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INFLUENCING THE ADDRESSEE IN DIGITAL MEDIA DISCOURSE: A COMPARATIVE ANALYSIS OF PERSONAL PRONOUNS IN CHINESE AND UZBEK HEADLINES

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Abstract. This scientific article presents a comparative analysis of the linguo-pragmatic features of personal pronouns in influencing the addressee within Chinese and Uzbek digital media discourse. The study examines the role of personal pronouns such as "you," "we," and "they" used in headlines of online publications and social networks in establishing communicative contact with the audience. The pragmatic influence, emotional-expressive potential, and psychological effect of personal pronouns in Chinese and Uzbek media are analyzed through examples. The results of the study show that personal pronouns are among the important tools for attracting audience attention and creating communicative closeness in digital media discourse.

Keywords: digital media, media discourse, personal pronouns, linguo-pragmatics, headline, addressee, communicative influence.

INTRODUCTION

Today, digital media has become one of the most active communicative spaces in society. Online publications, social networks, and mobile information platforms have significantly changed the ways people receive and transmit information. In the current media environment, attracting audience attention and establishing close communicative contact with the user is considered one of the key tasks. As a result, the pragmatic potential of language units used in media headlines has further strengthened.

Digital media discourse serves not only to convey information but also to influence the audience, manage their emotional response, and create a communicative relationship. In online journalism, headlines are emerging as one of the main tools that encourage users to open the material. Therefore, emotional-expressive units, pragmatic methods, and communicative strategies are actively used in media language. One such tool is personal pronouns. Personal pronouns serve to establish direct communicative contact with the addressee in media discourse. Units such as "you," "we," and "they" attract the user's attention and create a psychological closeness with the text. Furthermore, the use of second-person pronouns in digital media headlines allows for a direct appeal to the addressee.

The use of personal pronouns in Chinese and Uzbek media is shaped in connection with national media style and communicative culture. While collectivism and addressing a general audience are more pronounced in Chinese media language, cases of approaching an individual addressee and direct appeal are more common in Uzbek media discourse. Therefore, a comparative analysis of personal pronouns is of great importance in identifying pragmatic differences in media discourse. Linguo-pragmatic analysis studies not only the grammatical form of language units but also their communicative function and influence on the audience. From this perspective, personal pronouns emerge as one of the important tools for influencing the addressee in media language.

With the help of pronouns, the media text establishes a dialogic relationship with the user and holds their attention.

In today's digital communication, creating a sense of closeness with the audience is an important factor for media platforms. For this reason, personal pronouns are often used as a tool to enhance the pragmatic impact of the headline. For example, headlines such as “Do you know this?”, “An event we did not expect,” “See what they did” arouse interest and emotional response in the user. Studying personal pronouns in Chinese and Uzbek media plays an important role in understanding media communication and audience psychology, alongside linguistics. This is because such units reveal the hidden pragmatic mechanisms of media language. This article presents a comparative analysis of the linguo-pragmatic features of personal pronouns in influencing the addressee within Chinese and Uzbek digital media discourse.

DISCUSSION

In digital media discourse, establishing communicative contact with the addressee is considered one of the important tasks. Especially, personal pronouns used in media headlines are actively used to attract the audience's attention and create a sense of closeness with the user. Through personal pronouns, the media text directly addresses the addressee and makes them a part of the communicative process.

Ruth Wodak pays special attention to the role of language units in creating a relationship with the audience in media discourse (Wodak, 2001). Personal pronouns also perform this very communicative function. For example, the use of the pronoun "siz" (you) in Uzbek media headlines brings the user closer to the text and evokes a sense of personal address in them. Headlines such as "Siz ham bu xatoni qilayotgan bo‘lishingiz mumkin" (You too might be making this mistake) directly influence the addressee. In Chinese media discourse, however, collective forms of address are more common. The use of "biz" (we) or units representing the general audience serves to make the user feel like a part of a social group. This situation is also related to the principles of collectivism in Chinese communicative culture.

Deborah Tannen emphasizes that the concepts of closeness and distance in communication are formed through language (Tannen, 1984). In media headlines, personal pronouns create this very sense of closeness. While the active use of the pronoun "siz" (you) in Uzbek media strengthens the address to the individual addressee, collective units in Chinese media strengthen the connection with the general audience. Personal pronouns also increase the pragmatic impact of media headlines. For example, headlines like "Biz kutmagan natija" (The result we did not expect), "Siz bilmagan haqiqat" (The truth you did not know), "Ular nima yashirayotganini ko‘ring" (See what they are hiding) increase curiosity and intrigue in the user. Here, pronouns function not only as grammatical units but also as emotional and pragmatic tools. Although there are some differences in the use of personal pronouns in Chinese and Uzbek media, in both media spaces they serve to create communicative contact with the audience. Especially, the use of second-person pronouns involves the user more actively in the media text.

Theo van Leeuwen notes that the methods of addressing the audience in media language are one of the mechanisms of social influence (Van Leeuwen, 2008). Personal pronouns also occupy an important place in media discourse as one of such tools. They psychologically connect the user with the text and increase media effectiveness. Since the user's attention is held for a short time in digital communication, the effectiveness of headlines is considered very important. Therefore, media platforms try to get closer to the addressee through personal pronouns. This, in turn, strengthens the dialogic nature of media discourse. Generally speaking, in Chinese and Uzbek

digital media, personal pronouns manifest as one of the important linguo-pragmatic tools for influencing the addressee. They serve to establish communicative closeness with the audience, evoke an emotional response, and strengthen the pragmatic impact of media headlines.

CONCLUSION

In conclusion, this article comparatively analyzed the linguo-pragmatic features of personal pronouns in influencing the addressee in Chinese and Uzbek digital media discourse. As a result of the analysis, it was determined that personal pronouns are one of the important tools in media headlines for creating communicative contact with the audience and attracting the user's attention. Furthermore, the existence of certain pragmatic differences in the use of personal pronouns in Chinese and Uzbek media was examined. It was highlighted that while the address to the individual addressee is felt more strongly in Uzbek media, the feature of approaching a collective audience manifests more actively in Chinese media. During the study, the communicative and pragmatic functions of personal pronouns in media discourse were analyzed based on the views of some researchers. Consequently, it was found that personal pronouns are one of the important tools in digital media language that establish psychological closeness with the addressee and increase media effectiveness.