

LINGUOAXIOLOGY IN FILM DISCOURSE

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Bekniyozova Ferangiz Uktam kizi

Bukhara state university, teacher of the English linguistics department,

E-mail: f.o.bekniyozova@buxdu.uz

Annotatsiya

Maqolada kinodiskursda lingvoaksiologiya tushunchasi kinematik muloqotda ifodalangan qadriyatlarni o'rganishga lingvistik, aksiologik va diskursga asoslangan yondashuvlarni birlashtirgan fanlararo soha sifatida o'rganiladi. Filmlarda ijtimoiy, madaniy va axloqiy qadriyatlarni yaratish, yetkazish va baholashda tilning roliga alohida e'tibor qaratilgan. Tadqiqotda lingvoaksiologiyaning nazariy asoslari, multimodal kommunikativ makon sifatida kino nutqining o'ziga xos xususiyatlari va qiymat yo'nalishlari ifodalanadigan asosiy lingvistik mexanizmlar muhokama qilinadi. Maqolada kino dialogi va hikoya tuzilishidagi lingvoaksiologik ma'nolarni tahlil qilishning uslubiy yondashuvlari ham ko'rib chiqiladi.

Annotation

The article explores the concept of linguoaxiology in film discourse as an interdisciplinary field combining linguistic, axiological and discourse-based approaches to the study of values represented in cinematic communication. Special attention is paid to the role of language in constructing, transmitting and evaluating social, cultural and moral values in films. The study discusses the theoretical foundations of linguoaxiology, the specific features of film discourse as a multimodal communicative space, and the main linguistic mechanisms through which value orientations are expressed. The article also considers methodological approaches to the analysis of linguoaxiological meanings in film dialogue and narrative structure.

Аннотация

В статье рассматривается концепция лингвоаксиологии в кинодискурсе как междисциплинарная область, объединяющая лингвистический, аksiологический и дискурсивный подходы к изучению ценностей, представленных в кинематографической коммуникации. Особое внимание уделяется роли языка в конструировании, передаче и оценке социальных, культурных и моральных ценностей в фильмах. В исследовании обсуждаются теоретические основы лингвоаксиологии, специфика кинодискурса как

мультимодального коммуникативного пространства и основные лингвистические механизмы, посредством которых выражаются ценностные ориентации. В статье также рассматриваются методологические подходы к анализу лингвоаксиологических значений в диалогах и нарративной структуре фильмов.

Introduction

In contemporary linguistics, increasing attention is given to the study of language as a carrier of values, attitudes and ideological orientations. The rapid development of discourse studies and cultural linguistics has led to the emergence of new research directions that focus on the axiological dimension of communication. One of such directions is linguoaxiology, which examines how values are encoded, represented and interpreted through linguistic means.

At the same time, film discourse has become one of the most influential forms of modern communication. Cinema not only reflects social reality but also actively shapes collective consciousness, moral standards and cultural models of behavior. Films influence viewers' perceptions of social roles, interpersonal relationships, political ideas and ethical norms. Therefore, the study of values in film discourse is especially relevant in the context of globalization and digital media expansion.

The present article aims to analyze linguoaxiology in film discourse by identifying its theoretical foundations, describing the specific nature of film discourse as a value-oriented communicative environment, and outlining the main linguistic mechanisms through which axiological meanings are constructed in cinematic texts.

Theoretical Foundations of Linguoaxiology: Linguoaxiology is a branch of linguistic research that focuses on the relationship between language and values. The term combines two key components: "linguo-", referring to language, and "axiology", which is the philosophical study of values. In linguistics, values are understood as socially and culturally conditioned representations of what is considered important, desirable, acceptable or unacceptable in a given community.

The central assumption of linguoaxiology is that language is not a neutral means of communication. It reflects and reproduces the value system of a society. Lexical choices, grammatical structures, pragmatic strategies and discourse patterns contribute to the evaluation of people, actions, events and social phenomena. Through language, speakers express approval or disapproval, admiration or condemnation, solidarity or rejection.

Linguoaxiology is closely connected with such linguistic fields as cognitive linguistics, discourse analysis, pragmatics and cultural linguistics. Cognitive

linguistics explains how values are conceptualized in the human mind and represented in conceptual metaphors and frames. Discourse analysis focuses on the contextual and ideological dimensions of value construction in real communicative practices. Pragmatics investigates evaluative meanings as part of communicative intentions and speech acts.

Thus, *linguoaxiology* provides a comprehensive framework for studying how value orientations are embedded in linguistic forms and how they influence interpretation and social interaction.

Film Discourse as a Value-Oriented Communicative Space

Film discourse represents a complex multimodal type of discourse that integrates verbal, visual and auditory components. It includes spoken dialogue, narrative voice, visual imagery, music, sound effects and non-verbal behavior of characters. All these semiotic resources jointly contribute to the construction of meaning and to the transmission of values.

Unlike everyday conversation, film discourse is deliberately designed and artistically structured. The creators of a film consciously select linguistic and visual means to guide the audience's emotional reactions and moral judgments. As a result, film discourse becomes a powerful medium for promoting specific ideologies, social norms and cultural models.

From a *linguoaxiological* perspective, film discourse can be viewed as a space in which values are dramatized and embodied through characters and narrative conflicts. Heroes and villains are not only narrative roles but also carriers of contrasting value systems. Their speech behavior, lexical preferences and interactional strategies reveal what is considered right or wrong, honorable or shameful, acceptable or deviant.

Film discourse also reflects historical and social contexts. The same themes, such as family, freedom, justice or identity, may be represented differently in films produced in different cultural environments or historical periods. Therefore, *linguoaxiological* analysis of film discourse allows researchers to identify dominant social values and ideological tendencies in a particular society.

Linguistic Representation of Values in Film Dialogue

The most direct linguistic manifestation of values in film discourse can be observed in character dialogue. Lexical evaluation plays a central role in the expression of axiological meanings. Adjectives, adverbs and expressive nouns often carry positive or negative connotations that shape the viewer's perception of characters and events.

For example, words such as "brave", "honest", "loyal" or "responsible" construct a positive value profile of a character, while expressions like "selfish",

“cowardly” or “corrupt” create a negative moral image. Even seemingly neutral lexical units may acquire axiological meaning in a specific context through irony, exaggeration or contrast.

Modal verbs and evaluative constructions are also important tools of value expression. Statements such as “You must tell the truth”, “We should protect our family” or “They deserve punishment” explicitly verbalize moral norms and obligations. Through such constructions, films present particular models of acceptable behavior and social responsibility.

Speech acts, especially directives, promises, apologies and accusations, play a significant role in the construction of ethical relationships between characters. The way characters request help, express gratitude or assign blame reveals underlying value hierarchies and interpersonal norms. Politeness strategies, forms of address and levels of formality further contribute to the representation of respect, power and social distance.

Narrative Structures and Axiological Framing

In film discourse, values are not only expressed in individual utterances but also embedded in the overall narrative structure. The plot typically organizes events around moral conflicts and ethical dilemmas. The development and resolution of these conflicts guide the audience's interpretation of what is ultimately considered right or wrong.

Linguoaxiological framing is achieved through narrative commentary, repeated evaluative expressions and symbolic dialogue. Characters may explicitly articulate their beliefs and moral positions in key scenes, which serve as ideological focal points of the film. The repetition of certain slogans, metaphors or thematic phrases reinforces specific value orientations and creates coherence in the axiological message of the narrative.

Metaphorical language is especially important in the representation of abstract values such as freedom, justice, hope or dignity. Conceptual metaphors help viewers understand complex moral ideas through familiar experiential domains. For instance, freedom may be conceptualized as a journey, a struggle or a space, while justice may be framed as balance or restoration.

The narrative voice, when present, also plays an evaluative role. Voice-over commentary often provides explicit interpretation of events and characters' actions, thereby guiding the viewer's moral assessment. Even in films without an overt narrator, camera focus, scene composition and character positioning support the linguistic framing of values through contextual emphasis.

Cultural and Ideological Dimensions of Linguoaxiology in Film

Film discourse functions as a cultural product that reflects collective identity and social ideology. Linguoaxiological analysis allows researchers to uncover implicit value assumptions that may not be openly articulated but are embedded in patterns of representation.

For example, films may promote individualism, collectivism, patriotism, gender equality or traditional family roles through recurring themes and character archetypes. The language used to describe success, failure, relationships and authority figures reveals the cultural priorities of the society in which the film was produced.

In multicultural and transnational cinema, linguoaxiological contrasts become particularly visible. Characters belonging to different cultural groups may demonstrate divergent communicative norms and value systems. Their linguistic interaction often highlights cultural conflicts and processes of negotiation between alternative moral frameworks.

Ideological positioning in film discourse is also evident in the representation of social institutions such as government, education, religion and the media. The evaluative vocabulary associated with these institutions reflects public attitudes and contributes to the formation of collective trust or skepticism.

Methodological Approaches to Linguoaxiological Analysis of Film Discourse

The analysis of linguoaxiology in film discourse requires an integrated methodological framework. First, qualitative discourse analysis is used to identify evaluative expressions, speech acts and pragmatic strategies in film dialogue. Transcription of key scenes allows for a detailed examination of linguistic choices and interactional patterns. Second, cognitive and conceptual analysis helps reveal underlying value concepts and metaphors. By identifying recurring conceptual structures, researchers can reconstruct the value system promoted by the film narrative. Third, contextual and cultural analysis is necessary to interpret axiological meanings in relation to social, historical and ideological backgrounds. Without considering production context and audience expectations, the interpretation of values in film discourse may remain incomplete. Finally, comparative analysis of different films or film genres can reveal shifts in value priorities and ideological trends across time and cultures. Such comparative studies contribute to a broader understanding of how cinema participates in social value formation.

Educational and Social Implications

The study of linguoaxiology in film discourse has important implications for education and media literacy. Films are widely used in language teaching, cultural studies and communication courses. A linguoaxiological perspective enables

students to critically analyze not only linguistic forms but also the value messages embedded in audiovisual texts. By learning to identify evaluative language and ideological framing, learners develop critical thinking skills and become more aware of how media influences their beliefs and attitudes. This approach also supports intercultural competence by highlighting differences and similarities in value systems across cultures. In a broader social context, linguoaxiological analysis contributes to public discussions about media responsibility and ethical representation. Understanding how films construct social values can help audiences recognize manipulative strategies and resist uncritical acceptance of ideological narratives.

Conclusion

Linguoaxiology in film discourse represents a promising and dynamically developing area of linguistic research. By focusing on the axiological dimension of cinematic communication, scholars gain deeper insight into the ways language participates in the construction and transmission of social and cultural values. Film discourse, as a multimodal and highly influential form of communication, provides rich material for the study of evaluative meanings, moral positioning and ideological framing. Through dialogue, narrative structure and symbolic language, films articulate value systems that shape viewers' perceptions of reality and social norms.

The integration of linguoaxiological analysis with discourse, cognitive and cultural approaches allows for a comprehensive understanding of the role of language in cinema. Further research in this field may contribute to the development of media literacy, intercultural communication and value-oriented education in an increasingly globalized media environment.

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