

## THE SIGNIFICANCE OF EMOTIONALLY COLORED WORDS IN GRABBING PEOPLE'S ATTENTION

**Ro'zimboyeva Sitora Nurmamat qizi**

*Student of National University of Uzbekistan Foreign language and literature:the  
English language*

**Abstract:** *There are several methods and tactics for grabbing readers' attention, and one of them is the use of emotionally charged language. Using lexical phenomena such as emotionally charged words to examine unique intentionally employed emotional word colorings in English. The emotional tint of a word, a lexical phenomenon, is one of the elements affecting how emotionally colored words are created. In speech and language, emotionally charged words have a special function.*

**Key words:** *Feeling words; semantic structure; frequency of occurrence; emotional colouring; emotional word; facial expression.*

Human behavior can be affected by color in many different ways, including the ability to recognize objects, recognize facial expressions, and classify inputs as positive or negative. Brightness is frequently connected with positive emotional words and darkness with negative emotional words, according to research into the association between emotional words and colors.

(For example, Meier, Robinson, and Clore, *Psychological Science*, 15, 82–87, 2004). Additionally, the phrases failure and fury appear to be inextricably linked to the colour red. The current study set out to create standards for phrases that evoke both good and negative emotions as well as terms that are associated with particular colors. For a collection of 160 emotional items, participants were asked to give the first color that entered their minds. The findings showed that RED was most frequently linked to words and emotions that evoked negative feelings, whereas yellow and white were linked to words and emotions that evoked pleasant feelings. To help with stimulus creation and selection, the current work offers researchers access to a sizable database.

In our surroundings, colors are frequently utilized as symbols for information. For instance, the color red typically signifies danger and failure, especially in contexts that emphasize accomplishment, such as the red ink used by teachers to correct errors.

Words that evoke strong emotions are contrasted with words that are emotionally neutral. This style of language expresses ideas but does not reveal the speaker's identity or attitude. Copy, report, reach, say, and well are all neutral words in terms of feeling. Many words have an emotional undertone when used in specific contexts but are neutral when used directly.

**Classification of the vocabulary  
according to the emotional colouring**

**Emotionally coloured** words express by means of permanent or occasional (contextual) connotations the speaker's attitude to what he is talking about, his emotional reaction, his relations with his audience (warning, approval, disapproval, etc.)

**Emotionally neutral** words express notions but do not say anything about the state of the speaker or his mood.

One of the factors influencing how emotively charged discourse is shaped is the emotional coloring of a word, which is a lexical phenomena. Emotionally charged words serve a specific purpose in speech and language. Jakobson asserts that every language is flavored to some measure by the emotive function.

Emotionally charged words differ from emotionally neutral words.

The most often used category of emotionally charged words is interjections. Without naming them, interjections convey emotions.

unique intensities to draw attention to the significance of the message. Adverbs or adverbial phrases are frequently used to communicate intensifiers (Arnold, 1986). For example, the adverb "extremely," which frequently describes circumstances.

Despite its apparent negative connotations, the expression has a growing positive connotation.

"I am incredibly fortunate to know her."

The frequent use of some emotionally neutral terms, such "very funny," 'very humorous' should be used in its place.

There are some groups of words that do not seem to have any emotional content, yet they actually might. The word "church" may not evoke strong emotional responses in architects the same way it does in believers. In addition, some common terms may be more emotionally charged than their neutral counterparts; for example, the words "mummy" and "daddy" are more emotional than "father" and "mother."

The media industry has a significant impact on how we live our daily lives. People want to stay up to date with as many events as possible, and the flow of information on online platforms is accelerating. The greatest way to stay current is mostly through electronic news, although from this standpoint, the question of quality news is quite important.

## Emotional colouring and stylistic reference

Emotional colouring and stylistic reference represent two different aspects of words, although these aspects are interdependent.

Standard English words are emotionally neutral.

Special literary:

- Terms, neologisms, some archaisms – emotionally neutral;
- Poetic words – emotionally coloured;
- Foreign words, barbarisms – neutral or emotionally coloured

Special colloquial:

- Dialectal, professional words – neutral;
- Slang, jargon and vulgar words – emotionally coloured

Compact electronic news headlines must also grab readers' attention and compel them to read the text. Article reporters of the renowned western newspapers and magazines prioritize the usage of emotionally charged terms to headline their materials since they need to be cost-effective and appealing to pique the readers' interest.

Politics and international news are the most common subjects for emotionally charged headlines.

This method is frequently employed to spice up the monotonous daily news.

Reporters of electronic news articles frequently quote directly from a politician's speech to give the information greater credibility.

this article's internet headline:

'I **Love** Europe' and Here Is My Plan to Leave It, Boris Johnson Says (The New York Times)

Although it appears that we are dealing with another direct citation in this instance, Johnson really used these phrases throughout his speech. The headline's use of Johnson's emotive language makes the reader even more curious to learn more. Political news consumers want drama and scandal, hence it is preferable for online news story reporters to specify in the headline what is shocking and exhilarating.

In summarizing the current research, we can say that there are a number of lexical phenomena with affective meanings and that emotionally colored words and emotionally neutral words are distinguished in English. We can therefore draw the conclusion that emotionally charged terms are frequently employed on purpose in English electronic news headlines in order to pique readers' interest and persuade them to read the body. Political and international news frequently appears in headlines with emotional undertones. Using specific headlines from well-known Western newspapers. The effect of emotionally charged language in



periodicals was examined. Both the material's aesthetic appeal and the news's caliber.

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