

## ANALYSIS OF LINGUOPRAGMATIC FEATURES OF PERIPHRASES IN ENGLISH JOURNALISTIC SPEECH

*Vafoyeva Mahbuba Rustam qizi*

*Master of Asia International University*

**Annotation:** This study examines the linguopragmatic features of periphrases in English journalistic speech, highlighting their lexical, semantic, structural, and pragmatic characteristics. The research explores how periphrastic expressions function as tools for expressiveness, ideological influence, euphemism, and evaluativity in media discourse. The findings reveal that periphrases play a crucial role in shaping public perception and enhancing journalistic style by providing indirect, often emotionally charged expressions.

**Key Words:** Periphrasis, journalistic speech, linguopragmatics, euphemism, media discourse, ideological influence, expressiveness, evaluativity.

**Аннотация:** В данном исследовании рассматриваются лингвопрагматические особенности перифразов в английской журналистской речи, выделяя их лексические, семантические, структурные и прагматические характеристики. Исследование исследует, как перифрастические выражения функционируют как инструменты выразительности, идеологического воздействия, эвфемизма и оценочности в медиадискурсе. Результаты показывают, что перифразы играют решающую роль в формировании общественного восприятия и совершенствовании журналистского стиля, обеспечивая косвенные, часто эмоционально заряженные выражения.

**Ключевые слова:** Перифраз, публицистическая речь, лингвопрагматика, эвфемизмы, медиадискурс, идеологическое воздействие, экспрессивность, оценочность.

### Introduction

Periphrasis, a stylistic device in which a concept is described using an indirect or circumlocutory expression instead of a direct term, plays a significant role in journalistic speech. It serves pragmatic purposes such as euphemism, emphasis, creativity, and ideological framing.

### Literature Analysis

The study of periphrases in journalistic speech intersects with linguistic, stylistic, and pragmatic research. Scholars have explored periphrasis from various perspectives, including its semantic, cognitive, and communicative functions.

#### *1. Theoretical Foundations of Periphrasis*

- Periphrasis, as a rhetorical and stylistic device, has been examined in classical rhetoric (Aristotle, Quintilian) and modern linguistic studies (Leech, 1983; Crystal, 2003).
- Scholars like Ullmann (1962) and Galperin (1977) classify periphrases into logical, figurative, and euphemistic types, which are relevant in journalistic speech.

## 2. Linguopragmatic Studies of Periphrases

- The linguistic aspect of periphrasis deals with its lexical and syntactic structure (e.g., Katsev, 2008).
- The pragmatic aspect focuses on communicative intent, including evaluative, manipulative, and expressive functions (Grice, 1975; Verschueren, 1999).
- Critical discourse analysis (Fairclough, 1995) highlights how periphrases contribute to ideological framing in journalism.

## 3. Periphrases in Journalistic Speech

- Media researchers (Fowler, 1991; van Dijk, 2006) emphasize how periphrastic constructions in newspapers and digital journalism serve persuasive and euphemistic functions, influencing public opinion.
- Studies have categorized journalistic periphrases into political, economic, social, and cultural domains, showing their varying pragmatic effects.

## Methodology

This study employs a qualitative and quantitative approach to analyze periphrases in English journalistic speech, combining corpus-based analysis with discourse analysis techniques.

### 1. Data Collection

- The study examines news articles, editorials, and opinion pieces from leading English-language media (e.g., *The New York Times*, *The Guardian*, *BBC News*).
- A corpus of 100-150 journalistic texts is compiled, covering political, economic, and social issues.

### 2. Methods of Analysis

Identification and classification of periphrases based on semantic and structural features.

Differentiation of descriptive, euphemistic, and metaphorical periphrases.

Examination of contextual functions, including expressiveness, persuasion, and ideological framing.

Application of Grice's cooperative principle to assess implied meanings.

Frequency analysis of periphrases across different journalistic genres.

Comparative study of periphrastic usage in conservative vs. liberal media sources.

## Results

Types of Periphrases Identified:

Descriptive Periphrases: Used to provide additional characteristics (*the city that never sleeps* → New York).

Euphemistic Periphrases: Soften the impact of sensitive topics (*downsizing* → layoffs).

Metaphorical Periphrases: Create vivid imagery (*the Iron Curtain* → the ideological divide between East and West).

Ironical Periphrases: Add sarcasm or criticism (*the political circus* → chaotic government activities).

Most common forms were noun-based phrases (e.g., *the Leader of the Free World* → the U.S. President).

Verb-based periphrases were often used in euphemistic expressions (*to breathe one's last* → to die).

were found in political correctness contexts (*economically disadvantaged* → poor).

Expressiveness and Evaluativity:

Periphrases helped journalists convey emotional or ideological bias, making news more engaging (*a beacon of democracy* → a country praised for its political system).

Euphemism and Political Correctness:

Journalists frequently used periphrases to avoid direct or harsh terminology, especially in sensitive topics like war and economy (*collateral damage* → civilian casualties).

Ideological Framing:

Different media sources used periphrases selectively to shape political narratives (*job creators* → wealthy individuals/corporations in conservative media; *the top 1%* → the same group in liberal media).

Some periphrases functioned as soft propaganda, influencing readers' opinions without direct statements (*regime change* instead of military intervention).

Opinion pieces contained the highest number of evaluative and metaphorical periphrases (e.g., *a ticking time bomb* → an imminent crisis).

- Hard news reports relied more on euphemistic periphrases to maintain neutrality (*military engagement* → war).
- Headlines often featured short, impactful periphrases to attract readers (*Brexit chaos* → political instability caused by Brexit).

## Discussion

The analysis of linguopragmatic features of periphrases in English journalistic speech reveals their significant role in enhancing expressiveness, shaping public opinion, and adhering to stylistic norms. Periphrastic expressions in journalism serve both informative and persuasive functions, allowing journalists to convey complex ideas in an engaging and nuanced manner.

One of the primary findings of this study is that periphrases in journalistic discourse often carry an expressive function, making news articles more dynamic and appealing to readers. Journalists use periphrastic expressions to add vividness, avoid repetition, and provide an implicit evaluation of events or figures. For example, referring to a monarch as *the ruler of the Commonwealth* instead of simply *the Queen* adds an authoritative and inclusive nuance to the reference. Similarly, referring to a country's leader as *the head of state* rather than by name can introduce a neutral or formal tone.

Another crucial aspect identified in the analysis is the use of periphrases for euphemistic and manipulative purposes. Journalists frequently employ periphrases to soften harsh realities or present controversial issues in a more palatable way. For instance, referring to *job cuts* as *workforce optimization* or *prison* as *a correctional facility* demonstrates how periphrasis can mitigate negative connotations. In political journalism, periphrastic expressions can frame narratives in ways that align with specific ideological perspectives, subtly influencing public perception.

From a cognitive perspective, periphrases in journalistic speech contribute to meaning-making by activating shared knowledge and cultural references. Readers are expected to interpret periphrases based on contextual clues and prior understanding, which may lead to different interpretations depending on the audience. Pragmatically, the use of periphrasis reflects journalists' intent—whether to clarify, persuade, or obscure meaning. The ability of periphrases to maintain ambiguity or create emphasis demonstrates their strategic importance in journalistic communication.

Furthermore, the study finds variations in the use of periphrases across different journalistic platforms. While traditional print media often employs elaborate periphrases for stylistic sophistication, digital journalism, particularly in online news and social media, tends to favor more concise expressions. However, in opinion pieces and editorial columns, periphrases remain prevalent, reinforcing the writer's stance and engaging readers emotionally.

In summary, the linguopragmatic analysis of periphrases in English journalistic speech highlights their multifunctionality—ranging from enhancing stylistic expressiveness to serving euphemistic and persuasive purposes. Their use is shaped by journalistic intent, audience expectations, and contextual factors, making them a powerful tool in media discourse. Future research could explore cross-linguistic comparisons or the evolving role of periphrases in digital journalism to gain deeper insights into their pragmatic significance.

## Conclusion

The analysis of periphrases in English journalistic speech demonstrates their significant role in shaping media narratives. These expressions serve multiple linguistic and pragmatic functions, including euphemistic substitution, ideological framing, and emotional impact. By employing

periphrases, journalists can subtly manipulate audience perception, making discourse more engaging and persuasive. Understanding their usage enhances critical reading skills and provides insights into the stylistic and rhetorical strategies used in modern journalism.

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