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**TILLARARO YOZISHMALAR FRAZELOGIYANI BOYITISH VA TIL IZOMORFIZMI VA ALLOMORFIZMINI ANIQLASH OMILI SIFATIDA****МЕЖЪЯЗЫКОВАЯ КОРРЕСПОНДЕНЦИЯ КАК ФАКТОР ОБОГАЩЕНИЯ ФРАЗЕОЛОГИИ И ВЫЯВЛЕНИЯ ИЗОМОРФИЗМА И АЛЛОМОРФИЗМА ЯЗЫКОВ****INTERLINGUAL CORRESPONDENCE AS A FACTOR IN ENRICHING PHRASEOLOGY AND IDENTIFYING ISOMORPHISM AND ALLOMORPHISM OF LANGUAGES****Alieva Navruza Xabibullaevna** 

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Annotatsiya

Ushbu maqolada ommaviy axborotlashtirish va globalashuvning til aloqalariga ta'siri ko'rib chiqiladi, ingliz, rus va o'zbek tillarida frazeologik birliklarning shakllanishi va o'zlashtirilishiga alohida e'tibor qaratiladi. Unda frazeologik birliklarning izomorfik va allomorfik xususiyatlari o'rganiladi, ularning semantik, strukturaviy va madaniy jihatlari tahlil qilinadi. Ommaviy axborot vositalaridan olingan misollarga tayangan holda, tadqiqot tillardagi ma'noni saqlab qolish yoki o'zgartirishda madaniy moslashuv va tarjima strategiyalarining rolini ta'kidlaydi. Ommaviy axborot vositalarining frazeologik birliklarini an'anaviy tarzda qayta ko'rib chiqilgan, kompyuter va ommaviy axborot vositalariga xos toifalarga ajratish taklif etiladi, bu frazeologiyaning texnologik taraqqiyot va Internet ta'siriga javoban rivojlanayotgan tabiatini aks ettiradi. Natijalar frazeologik birliklar madaniy tushunchalar bilan chuqur bog'langanligini ko'rsatib, ularning madaniyatlararo muloqot va lingvistik tahlildagi ahamiyatini ko'rsatadi. Ushbu tadqiqot frazeologik birliklarning pragmatik xususiyatlari va ularning ko'p tilli va ko'p madaniyatli kontekstlarda dolzarbligi haqida qimmatli ma'lumot beradi.

Аннотация

В этой статье рассматривается влияние массовой информатизации и глобализации на языковые контакты, уделяя особое внимание образованию и заимствованию фразеологических единиц в английском, русском и узбекском языках. В ней изучаются изоморфные и алломорфные свойства фразеологических единиц, анализируются их семантические, структурные и культурные измерения. Опираясь на примеры из медиадискурса, исследование подчеркивает роль культурной адаптации и стратегий перевода в сохранении или трансформации смысла в разных языках. Предлагается классификация медиафразеологических единиц на традиционные, традиционно-переосмысленные, компьютерные и медиаспецифические категории, отражающая развивающуюся природу фразеологии в ответ на технологические достижения и влияние Интернета. Результаты показывают, что фразеологические единицы глубоко переплетены с культурными концепциями, что подчеркивает их важность в межкультурной коммуникации и лингвистическом анализе. Это исследование дает ценную информацию о прагматических свойствах фразеологических единиц и их релевантности в многоязычных и многокультурных контекстах.

Abstract

This article examines the impact of mass informatization and globalization on language contact, focusing on the derivation and borrowing of phraseological units in English, Russian, and Uzbek. It explores the isomorphic and allomorphic properties of phraseological units, analyzing their semantic, structural, and cultural dimensions. Drawing on examples from media discourse, the study highlights the role of cultural adaptation and translation strategies in preserving or transforming meaning across languages. A classification of media phraseological units into traditional, traditional-rethought, computer, and media-specific categories is proposed, reflecting the evolving nature of phraseology in response to technological advancements and the influence of the Internet. The findings reveal that phraseological units are deeply intertwined with cultural concepts, emphasizing their importance in intercultural communication and linguistic analysis. This research provides valuable insights into the pragmatic properties of phraseological units and their relevance in multilingual and multicultural contexts.

Kalit so'zlar: Frazeologik birliklar, izomorfizm, allomorfizm, madaniyatlararo muloqot, til kontakti, madaniy moslashuv, pragmatik tahlil, mediadiskurs, ko'p tillilik, globalashuv, frazeologik birliklarning tasnifi, semantik tuzilma, madaniy tushunchalar, tarjima strategiyalari.

Ключевые слова: Фразеологические единицы, изоморфизм, алломорфизм, межкультурная коммуникация, языковой контакт, культурная адаптация, прагматика, медиадискурс, многоязычие,

глобализация, классификация фразеологизмов, семантическая структура, культурные концепты, стратегии перевода.

Key words: *Phraseological units, isomorphism, allomorphism, intercultural communication, language contact, cultural adaptation, pragmalinguistics, media discourse, multilingualism, globalization, phraseology classification, semantic structure, cultural concepts, translation strategies.*

INTRODUCTION

In the context of mass informatization of society, there is an increase in language contacts and interlingual correspondence, an intensification of the process of derivation and borrowing of words and phraseological units.

Much attention in linguistics is paid to phraseological units that reflect the realities of life in modern society. Modern dictionaries of phraseological units include stable expressions that have appeared recently and are borrowed from the phraseology system of the compared languages. Among such phraseological units, in particular, are stable expressions associated with a pandemic of a planetary scale: pandemic peak - пик пандемии – pandemiyaning piki (cho'qqisi); mask mode- масочный режим - niqobda yurish tartiboti; coronavirus pandemic - пандемия коронавируса - koronavirus pandemiyasi and etc.

Phraseological units are determined by social and political aspects, traditions, customs, cultural values, which create similar thematic areas in all the studied languages. The cultural concepts in the study will be described within the broader anthropocentric paradigm, since it includes a cultural dimension; and its central position is that each language, especially its figurative meanings, are associated with the reflection of a worldview shared by linguistic knowledge of reality. Therefore, intercultural communication has a special place in the analysis of the pragmalinguistic properties of phraseological units. Each language has its own specific features of the use of phraseological units, which are closely interconnected with cultural concepts. Cultural concepts in anthropocentric phraseology are abstract notions, such as, for example, intellectual abilities, emotional-expressive aspects, depicted in a culturally specific way. Along with concepts, subconcepts should also be taken into account. It is noteworthy that "their specificity is realized to a greater extent at the cognitive rather than semantic level, since the cultural background is among the most difficult to formalize information, since it is connected with semantics in a very indirect and not yet studied way." [1; p.19-27]

LITERATURE ANALYSIS AND METHODOLOGY

In mathematics, the term isomorphism (from the Greek *ἴσος* — equal and *μορφή* — form) is used to denote the identity of the internal structure of two number systems. The linguistic interpretation was first given by the Polish linguist E.Kurilovich [2; p.21-36], who proved that language contacts lead to the expansion of isomorphic semantic-structural formations in the system of contacting languages. E. A. Makaev interprets isomorphism as the uniformity of the structure of constitutive linguistic units. A unique interpretation of the concept is given in the study of T. N. Fedulenkova [3].

Isomorphism as a typological property manifests itself at different levels of language, including at the level of phraseological units. Of interest is the interpretation of isomorphism in the concept of T.N. Fedulenkova, where the signs of phraseological universals proper are "structural parallelism of a phraseological unit with its genetic prototype and the hierarchical nature of the connections between the functioning of phraseological units" [3].

Isomorphism is clearly manifested in terms of the content of phraseological units of the Russian and Uzbek languages. For example, the English collocation "business forum" in Russian has an identical form "бизнес форум", in the Uzbek language - a partially modified form "biznes anjuman" or "biznes forum". In translation into Russian and Uzbek, semantic coherence is preserved in terms of the content of this expression: exchange of opinions - обмен мнениями – fikrlar almashmoq; exchange of experience - обмен опытом – tajriba almashmoq; search for partners - поиск партнеров – hamkorlarni izlamoq; discussion of new projects - обсуждение новых проектов – yangi loyihalarni muhokama qilmoq. The isomorphism of the content plan is reflected in the identity of the names of specific categories of business forums, which are widely used on information sites. On the Internet, in particular, on the Biznet.ru website in English, the categories "Forum on Trade", "Industrial production and construction", "Business ideas for small

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businesses" - «Форум о торговле», «Промышленное производство и строительство», «Бизнес идеи для малого бизнеса» and others are presented. The names of these categories of forums in the Uzbek language have a similar form, preserving isomorphism in terms of content: "Savdo anjumani", "Ishlab chiqarish sanoati va qurilish", "Kichik tadbirkorlik uchun biznes-g'oyalar", "Trade conferences" - "Savdo konferentsiyalari", "Interactive events" - "Интерактивные мероприятия", "Corporate events" - "Корпоративные мероприятия" - "Corporativ anjumanlar".

In the language system, isomorphism is opposed to "allomorphism", which reflects the heterogeneity of the structure of linguistic units in different languages and reveals the features that distinguish these languages. This feature of languages of different systems can be shown in the following example: development of loyalty programs - разработка программ лояльности - loyallik dasturlarini yaratmoq; database management - управление базами данных - ma'lumotlar bazasini boshqarmoq; application of augmented reality technologies - применение технологий дополненной реальности - bo'rtirilgan reallik texnologiyalarini qo'llamoq; conducting intra-industry events - проведение внутриотраслевых мероприятий - tarmoqlarning ichki tadbirlari; tracking what is purchased - отслеживание того, что куплено - sotib olinganlarni kuzatmoq; mass free distribution of the product "Below The Line" - массовая бесплатная раздача товара - ommaviy tarzda mahsulotlarni bepul tarqatmoq [4]. Allomorphism in the given "phraseological units in the content aspect is associated with the difference in the figurative rethinking of the component composition of phraseological units and the presence of specific forms" [3] for the components of languages of different systems.

RESULTS AND DISCUSSION

When performing interlingual translations, one cannot fail to take into account the fact of adaptation of the text for the understanding of readers of another language. This is especially necessary when working with phraseological units, where when translating some contexts it is impossible to find an equivalent in another language, therefore, it is necessary to use descriptive translation and instead of set expressions use direct, free phrases, i.e. adapt the text to the target language.

For example, the Euronews website published an article in English:

*«Europe's energy future: the plan to cut Russian fossil fuels and **speed up** the green transition» (euronews.com), while in the Russian version the article is given under the title: «ЕС на пути к энергонеzависимости: **война стала катализатором**» (ru.euronews.com).*

Here, during the translation, a complete replacement of the title is observed. This happened due to the difference in the perception of the picture of the world by readers of different cultures, because the title in the information discourse has a very great significance and impact on the reader, i.e. this title contains a cultural adaptation of the text. The foreign title talks about the future of Europe's energy sector, and also uses the phrasal verb "speed up", which was not translated or taken into account in the Russian version. Russian media gave their own interpretation of the title from Russia's point of view on what is happening, which means the subsequent independence of Europe from Russia in terms of energy, and the desire for speedy energy independence is associated with the reaction to Russia's war with Ukraine.

Later in the same article, there is a direct interview with EU Energy Commissioner Kadri Simson, where during the conversation she uses the expression "biggest bottle-neck", which in Russian is translated as "the most difficult", perhaps the translator did not find an appropriate equivalent and gave a free translation.

So according to our proposal, all the new built buildings should have rooftop panels. The biggest bottle-neck is permitting.

Мы предлагаем, чтобы все новые здания оснащались панелями на крышах. Самое сложное в этой истории - получение разрешений.

In the Uzbek version of Euronews, articles were found published in both Russian and English.

Изменения климата влияют на "Индекс плова" [5]

Extreme weather is threatening Uzbekistan's greatest traditional dish [6]

In the English translation, instead of the name of the dish, an explanation is given that this is a traditional delicacy of Uzbekistan. The Russian version of the article is aimed at readers of the Uzbek audience and since every representative of this culture knows the significance of the word "plov", the collocation "plov index" is used here, i.e. the indicator of the perfection of preparation. As noted, when translating different articles in the Internet media, as in traditional newspaper articles, first of all, attention is focused on the culture and language of the target audience, and the same information will be conveyed in different ways, taking into account the reader's worldview.

In the process of working and collecting material on phraseological units and collocations used in the media space, the possibility of classifying media phraseological units and dividing them into 4 groups was revealed:

1. traditional phraseological units - phraseological units used both in traditional literature and in the Internet space, Internet users successfully use various traditional phraseological units in communication with each other. Examples: blind alley - тупиковое положение - boshi berk ko'cha, circle of friends - круг общения - muloqot doirasi, running on the spot - бег на месте - bir joyda yugurmoq, in the bag - дело в шляпе - ish pishdi, to put pressure - оказывать давление - tazyiq o'tkazmoq, hit the panic button - впадать в панику - sarosimaga tushmoq.

2. traditional-rethought phraseological units - traditional expressions that have been transformed into phraseological units of the Internet language, the primary direct meaning of the expression has been rethought in the process of media development, and new Internet phraseological units have been formed. Examples: Hot potato - актуальная тема - qaynoq xabarlar (dolzarb mavzu), Trojan horses - троянские кони - "troyanlar", get the message - усечь, понять - tushunib etmoq, It went viral - это стало вирусным (популярным).

3. Computer phraseological units - expressions used only in the computer space among programmers and Internet users. Examples: warm boot (soft boot) – full reboot, cold boot (cold start, dead start) – full reinstallation, Web crawler – Web worm (search engine), Web page – Web page, Web host – Web host, surf the Web – search the Web, run a program – run a program, click search - search engine, return to home page – return to the home page. Dark Web - the part of the World Wide We warm boot (soft boot) – полная перезагрузка, cold boot (cold start, dead start) – полная переустановка, Web crawler – Web червяк (поисковик), Web page – Web страница, Web host – Web хост, surf the Web – искать в сети, run a program – запустить программу, click search - поисковик, return to home page – вернуться на домашнюю страницу. Dark Web - темный Интернет — часть Всемирной паутины.

4. media phraseological units – related to all areas of the media world, can be used both on the Internet and in television, radio and journalism. Examples: be in the red - терять доходы, быть в убытке (по цвету чернил, которыми заполнялась дебетная колонка в расходной книге) - daromaddan buromadga o'tmoq, go online - войти в онлайн - onlayn tarmoqqa ulanmoq, troll factory - фабрика троллей - trollar fabrikasi - an organization for the production of provocative materials for the media.

CONCLUSION

When classifying the presented phraseological units, examples selected from the Internet and included in this work were used, the main criterion for the selection and division was the fact of the possibility of using phraseological units in a certain media discourse, communication situations and areas of activity.

The study reaffirms the importance of intercultural communication and pragmalinguistic analysis in understanding the nuances of phraseological units. It also emphasizes the role of media in propagating and transforming phraseology, thereby fostering a deeper connection between language and contemporary cultural realities. This research provides valuable insights for linguists, translators, and media professionals aiming to navigate the complexities of multilingual and multicultural communication in the digital age.

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