many online media in their information agenda.¹

METHODS AND MATERIALS

The classification is applicable to the audience of online media in Uzbekistan and France, as well as to the audience of traditional media - the division into primary and secondary audiences. The first broadcasts (or retells) information received from the media for those who have not directly contacted these media. A secondary audience is formed: they know from social networks, blogs, what is written in the

¹ Сапрыкина Н.В., Шаповалова, Е. В. Методы применения пользовательского контента в маркетинге / Н.В. Сапрыкина, Е.В. Шаповалова // Вестник Донского государственного аграрного университета. – 2015. – №4-1 (18). – С. 48.

material of the Internet media, while the secondary audience did not visit the sites of these media.

Marketers of online media in Uzbekistan and France use primary and secondary sources of information to study the audience and its behavioral characteristics: articles and materials of independent research, as well as metric services. However, it is not only the site marketers who are responsible for attracting traffic. Journalists should keep the attention of the involved users of Internet resources by creating content that meets the interests of the audience. In this regard, we are actively working with the text and headings. ²

The marketing tools for attracting the audience of the mass media of Uzbekistan and France include the placement of an informer on popular regional sites, regional file-sharing sites, in search platform widgets, in social network groups and contextual advertising. Some marketing methods are designed to attract a "cold" audience, to increase the number of page views. The "cold" audience may not be interested in the content of the site. Targeted advertising attracts, as a rule, an audience interested in a certain information product.

The effectiveness of audience engagement depends on the quality of journalistic materials, their genres, topics. Currently, one of the most important indicators of the success of one or another online media in Uzbekistan and France is the level of interest of the audience in the specifics of the content and directly to the publications. Thus, publications focus on the number of views as a criterion for assessing the level of consumer interest in a media product.

The online media of Uzbekistan and France use methods familiar to journalists to attract attention to their materials. For example, they use flashy phrases, loud headlines, ambiguous formulations. In this regard, it is the means of the literary shock-tainment technique that are very popular in order to strengthen the impression and set readers up to receive interesting information.

² Устинов В.В. SMM-копирайтинг в журналистской деятельности / В.В. Устинов // Медиасреда. – 2017. – № 12. – С. 278.

RESULTS AND DISCUSSIONS

Our analysis of the materials of the online news media of Uzbekistan and France allowed us to identify the following journalistic methods of shock-taming to attract the attention of readers:

- 1) special title;
- 2) an actual discussion topic (providing new information or a special look at a problem that everyone is concerned about);
- 3) a long text (from 12,000 characters) answering problematic questions on topics;
- 4) the use of an opinion leader as a hero or expert of news material.

Within the framework of this study, more than 500 news materials of the Internet media of Uzbekistan and France of various subjects were analyzed. The study sample included materials for 2021-2023.

Let's analyze the main journalistic techniques of the mass media of Uzbekistan and France, which help to attract the attention of the audience:

- 1) the use of numbers in headings. Researchers have already published different types of analytics at least 10 times, proving that headlines with numbers are clicked 15-20% more often than headlines without them.³ An example of a similar headline that attracts attention: "Uyga qashshoqlikni qanday jalb qilmaslik kerak: salbiy energiyaga ega narsa nomlanadi"⁴ – "How not to attract poverty into the house: 9 things with negative energy are named";
- 2) emotional and evaluative vocabulary. Helps to make the title more vivid and attractive. Youth slang, jargon, emotional vocabulary also attract attention, as do the terms of socially condemned reality.⁵ An example of a headline with emotional and

³ Harris J. Increase Content Marketing Success with Helpful Headline Tips & Tools. – 16.08.2015. – URL: <https://contentmarketinginstitute.com/2015/08/headlines-tips-tools/> (reference date: May 25, 2023).

⁴ Sadykhai N. Uyga qashshoqlikni qanday jalb qilmaslik kerak: salbiy energiyaga ega 9 narsa nomlanadi // Spot.UZ. – 10/01/2023. – URL: <https://www.spot.uz/oz/2023/01/10/> (дата обращения: 24.05.2023).

⁵ Афанасьева А.Р. Метафора в заголовках статей как прием речевого воздействия / А.Р. Афанасьева // Вектор науки Тольяттинского государственного университета. – 2014. – № 4 (30). – С. 73.

evaluative vocabulary in online media: "Des extrémistes particulièrement dangereux pris dans la ville"⁶ - "Particularly dangerous extremists were caught in the city." According to the text of the news, the journalist could not add the phrase "especially dangerous" to the headline. This is done precisely to attract attention;

3) clichés or micro-stamps. Abbreviations in headlines or the use of well - established names of situations or cases are used to attract the attention of readers.⁷ The sample included more than 40 similar media materials from Uzbekistan and France with headlines based on micro-stamps.

4) the use of quotations. In this study, 21 titles with quotes were found.

5) Headlines that intrigue the reader (not concluding and containing a hint of uniqueness). About 2% of the entire sample. Example: "Nommé le moyen le plus simple et le plus efficace de prolonger la vie"⁸ – "The simplest and most effective way to prolong life is named."

6) Transformation of phraseological units. This allows, according to I.Y. Svintsova, to avoid stamps, since in these cases phraseology acquires a new shade of meaning, an unexpected coloring.⁹ Example: "Rojdestvo daraxti emas, balki tayoq: agar siz past sifatli archa sotib olgan bo'lsangiz, nima qilish kerak"¹⁰ – "Not a Christmas tree, but a stick: what to do if you bought a low-quality spruce."

⁶ Gateux L. Des extrémistes particulièrement dangereux pris dans la ville // Le Figaro. – 05/08/2021. – URL: <https://www.lefigaro.fr/international/des-extrémistes-particulièrement-dangereux-pris-dans-la-ville-20210807> (récupéré: 26/05/2023).

⁷ Шмидт О.Ю. Заголовок в спортивных СМИ: значение рекламной функции / О.Ю. Шмидт // Вестник Воронежского государственного университета. – 2014. – № 1. – С. 242.

⁸ Reneux, F. Nommé le moyen le plus simple et le plus efficace de prolonger la vie // Le Monde. – 03/12/2022. – URL: https://www.lemonde.fr/economie/article/2022/12/03/nomme-le-moyen-le-plus-simple-et-le-plus-efficace-de-prolonger-la-vie_6171912_21308.html (récupéré: 18/05/2022).

⁹ Свинцова И.Ю. Интерпретация заголовка российских СМИ при обучении иностранцев русскому языку / И.Ю. Свинцова // Теоретические и прикладные аспекты современной науки: сб. науч. тр. по материалам VIII Междунар. науч.-практ. конф. (г. Белгород, 27 февраля 2015 г.). Ч. 2. – Белгород: ИП Петрова М. Г., 2015. – С. 144.

¹⁰ Galiev, K. Rojdestvo daraxti emas, balki tayoq: agar siz past sifatli archa sotib olgan bo'lsangiz, nima qilish kerak // Sputnik Ўзбекистон. – 22.12.2021. – URL: <https://sputniknews.uz/20230326/rojdestvo-daraxti-emas-balki-tayoq-agar-siz-past-sifatli-archa-sotib-olgan-bolsangiz-nima-qilish-kerak-27136025.html> (дата обращения: 24.05.2023).

7) The use of neologisms, new words or foreign language vocabulary. Along with neologisms, the reader's involuntary interest is also aroused by individual stylistic neologisms - occasional, which we attribute to one of the ways to attract attention in headlines.

8) Parcel. Despite the fact that this technique is called one of the most effective by researchers,¹¹ it is rarely used in the online media of Uzbekistan and France - 9 publications from the entire sample.

CONCLUSION

Thus, our research has shown that the online media of Uzbekistan and France use both marketing and journalistic techniques to attract the audience to the materials. The most popular of the journalistic methods of shock-taming are the use of numbers in headlines, emotional-evaluative vocabulary, neologisms and the technique of dramatization. Highlighting the similarities and differences in the use of shock-tainment technology in the media materials of Uzbekistan and France, it should be noted that all the similarities are compositional in nature – the same literary means are used to ensure the shock-taming effect, but in different proportions depending on the degree of significance of the published news and its connection with national traditions and mentality. The differences are manifested in the linguistic and cultural features of shock-taming in the online media of Uzbekistan and France. In France, a negative and rude shock is widespread, which is used in almost all the materials of the Internet media analyzed by us, it has a straightforward character, although it can be expressed by traditional literary means. In Uzbekistan, shock treatment is applied more selectively, often has a positive color, emphasizing the successes and achievements of the people and the leadership of the country. At the same time, the traditionally negative connotations inherent in shock-taming are also presented in

¹¹Богоявленская Ю.В. Парцелляция как средство повышения привлекательности газетного заголовка // Известия Саратовского университета. – Новая серия. – Серия: Филология. Журналистика. – 2014. – Т 14. – Вып. 3. – С. 36.

news materials, but much less often and milder, appealing more to surprise, regret, and not to indignation, disgust or a high degree of indignation.

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