

The discursive function of political terminology in digital media and its role in shaping public opinion

Ochilova Dilnora Hayotovna

Republic of Uzbekistan Bukhara city school N32

Email: *E-mail: d.h.ochilova2022@buxdu.uz*

Abstract. This research explores the discursive use of political terminology in online news media and social networking platforms and examines its role in influencing public opinion across different sociolinguistic environments. By conducting a comparative analysis of Uzbek digital media sources such as *Kun.uz* and *Daryo.uz* and English-language outlets including *BBC* and *The Guardian*, the study identifies distinct ideological and communicative patterns. The findings suggest that political terminology in digital discourse operates as a strategic linguistic mechanism that frames political realities, guides audience interpretation, and shapes public consciousness in contemporary information societies.

Introduction. The transformation of political communication in the digital era has positioned online mass media and social networking platforms as primary channels for the dissemination of political discourse. Within these platforms, political terminology is not selected randomly but strategically employed to construct meaning, legitimize authority, and influence collective interpretation of political events. In both Uzbek and English media contexts, the linguistic framing of political concepts significantly contributes to the formation and reinforcement of public opinion at national and global levels.

Methods. This study utilizes a qualitative and comparative discourse analysis approach to examine political terminology used in selected Uzbek and English online media texts and social media communications. The research corpus consists of news articles and

politically oriented digital content published between 2022 and 2024 on platforms such as Telegram, Twitter, and official news portals. Analytical procedures are grounded in critical discourse analysis, focusing on semantic structures, evaluative expressions, and ideological framing strategies embedded in political language.

Results. The analysis demonstrates that Uzbek online media discourse predominantly employs political terminology associated with stability, institutional development, and gradual reform processes. Expressions such as “systematic modernization” and “long-term strategic development” are frequently used to promote a constructive political narrative and reinforce public confidence. In contrast, English-language digital media regularly utilize politically evaluative terminology, including phrases such as “democratic decline” and “ideological polarization,” which stimulate critical engagement and analytical interpretation among audiences.

Discussion. The findings indicate that political terminology in digital media functions beyond informational purposes and serves as a discursive instrument of ideological influence. Differences observed between Uzbek and English media discourse reflect broader sociopolitical contexts, journalistic conventions, and audience expectations that shape linguistic choices. As a result, political language in online environments plays a decisive role in constructing social reality and guiding public opinion through implicit evaluative and persuasive mechanisms.

Conclusion. In conclusion, the study confirms that political terminology employed in online media and social networking platforms has a substantial impact on public opinion formation by structuring political meaning and ideological interpretation.

The comparative examination of Uzbek and English digital media reveals that linguistic strategies are closely linked to political objectives and communicative intentions. Therefore, fostering critical media literacy and discourse awareness is essential for

understanding and evaluating political communication in the contemporary digital information landscape.

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