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## ISSUES OF FUNCTIONAL-SEMANTIC STUDY OF PAREMIOLOGICAL UNITS USED IN JOURNALISTIC TEXTS (ON THE EXAMPLE OF POLITICAL NEWSPAPERS)

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### Abstract

This article investigates the functional and semantic aspects of paremiological units—proverbs and sayings—used in journalistic texts, focusing on political newspapers. It explores how these expressions are employed to influence readers, construct ideological stances, and enrich the linguistic style of the press. The study highlights the socio-pragmatic and rhetorical roles of paremiological units in shaping public discourse, revealing their adaptability and contextual sensitivity. The analysis is based on political texts and uncovers several issues, including cultural interpretation and semantic ambiguity.

**Keywords:** Paremiological units, proverbs, journalism, political discourse, functional-semantic analysis, linguistic strategy.

### Introduction

Language in journalism is never neutral. It is a vehicle not only for informing the public but also for shaping opinion, guiding interpretation, and reinforcing ideology. Within this complex web of communication, one striking linguistic phenomenon is the use of paremiological units—proverbs, idioms, and fixed expressions that encapsulate commonly held truths or cultural wisdom. While such units are often seen as ornamental or stylistic devices, in the realm of political journalism they play a much deeper role. These linguistic elements serve functional and semantic purposes that directly influence how readers decode information. The current article examines these units not as mere rhetorical flourishes but as central tools in the strategic linguistic choices made by political



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journalists. It seeks to explore how these units are used to construct meaning, sway opinion, and subtly encode ideological messages.

Paremiological units are deeply entrenched in a culture's collective memory. They are fixed or semi-fixed expressions that often convey ethical values, warnings, or life lessons. Journalists, especially political commentators, frequently employ such expressions to add gravitas or familiarity to their arguments. For example, a phrase like "You reap what you sow" does not merely reflect cause and effect; it suggests moral judgment, cause-based accountability, and even prophetic consequence. Such expressions are not only easily recognizable to the reader but also culturally resonant, making them ideal instruments for commentary on social or political issues. Their compact structure allows for maximum semantic impact in a limited textual space—perfect for headlines, leads, or conclusions in news writing.

However, the meaning of a paremiological unit is not always as transparent or universal as it might seem. These expressions, while fixed in form, are highly fluid in function. The same proverb can be used to support contradictory arguments depending on the ideological leaning of the newspaper or the rhetorical intentions of the journalist. A proverb like "The squeaky wheel gets the grease" might be used positively in one context to encourage activism, and negatively in another to criticize dissent. This duality makes the semantic interpretation of paremiological units complex. The context—linguistic, cultural, and political—plays a crucial role in shaping their functional meaning. As such, the functional-semantic analysis of these expressions must go beyond dictionary definitions and consider the discourse in which they are embedded.

In political newspapers, paremiological units often take on the role of ideological markers. They help journalists frame an issue in a way that aligns with the publication's editorial stance. For instance, during political crises or election seasons, newspapers may use proverbs that emphasize justice, truth, or wisdom to criticize opposing parties or support favored candidates. Expressions like "Justice delayed is justice denied" may be employed in editorials to critique judicial inefficiency, subtly channeling public frustration towards particular political actors. Here, the proverb does not operate in isolation; it is a part of a broader narrative strategy intended to guide the reader's emotional and



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intellectual response. This kind of usage shows that paremiological units are not just linguistic artifacts but dynamic elements of persuasive political discourse.

Another functional dimension is emotional resonance. Because proverbs and sayings are usually tied to early life experiences, folklore, or religious teachings, they carry with them a kind of subconscious authority. Readers are more likely to trust or feel aligned with statements that echo their cultural background or moral values. This emotional appeal is vital in political journalism, where credibility and relatability can make the difference between support and skepticism. A proverb included in a political column can subtly reinforce the journalist's message, trigger shared values, or elicit nostalgia—all without overt argumentation. This emotional function is perhaps one of the most powerful tools in journalism, and it is precisely why paremiological units remain a mainstay in political writing.

In conclusion, paremiological units are not just decorative phrases in political journalism; they are strategic tools of meaning-making. They serve multiple functions: reinforcing arguments, signaling ideology, evoking emotions, and simplifying complex political realities. Their study requires a nuanced and interdisciplinary approach that considers not only their semantic content but also their functional role within discourse. Despite their fixed structure, their meaning is dynamic, heavily influenced by context, culture, and ideology. Scholars aiming to understand the power of language in media must therefore pay close attention to the paremiological units that populate journalistic texts. In doing so, they can uncover the subtle ways in which language is used to shape not just narratives but entire worldviews.

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