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GENDERED VOICES IN THE DIGITAL NEWSROOM: A CROSS-LINGUISTIC CDA OF BBC AND KUN.UZ

This study examines the linguistic construction of gender in digital news discourse through a contrastive Critical Discourse Analysis (CDA) of two online media outlets – BBC News (English) and Kun.uz (Uzbek). The relevance of the study is обусловed by the increasing role of digital media in shaping public perceptions of gender roles and power relations, as well as by the limited development of cross-linguistic research on media discourse. The aim of the research is to identify and comparatively analyze the linguistic mechanisms through which gender roles and power relations are represented in news texts of two media platforms belonging to different linguistic and sociocultural traditions. Particular attention is paid to grammatical, lexical, and discursive strategies involved in the construction of gender meanings. The methodological framework of the study is based on Norman Fairclough's three-dimensional model of Critical Discourse Analysis, which includes textual, discursive, and social levels of analysis. The empirical material consists of news articles published by BBC News and Kun.uz between 2021 and 2024, focusing on women's participation in politics and the issue of the gender pay gap. The analysis includes linguistic features such as transitivity, nominalization, modality, presupposition, evaluative lexis, intertextuality, distribution of voices, and metaphorical models of progress.

The results show that in both media discourses gender representation is mainly expressed through quantitative indicators and institutional frameworks. In Kun.uz texts, gender equality is often represented through passive and nominalized constructions that attribute agency to state institutions and development strategies. In BBC news texts, gender achievements are frequently interpreted through statements of male political actors who act as the primary sources of evaluation and interpretation of ongoing changes. The practical significance of the study lies in the possibility of applying the findings in media linguistics, gender studies, journalism education, and digital media analysis, as well as in the development of media literacy programs and critical analysis of news discourse.

Keywords: critical discourse analysis (CDA), linguistic construction of gender, media discourse, cross-linguistic comparison, digital news linguistics.

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Цифрлық жаңалықтар редакциясындағы гендерлік дауыстар: BBC және Kun.uz материалдарының тілдер арасындағы сыни дискурс-талдауы

Бұл зерттеуде цифрлық жаңалықтар дискурсындағы гендердің тілдік құрылымы екі онлайн-бұқаралық ақпарат құралы – BBC News (ағылшын тілінде) және Kun.uz (өзбек тілінде) материалдарын салыстырмалы сыни дискурс-талдау (Critical Discourse Analysis, CDA) негізінде қарастырылады. Зерттеудің өзектілігі цифрлық медианың гендерлік рөлдер мен билік қатынастары туралы қоғамдық түсініктерді қалыптастырудағы рөлінің артуымен, сондай-ақ медиадискурстың тілдер арасындағы зерттеулерінің жеткіліксіз дамуымен байланысты. Зерттеудің мақсаты – әртүрлі тілдік және әлеуметтік-мәдени дәстүрлерге жататын екі медиаплатформаның жаңалық мәтіндерінде гендерлік рөлдер мен билік қатынастарының қалай тілдік тұрғыда бейнеленетінін анықтау және салыстырмалы талдау жасау. Негізгі назар гендерлік мағыналардың қалыптасуына қатысатын грамматикалық, лексикалық және дискурстық стратегияларды талдауға бағытталған. Зерттеудің әдіснамалық негізін Норман Фэркло ұсынған сыни дискурс-талдаудың үшөлшемді моделі құрайды. Бұл модель мәтіндік, дискурстық және әлеуметтік деңгейлердегі талдауды қамтиды. Эмпирикалық материал ретінде 2021–2024 жылдары жарияланған BBC News және Kun.uz жаңалық мақалалары пайдаланылды, олардың тақырыбы әйелдердің саясаттағы қатысуы және гендерлік жалақы айырмашылығы мәселелерімен байланысты. Талдау барысында транзитивтілік,

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номинализация, модальділік, пресуппозиция, бағалау лексикасы, интертекстуалдылық, дауыс таралуы және прогресс метафоралары сияқты тілдік құралдар қарастырылды.

Зерттеу нәтижелері екі медиадискурста да гендерлік репрезентация көбінесе сандық көрсеткіштер мен институционалдық құрылымдар арқылы берілетінін көрсетті. Kun.uz мәтіндерінде гендерлік теңдік көбіне пассивті және номинализацияланған құрылымдар арқылы ұсынылып, әрекет субъектісі мемлекеттік институттар мен даму стратегияларына телінеді. BBC жаңалық мәтіндерінде гендерлік жетістіктер көбінесе ер саясаткерлердің пікірлері арқылы түсіндіріліп, олар өзгерістерді бағалау мен интерпретациялаудың негізгі көздері ретінде көрінеді. Зерттеудің практикалық маңызы оның нәтижелерін медиалингвистикада, гендерлік зерттеулерде, журналистика білімінде және цифрлық медианы талдауда қолдану мүмкіндігімен байланысты. Сонымен қатар зерттеу нәтижелері медиасауаттылық бағдарламаларын әзірлеуде және жаңалық дискурсын сыни тұрғыдан талдау тәжірибесінде пайдаланылуы мүмкін.

Түйін сөздер: сыни дискурстық талдау (CDA), гендердің тілдік құрылымы, медиадискурс, кросс-лингвистикалық салыстыру, цифрлық жаңалықтар лингвистикасы.

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Гендерные голоса в цифровой новостной редакции: межъязыковой критический дискурс-анализ материалов BBC и Kun.uz

В данном исследовании рассматривается лингвистическое построение гендера в цифровом новостном дискурсе посредством сравнительного критического дискурсивного анализа (CDA) двух онлайн-СМИ – BBC News (английский) и Kun.uz (узбекский). Актуальность исследования обусловлена возрастающей ролью цифровых медиа в формировании общественных представлений о гендерных ролях и властных отношениях, а также недостаточной разработанностью межъязыковых исследований медиадискурса. Цель исследования заключается в выявлении и сравнительном анализе лингвистических механизмов, посредством которых гендерные роли и отношения власти репрезентируются в новостных текстах двух медиаплатформ, принадлежащих к различным языковым и социокультурным традициям. Основное внимание уделяется анализу грамматических, лексических и дискурсивных стратегий, участвующих в формировании гендерных значений. Методологической основой исследования выступает трехмерная модель критического дискурс-анализа Н. Фэркло, включающая текстовое, дискурсивное и социальное измерения анализа. Эмпирический материал составили новостные статьи BBC News и Kun.uz за 2021–2024 гг., посвящённые участию женщин в политике и вопросам гендерного разрыва в оплате труда. Анализ включает исследование таких языковых средств, как транзитивность, номинализация, модальность, пресуппозиция, оценочная лексика, интертекстуальность, распределение голосов и метафорические модели прогресса.

Результаты исследования показали, что в обоих медиадискурсах гендерная репрезентация преимущественно выражается через количественные показатели и институциональные рамки. В текстах Kun.uz гендерное равенство часто представляется через пассивные и номинализированные конструкции, которые приписывают агентность государственным институтам и стратегиям развития. В новостных текстах BBC гендерные достижения нередко интерпретируются через высказывания мужских политических акторов, выступающих в роли основных источников оценки и интерпретации происходящих изменений. Практическая значимость исследования заключается в возможности применения полученных результатов в области медиалингвистики, гендерных исследований, журналистского образования и анализа цифровых медиа, а также при разработке программ медиаграмотности и критического анализа новостных текстов.

Ключевые слова: критический анализ дискурса (CDA), лингвистическое построение рода, медиадискурс, кросс-лингвистическое сравнение, цифровая лингвистика новостей.

Introduction

Gender representation in digital news media serves as a crucial arena for the construction, contestation, and normalization of social identities. Online news platforms do not merely report events; through their lexical choices, grammatical patterns, framing, and imagery, they actively contribute to the production of gendered social realities that shape public attitudes and influence policy debates. Recent scholarship posits that these media processes possess a global reach while being locally nuanced. Consequently, comparative analyses of how a global English-language outlet and a national Uzbek out-

let construct gender can illuminate both shared and culturally specific discursive strategies. This study undertakes a comparative analysis of gender representation in two prominent news platforms, employing the 3 dimensions of Critical Discourse Analysis. Below, the principal theoretical contributions that have informed media and gender discourse studies have been examined.Gaye Tuchman's seminal concept of "symbolic annihilation" (2000) highlighted the systematic under-representation and stereotyping of women in mass media, where women were frequently marginalized, trivialized, or restricted to limited roles such as victim, consumer, or housewife. This concept remains a foundational critique within media gender studies. Tuchman's work is notable for its compelling and concise articulation of structural invisibility; however, it is limited by its treatment of media as largely monolithic and its lack of detailed linguistic mechanisms through which omission and stereotyping occur, an analytical gap that subsequent discourse approaches have sought to address. Liesbet van Zoonen (1994) advanced the field towards a more theoretically nuanced feminist media studies, positing that media constructions of gender should be interpreted in relation to cultural codes and the distinctions between public and private spheres. The strength of her work lies in its integration of feminist theory with media analysis, although it tends to favour cultural interpretation over detailed linguistic description, thereby leaving space for discourse analysts to connect ideological claims with textual features. Norman Fairclough's Critical Discourse Analysis (1955) introduced a practical three-dimensional model, comprising textual description, discursive practice, and social practice for linking linguistic features to social power. Fairclough's approach is methodologically robust and widely applicable in media studies, as it connects micro-textual patterns to macro-social effects. Teun van Dijk's socio-cognitive approach (2000), particularly in works such as Ideology: a Multidisciplinary approach refined CDA by emphasizing cognitive models such as how shared beliefs and stereotypes are encoded and perpetuated through discourse. Van Dijk's contribution is significant in operationalizing concepts like the ideological square and in-group/out-group strategies, making it particularly effective for identifying subtle polarization strategies in news texts. Nonetheless, its limitation lies in the difficulty of substantiating cognitive constructs with textual evidence alone, without supplementary reader-response or experimental data. Ruth Wodak's Discourse-Historical Approach (DHA) (2001) introduces essential historical and intertextual depth, tracing how specific gendered discourses are embedded in socio-historical narratives and recur across contexts. The primary strength of DHA is its contextual robustness; however, its potentially extensive historical scope can complicate a focused, contrastive corpus study of contemporary web texts.Within linguistic frameworks, Systemic Functional Linguistics (SFL), particularly transitivity analysis offers precise tools for examining agency and role assignment, elucidating who performs actions and who receives them within clauses. This method is indispensable for revealing grammatical bias in reporting, such as the portrayal of men as agents and women as experiencers. Complementing SFL, Appraisal Theory (Martin & White, 2005) maps evaluative resources such as attitude, judgment, appreciation, enabling analysts to quantify and qualify positive or negative evaluations associated with gendered subjects. Together, these tools bridge grammar and evaluation with ideological interpretation. Their primary limitation is the necessity for meticulous operational coding and intercoder reliability to ensure empirical rigor. Recent contributions have enriched Critical Discourse Analysis (CDA) by incorporating attention to multimodality and contemporary media forms. Rosalind Gill's work (2007) on postfeminist media culture underscores how contemporary media often present an ambivalent mix of apparent empowerment and disciplinary norms, such as self-surveillance and commodified femininity. This nuance is crucial for analysing modern news sites where images, headlines, and lifestyle coverage interact with hard news. David Machin and Andrea Mayr's guidance on multimodal CDA (2012) provides practical methods for integrating image and layout analysis into critical language work, particularly relevant for web pages where visuals and typography are integral. These multimodal advances enhance the analytic toolkit, though their implementation requires time and clear multimodal coding schemes.

Literature review

One of the studies that has contributed to gender studies, particularly in media discourse is the work of Alharbi and Albawardi (2025) named"The social representation of 'women' on X platform before and after the launch of Saudi vision 2030", in which they explore how Saudi men and women depict "women" on X (formerly Twitter), concentrating on two specific periods: 2015 (prior to Vi-

sion 2030) and 2022 (following Vision 2030). By combining applied Corpus Linguistics with Critical Discourse Analysis, the study analyses a collection of 10,000 Arabic tweets, thereby shedding light on how extensive social reforms align with changes in online discourse. In particular, they utilize frequency counts, collocation analysis, and semantic prosody techniques to compare lexical choices, thematic emphases, and evaluative perspectives regarding Saudi women during both periods. Vandenbosch et al. (2025) published their findings on the article" Gendered Social Media Content Among Adolescent Boys and Girls: Findings From a Data Donation Linkage Study on Instagram, TikTok, and Snapchat" (2025). This study examined self-presentations from a sample of 380 adolescents across three European countries (115 from Belgium, 146 from France, and 119 from Slovenia). The analysis revealed that gender cues predominantly manifested in visual elements with females exhibiting more feminine cues and males displaying more masculine cues, particularly on Instagram and in posts. Another work worth mentioning would be "Linguistic Analysis of Gender Representations in Magazine Advertisements: Breaking the Semiotic Codes" by Luqman M. Rababah (2025), a work not only about gender representation on media, but also the linguistic aspects of it.This research investigates gender representation in Jordanian magazine discourse through the analysis of the terms Jameela (beautiful), Rozana (rose), and Mustakilah (independent). This qualitative study examines the linguistic patterns, contextual meanings, and implications for gender representation associated with these terms. The study's corpus comprises Jordanian magazines from 2021 to 2022, encompassing a variety of genres and demographic audiences. Document analysis is employed to explore linguistic and gender-related themes within the texts. One study conducted using magazines as an research object is the research paper named" Feminism: "WAR" and "JOURNEY" Metaphors in Ms. and Bust Magazines" (Chen et al., 2025). Drawing upon conceptual metaphor theory and employing corpus analysis, this study examines metaphors related to feminism in the American magazines Ms. and Bust. The metaphor analysis encompassed 1,098 articles comprising 1,664,733 words, published between July 1, 2023, and June 30, 2024. Both quantitative and qualitative analyses indicate that the "WAR" and "JOURNEY" metaphors are the two most prevalent metaphors associated with feminism, each reflecting distinct ideological priorities. This research contributes to the existing literature by elucidating the metaphorical patterns of feminism in American women's magazines and offering novel insights into the American feminist movement. A discourse analysis on news stories has been published in the paper "Reported speech and gender in the news: Who is quoted, how are they quoted, and why it matters", in which the author Taboada (2024) uses a large corpus of English language news stories. Utilizing an extensive corpus of English-language news articles from the entirety of 2023, sourced from the five principal mainstream news outlets in Canada, the researcher investigates the gender distribution of quoted individuals, the syntactic variation in the structure of quotations, and the types of reporting verbs employed. This study offers insights into the nature of reported speech in modern journalism and its persistence and evolution, including in news intended for digital-only publication. A comprehensive study of gender representation is also given by Laura Aull (2013) in the work "Fighting words: a corpus analysis of gender representations in sports reportage" In this study, the author examines the linguistic constructions of gender in United States sports reportage concerning two related basketball altercations. Employing a combined corpus and qualitative textual analysis, they investigate the coverage from the days immediately following the incidents and compare it to sports reportage more broadly. Another influential article on gender representation across media is by Yating Yu (2019). The paper "Media representations of 'leftover women' in China: a corpus-assisted critical discourse analysis" examines the linguistic representation of "leftover women" in English-language news media in China through a corpus-assisted approach to critical discourse analysis. The findings illuminate media portrayals of leftover women, the contested ideologies arising from these portrayals, and the manner in which shifting gender politics and identity both influence and are influenced by media in the world's most populous nation.

This study examines the similarities and differences of gender representation through online media discourse in English and Uzbek. It is essential to acknowledge previous research that has addressed gender studies and the construction of it by Uzbek scholars too. A recent study by Makhmudov et al. (2025) analyses gothic lexemes to understand how fear, anxiety, and stress influence language. The findings assist in enhancing pedagogical applications in linguocultural literacy, promote gender studies and facilitate cross-cultural communication.

Another article by Yusupova G (2023) clarifies the concept of gender within the scientific field, presenting a theoretical framework to highlight its importance and breadth. It offers a thorough theoretical exploration of the historical progression and methodologies associated with linguistic gender studies. The article categorizes the development of gender linguistics into distinct stages and addresses questions such as the central focus of gender linguistics and the challenges it aims to tackle..

The representation of gender within media discourse has consistently been a major point in academic research, with numerous studies illustrating how news outlets shape, reinforce, or challenge societal perceptions of femininity, masculinity, and power dynamics. Despite this emphasis, much of the research has been conducted through sociological and cultural perspectives, prioritizing audience effects, policy implications, and social roles over the linguistic mechanisms that construct gendered meanings. Critical Discourse Analysis (CDA) has offered valuable insights into how power imbalances and ideologies are perpetuated in media texts. Despite the importance of comparative and cross-linguistic studies on gender representation in media, such research remains scarce. A notable gap exists in the linguistic analysis of gender within web-based media across languages that are both typologically and culturally diverse. In Uzbekistan, media research has predominantly concentrated on the sociological or political dimensions of gender, with less attention given to the linguistic strategies that discursively manifest evaluation, positioning, and ideology. In contrast, English-language media, particularly outlets such as the BBC, have been examined for ideological bias and gender asymmetries; however, these findings are largely disconnected from non-Western media traditions. Consequently, there is a lack of comprehensive comparative analysis regarding how English and Uzbek media linguistically construct gender identities, roles, and power through critical discourse resources. In this context, the current article undertakes a contrastive discourse analysis of gender representation in media texts from the BBC and Kun.uz, employing Critical Discourse Analysis (CDA). It investigates the roles of ideological framing, and gendered positioning in English and Uzbek reporting. The study aims to address a gap in cross-linguistic media discourse research by providing a theoretical analysis of linguistic gender representation in digital media spaces.

The significance of this study is underscored by its demonstration of how discourse analysis can elucidate the linguistic construction of gender across both Western and non-Western contexts, thereby contributing to global discourses on media, gender, and ideology. The study's empirical innovation is evident in its analysis of BBC and Kun.uz, representing the first systematic cross-linguistic comparison of gendered media discourse between English and Uzbek, two languages that are typologically and culturally distinct. This study seeks to address the following research questions:

1. How do BBC and Kun.uz discursively construct gender roles and power relations within their reporting?

2. In what ways do the discourses of the two media outlets reproduce, challenge, or transform gender ideologies, and how are the voices of women and men represented differently?

3. What similarities and differences are evident between English and Uzbek media in the linguistic construction of gender, and what do these reveal about the sociocultural contexts of the two traditions?

Materials and methods

This study employs Critical Discourse Analysis (CDA) in accordance with Fairclough's (1995,) three-dimensional model to investigate the linguistic and ideological representation of gender in news media discourse.CDA conceptualizes language as a social practice wherein power and ideology are embedded and perpetuated through discourse (Wodak & Meyer, 2016; van Dijk, 1998). Fairclough's framework delineates three interrelated dimensions of analysis: textual, discursive practice, and social practice. The textual analysis examines the micro-linguistic features of news texts, including grammar, vocabulary, and evaluative lexis, which significantly influence the representation of male and female subjects. The analytical methods employed such as transitivity, nominalisation, modality, presupposition, and evaluation are derived from Systemic Functional Linguistics (Halliday,2014) and are incorporated by Fairclough into Critical Discourse Analysis (CDA) to reveal how grammatical choices reflect social power dynamics. Transitivity is crucial for understanding how agency and responsibility are distributed, highlighting whether women are depicted as active participants or passive recipients (Fairclough, 1995; Fowler, 1991). Nominalisation and modality are instrumental in exposing ideological obligation, which is essential for demonstrating how news discourse perpetuates moral expectations

regarding gender roles (Fairclough, 2003; Machin & Mayr, 2012). Evaluative lexis and appraisal are utilized to identify attitudinal positioning and emotional stance, which often encode subtle gender biases (Martin & White, 2005). These analytical tools were selected for their effectiveness in uncovering hidden power imbalances and moral evaluations within linguistic structures.

At the level of discursive practice, this analysis investigates the manner in which media institutions construct and disseminate gendered meanings through the processes of text production, intertextuality, and audience interpretation. The selected strategies such as intertextuality, interdiscursivity, voice and reported speech, genre conventions, and framing which are integral to Fairclough's (1992) and Richardson's (2007) frameworks for understanding the operation of discourse within institutional contexts.Intertextuality and voice elucidate which sources are legitimized or marginalized, such as whether male politicians or female citizens are cited as authorities. Genre and register conventions shed light on how specific news styles shape expectations regarding gendered expertise and emotionality (Machin & Mayr, 2012).Framing and cohesion reveal how headlines and thematic structures prioritize certain perspectives, thereby reinforcing gender hierarchies through repetition and emphasis (Entman, 1993).These strategies were selected because they operationalize Fairclough's meso-level focus on how media discourse reproduces institutional power through text organization and source selection.

The social-practice dimension extends beyond textual organization to analyse how linguistic and discursive patterns either sustain or challenge societal ideologies. Analytical strategies such as semantic field analysis, lexical polarization, metaphoric framing, and keyword recurrence have been employed due to their efficacy in identifying underlying conceptualizations of gender (Fairclough, 2003; Charteris-Black, 2004). Semantic fields and keywords disclose recurring ideological associations, such as "leadership–male" or "care–female" (Baker, 2006). Lexical polarization and metaphor reveal binary oppositions and conceptual framings, such as "strong men / caring women", which underpin patriarchal ideology (Wodak & Meyer, 2015; van Dijk, 2000) Pragmatic positioning and speech acts demonstrate how evaluative or directive statements perform ideological functions, such as legitimizing authority or expressing sympathy. These strategies are consistent with Fairclough's macro-dimension, which interprets discourse as part of broader hegemonic processes that link text to social structure.

The articles were chosen through purposive sampling (Titscher, Meyer, Wodak, & Vetter, 2000), based on three specific criteria:

1. Topical relevance – Articles must explicitly mention male or female figures within political, economic, or social contexts where gender representation is significant.

2. Balance of domains – To ensure variety, the sample includes at least 2 different domains (politics and economy).

3. Recency – Only articles published in the last 5 years were considered, ensuring they are both current and relevant.

Although the corpus is small, it is well-suited for qualitative and interpretive analysis, focusing on depth rather than breadth (Wodak & Meyer, 2016). All texts were sourced directly from the official websites of BBC News and Kun.uz to ensure authenticity, and from the chosen articles each extract was chosen based on the discursive stratergy being used. The English and Uzbek news articles were selected for their thematic similarity rather than identical factual content. Both articles discuss women's involvement in governance and the public domain, allowing for a comparative critical discourse analysis of gender representations.

Results and discussion

Politics: Representations Of Women In Power in Kun.uz And BBC News Platforms

The two news articles – "O'zbekistonda xotin-qizlarning davlat boshqaruvidagi ulushi 35 foizgacha ko'tarildi" (The share of women in Uzbekistan's state governance has risen to 35%.) (Kun.uz, 2024) and "Starmer proud of 'most diverse' Parliament ever" (BBC News, 2024) were selected because they both address the theme of women's involvement in politics and institutional diversity, yet they reflect distinct socio-political contexts. These reports, which are political news pieces at the state level, employ quantitative language, official perspectives, and evaluative framing to affirm gender progress as a national achievement. However, their ideological perspectives differ: the Uzbek article depicts gender equality as a top-down reform within a developmental framework, while the BBC article views it as a measure of democratic inclusivity. This contrast enables a balanced comparative Critical Discourse Analysis, highlighting how linguistic elements such as transitivity, nominalization, and evaluative lan-

guage, either sustain or transform gendered power dynamics in various political systems.

Textual dimension in Kun.uz article: Kun.uz article (19 July 2024): "O‘zbekistonda xotin-qizlarning davlat boshqaruvida ulushi 35 foizga ko‘tarildi".19 July 2024 (Kun.uz)

Transitivity (Actor–Process–Goal configuration)

Extract: "O‘zbekistonda xotin-qizlarning davlat boshqaruvidagi ulushi 35 foizgacha ko‘tarildi." *(The share of women in Uzbekistan's state governance has risen to 35%).*

This clause uses the passive voice (*ko‘tarildi*), leaving out any specific actor. The intransitive process "rise" suggests that the change occurs spontaneously, rather than being driven by social or political forces. Grammatically, xotin-qizlarning ulushi (the share of women) serves as the grammatical subject but not as the semantic agent—it experiences change rather than initiates it. This pattern aligns with Fairclough's observation that media often "erase agency" in institutional success narratives, portraying structural change as a natural evolution. As a result, women are depicted as beneficiaries of reform, rather than as agents of transformation.

Nominalisation

Extract: "O‘zbekistonda 2030 yilga qadar gender tenglikka erishish strategiyasi' ... keng qamrovli yondashuvni nazarda tutadi." *(The "Strategy for Achieving Gender Equality by 2030" provides for a comprehensive approach).*

In this context, nominalized nouns such as strategiya (*strategy*) and yondashuv (*approach*) take the place of verbal processes like plan qilish (*to plan*) or amalga oshirish (*to implement*). This transition shifts agency from actors, such as the government or citizens, to documents and policies. The use of abstract nouns fosters a bureaucratic tone, typical in institutional discourse, which objectifies the reform process. Consequently, the text bolsters technocratic authority, suggesting that equality is achieved through administrative systems rather than through social participation or activism.

Modality

Extract:"Strategiya ... keng qamrovli yondashuvni nazarda tutadi." *(The Strategy provides for a comprehensive approach).*

The use of present tense declarative and deontic certainty (*nazarda tutadi*) reflects complete institutional confidence. By omitting modal verbs like kerak (should) or mumkin (may), it eliminates any sense of obligation or contingency, presenting policy success as a foregone conclusion. This establishes a tone of epistemic authority, casting the state as a credible and decisive actor.

Presupposition and Implicature

Extract:"Gender siyosati sabab – so‘nggi yetti yilda ... ulushi 27 foizdan 35 foizga ko‘tarildi." *(Due to gender policy, over the past seven years, the share of women rose from 27% to 35%).*

The causal presupposition "sabab" (because of) establishes a unidirectional link between government policy and success. It inherently suggests that gender progress stems directly from institutional measures, excluding other possible explanations .This type of ideological causality normalizes the notion that equality is an achievement of the state rather than a result of social negotiation.

Evaluative Lexis

Extract: "Amalda esa natijalar yanada salmoqli." *(In practice, the results are even more substantial.)*

The adjectives "salmoqli" (substantial) and the intensifier "yanada" (even more) convey a positive evaluative stance. They reflect the journalist's supportive position, aligning the narrative with the government's self-congratulatory tone. The use of terms indicating growth establishes a consistent theme of advancement. Through lexical cohesion, the discourse imparts an impression of ongoing, linear progress.

Lexical Fields and Metaphorisation of Progress

Extracts: "Ulushi ko‘tarildi," "Ayollar soni oshdi," "Ta'lim olayotgan qizlar soni 6 barobarga ko‘paydi." *(The share rose, the number of women increased, the number of female students multiplied sixfold*).

The verbs denoting upward movement (ko‘tarilmoq-rose, oshmoq-increase, ko‘paymoq-multiple) construct a metaphorical framework of ascent, portraying gender equality as synonymous with growth and prosperity. This metaphor of progress, commonly found in developmental discourse, corresponds with Fairclough's (2003) concept of the "economicisation of the social," wherein social justice is articulated in economic terms. The metaphor "rising numbers" suggests quantifiable success, thereby reducing equality to a measurable outcome.

Thematic Organisation

Extract: "O‘zbekistonda xotin-qizlarning ... ulushi 35 foizgacha ko‘tarildi*."(In Uzbekistan, the share of women in governance has risen to 35%).*

In the thematic structure, "O‘zbekistonda" (In Uzbekistan) takes the spotlight, emphasizing the nation as the main focus rather than women. This arrangement frames gender equality as a narrative

of national success, rather than an achievement by individual women or groups. It underscores the ideological emphasis on national identity over gender identity.

Discursive practice dimension in Kun.uz

Intertextuality

Extract: "Ispaniyaning ommabop El Mundo Financiero elektron nashrida ... deb xabar bermoqda 'Dunyo'. " (*The Spanish online publication El Mundo Financiero published an article ... reports Dunyo*).

The sequence of citations, starting from a Spanish source and passing through Dunyo to Kun.uz, establishes a hierarchy of credibility. This intertextual referencing serves a dual purpose: it bolsters the international acknowledgment of Uzbekistan's reforms while distancing the journalist from direct accountability. By incorporating endorsements from foreign media, the text leverages global narratives.

Interdiscursivity

Extract: "Jahon banki indeksida O'zbekiston ... eng tez rivojlanayotgan 5 ta mamlakat qatorida qayd etildi." *(Uzbekistan was listed among the five fastest-developing countries in gender equality)*.

In this context, economic and social discourses intersect. Gender equality is not depicted as an intrinsic human right but rather as a metric for development. The integration of economic and social terminology (indeks, rivojlanayotgan mamlakatlar-listed,fastest-developing) transforms equality into a mechanism for enhancing global competitiveness.

Voice and Reported Speech

Extract: "O'zbekiston prezidenti ... alohida qayd etdi". *(The President specifically noted ...)*.

Quotes are exclusively from male institutional figures such as the President, the Senate, and international sources. Women are mentioned only as subjects, not as speakers. This imbalance in representation highlights a gendered disparity in access to discourse, where symbolic authority is predominantly male. The use of reporting verbs like qayd etmoq(*noted*) imparts power and credibility, establishing official figures as epistemic authorities.

Genre and Register

Extract: "Qonunchilik palatasi deputatlarining 32 foizi ... ayollar tashkil etmoqda". *(32% of the deputies are women)*.

The news adheres to a bureaucratic-institutional style, marked by its formal tone, use of nominalization, and reliance on numerical data. The prevalence of statistics and impersonal sentence structures results in a text that lacks personal engagement, which hides evaluative judgments behind numerical data.

Cohesion and Lexical Repetition

Extracts: "Ko'tarildi", "Ko'payib", "Yetganini qayd etdi". *(Has risen, has increased, has reached)*.

The repeated use of verbs indicating completion and success creates a cohesive semantic flow. This repetition functions ideologically by making progress seem normal, leading to the assumption that continuous improvement is an inherent aspect of gender discourse.

Framing and Headline Repetition

Extract: "O'zbekistonda xotin-qizlarning davlat boshqaruvidagi ulushi 35 foizgacha ko'tarildi." (The share of women in governance has risen to 35%).

The first sentence repeats the headline exactly, establishing a textual framework This repetition serves to reinforce the theme, guiding readers to view all following information through a pre-defined lens of national success

Social practice dimension in Kun.uz article

Semantic Fields and Key Lexemes

Examples: ulushi, siyosat, strategiya, natijalar, e'tirof etilmoqda. *(share, policy, strategy, results, recognised)*.

These terms are part of a bureaucratic-evaluative semantic field that frames gender equality as a quantifiable outcome of governance. The frequent use of quantifiers such as "foiz" (share) and "barobar (equals)" mirrors neoliberal discourses of "performative success", where reforms are measured by numerical data rather than individual experiences

Lexical Polarisation

Extract: "Sog'liqni saqlash va ta'lim ... 77 foizni, iqtisodiyot va sanoat ... 46 foizni tashkil etmoqda." *(Women constitute 77% in health and education, and 46% in economy and industry.)*

This contrast linguistically represents the gender-based division of labor. By using quantification, it perpetuates the underlying belief that women's roles are "natural" in caregiving professions while being scarce in technical or economic fields. Consequently, gender inequality is statistically recognized but discursively normalized.

Metaphor of Progress and Modernity

Extracts: "Ulushi ko'tarildi", "Ayollar soni oshdi". *(The share rose / The number increased)*.

The metaphor of upward movement consistently conveys a teleological narrative, suggesting that equality is an inevitable, forward-moving, and unidirectional Process.

Speech Acts

Extract: "Prezident ... alohida qayd etdi", "deya ta'kidlangan materialda". *(The President specifically noted ... it was emphasised in the report)*.

These declarative speech acts operate performatively (Austin, 1962) by declaring success, they bring it into existence within the discourse. The news article serves as a performative ritual of acknowledgment that success is not merely depicted but is institutionally realized through language

Repetition and Collocation of "Women + Quantification"

Extracts: "Xotin-qizlar ulushi", "Ayollar tashkil etmoqda", "Ko'tarildi". *(Women's share, women constitute, has risen).*

The recurrent association of women with numerical verbs such as "rise" and "increase" establishes a persistent lexical linkage between femininity and statistical value. This pattern transitions gender representation from individual identity to demographic evidence.

Ideological Function

Extract: "Munosib e'tirof etilmoqda." *(Deservedly recognised.)*

This phrase implies an assumption that international acknowledgment is both warranted and rightful. Consequently, the narrative connects gender equality with national honor, portraying Uzbekistan as a nation that is both globally advanced and morally justified.

Textual dimension in the BBC article

Starmer proud of 'most diverse' Parliament ever" BBC News,Published on 2024,July 9

Transitivity

Extract: "Sir Keir Starmer has praised the new Parliament as the most diverse in terms of race and gender 'this country has ever seen' in his first speech to the Commons as prime minister".

Sir Keir Starmer, as the agent in this material process, has commended the new Parliament. The agency is attributed to a male political figure, while the diverse Parliament, inclusive of female members, serves as the object of this evaluation. Grammatically, female Members of Parliament are represented solely through.

Nominalisation

Extracts: "Labour's landslide victory saw the party take 412 seats."

"Improving the diversity of Parliament". The transformation of the verbs "win" and "diversify" into the nouns "victory" and "diversity" effectively removes the female agents responsible for achieving representation, thereby framing gender progress as an institutional outcome. This grammatical abstraction depersonalizes women's contributions and renders equality as a neutral event.

Modality

Extract: "He vowed to 'put an end to a politics that has too often seemed self-serving' and replace it with 'the politics of service'".

The lexical verb "vowed" conveys a sense of deontic certainty and obligation. The declarative structure, devoid of hedging elements such as "may" or "might," establishes an impression ofabsolute control and masculine decisiveness. Through the use of modality, political reform and by extension, gender equity is depicted as a promise fulfilled by a male figure

Presupposition and Implicature

Extract: "For the first time in parliamentary history, the proportion of women elected is more than 40 %.

This presupposes prior male dominance. The adverbial phrase "for the first time" suggests a moral departure from the past and frames progress as a completed achievement. The linguistic structure renders gender inequality as a historical issue, thereby minimizing its ongoing presence.

Evaluative Lexis

Extracts: "Sir Keir told the Commons he was 'proud' of the part Labour had played in improving the diversity of Parliament".

"The PM said Ms Abbott had 'done so much … to fight for a Parliament that truly represents modern Britain'".

"Mr Sunak … paid tribute to Ms Abbott as 'a trailblazer' and 'inspiration for so many young women of colour'".

Words of positive evaluation, such as proud, truly represents, trailblazer, and inspiration, create a semantic field that conveys moral admiration. Women are portrayed through flattering descriptions provided by men, rather than through their own self-expression. This linguistic approach frames female achievements as acknowledged rather than articulated.

Lexical Fields and Metaphor

Extracts: "The most diverse Parliament this country has ever seen."

"Record 14 % [from ethnic-minority backgrounds]".

Superlatives like "most" and "record" contribute to a vocabulary centered around measurement. The metaphor of breaking records frames equality as numerical advancement, suggesting that success is gauged by statistics rather than by societal change. Consequently, diversity is seen as a quantifiable accomplishment rather than a shift in relationships.

Theme–Rheme and Foregrounding

Extracts: "Sir Keir Starmer has praised…"

"Rishi Sunak repeated his apology…"

"Mr Sunak paid tribute to Ms Abbott…"

In each clause, male leaders are given prominence, while female figures are mentioned later or within subordinate clauses. This syntactic structure casts men as the central figures in the discourse, with women being referenced in relation to them.

Discursive practice dimension in the BBC article

Intertextuality

Extracts: "Other party leaders also gave speeches ahead of the swearing in of MPs."

"Mr Sunak … also paid tribute to Ms Abbott as 'a trailblazer'".

All the quoted individuals are established male politicians, with Abbott being the only female MP directly cited. This selective use of intertextuality maintains male dominance in parliamentary storytelling and serves as an example of symbolic inclusion: women are acknowledged but not given a voice.

Interdiscursivity

Extract: "The dragging of the Speaker is a traditional part of the process in which the successful candidate pretends to be reluctant to take up the role".

The article intertwines ceremonial and reformist narratives by juxtaposing tradition with a newly diverse Parliament. This coexistence of "tradition" and "diversity" underscores the continuity of patriarchal rituals beneath the rhetoric of equality.

Voice and Reported Speech

Speech verbs such as said, vowed, paid tribute, and told are predominantly associated with male subjects. Women's words are often conveyed through male voices. This textual pattern reflects an unequal allocation of discursive rights.

Genre and Register

The news-report genre employs a formal and impersonal style, utilizing third-person narration. This institutional language seems neutral but actually upholds the dominance of official (male) voices; the impersonal nature of the language.

Cohesion and Repetition

Extracts: "For the first time in parliamentary history …"

"Record 14 %".

"Most diverse … conceals the gender disparity.

The repetition of quantifiers and comparatives links cohesion to the notion of advancement. This cohesive emphasis on numerical data validates inclusion as proof, prioritizing statistics over the lived experiences of women.

Framing and Headline

Headline: "Starmer proud of 'most diverse' Parliament ever".

The headline combines a male name with a positive emotional descriptor (proud). Structurally, it presents diversity as something he owns or has achieved, suggesting he is responsible for the progress.

Social practice dimension in the BBC article

Semantic Fields and Keywords

Central lexical items: diverse, record, representation, modern Britain, trailblazer, inspiration.

This language reflects a liberal-progressive viewpoint, framing gender equality as a source of national pride. The concept of equality is linguistically transformed into evidence of Britain's modernity.

Binary Oppositions

Extracts: "Put an end to a politics that has too often seemed self-serving and replace it with the politics of service".

"A Parliament that truly represents modern Britain".

Contrasts such as old versus new, self-interest versus service, and traditional versus modern convey moral differences. Male leadership is linguistically associated with renewal and virtue, while feminism is integrated into this narrative of redemption.

Metaphor of Progress

Extract: "The most diverse Parliament this country has ever seen." rather than being expressed by women.

Using superlatives and the temporal adverb "ever" suggests a progression of improvement, depicting equality as a continuous national accomplishment. The metaphor of "seeing" offers the reader visual evidence of transformation, turning representation into a spectacle.

Performative Authority

Extract: "He vowed to put an end to a politics …"

By using the performative verb "vowed," a leader linguistically demonstrates commitment; through their words, they enact reform. Gender equality is integrated into the speech act of masculine leadership, rather than being an independent expression.

Collocation Patterns

Frequent pairings such as "women elected, record number, diverse Parliament" establish a connection between gender and numerical success. This pattern of word usage frames equality as measurable achievement rather than a shift in relational power.

Ideological Function

Extract: "A Parliament that truly represents modern Britain".

The statement combines national pride with gender inclusivity, suggesting that modernity is synonymous with diversity. This linguistic celebration normalizes a state-focused feminism, where representation is more about enhancing the nation's image than truly empowering women.

The linguistic construction of gender representation in political discourse exhibits notable differences between articles from the BBC and Kun.uz. In Kun.uz, gender is primarily depicted through passive constructions (*"ulushi 35 foizgacha ko'tarildi"),* which obscure specific agents and portray gender progress as a result of structural or state-led initiatives rather than individual actions. This is further reinforced through nominalizations such as "strategiya" and "yondashuv", where policy documents and strategies assume the role of grammatical subjects. Modal certainty ("*nazarda tutadi")* and evaluative lexis *("salmoqli")* contribute to establishing a technocratic and institutional tone. Conversely, the BBC article emphasizes male political figures as grammatical agents within transitivity structures (*"Sir Keir Starmer has praised the new Parliament"),* while female politicians are presented as objects of evaluation rather than narrators of their own accomplishments. Nominalization *("victory", "diversity")* similarly obscures female agency, yet it is embedded within political rhetoric rather than bureaucratic planning. Both texts utilize quantification and metaphors of progress (*"35%", "record number", "most diverse"),* framing gender representation as a measurable success. However, Kun.uz contextualizes gender equality through national development and state achievement, whereas the BBC linguistically centers male leaders as the narrators and evaluators of diversity. In both instances, women are textually present but grammatically and discursively subordinated.

Gender representation in economy: Comparsion of BBC News and Kun.uz articles.

The BBC article titled "Little change in gender pay gap over past 25 years" employs various linguistic strategies to construct the discourse surrounding gender and the economy. This analysis will explore the textual, discursive, and social practices evident in the language used, focusing exclusively on linguistic features extracted directly from the article. BBC article: Little change in gender pay gap over past 25 years (6 December 2021)

Table 1
CDA analysis of BBC article

CDA Dimension	Discursive / Linguistic Strategy	Extract (from article)	Linguistic Observation
TEXTUAL DIMENSION	**Transitivity**	"The gender pay gap has seen 'barely any change' over the past 25 years…"	Material process; passive form foregrounds phenomenon, omitting explicit actor.
	Nominalisation	"Education impact"; "policy reforms"; "earnings gaps"; "wage rates"	Processes compressed into abstract nouns → formal, analytical register.
	Modality	"'…the government needs to insist on progress from companies,' she said."	Deontic modality ("needs to") expresses necessity and recommendation.
	Presupposition & Comparison	"Working-age women do more than 50 hours a month more unpaid work than men".	Comparative construction presupposes men as baseline category.
	Evaluative Lexis / Appraisal	"'Inadequate' policies"; "'coherent' set of incentives"; "'trailblazer' and 'inspiration'".	Quotation marks embed positive/negative evaluation through sourced stance.
	Lexical Fields & Quantification	"employment, hours, wage rates, unpaid work, childcare, paternity leave."	Cohesive semantic field around work and family economy; heavy numerical density reinforces technical tone.
	Theme–Rheme / Foregrounding	"The gender pay gap has seen…"; "The government says the gap has fallen significantly."	Thematic focus on institutional actors and economic issue; rheme presents evaluative outcome.

Continuation of the table

CDA Dimension	Discursive / Linguistic Strategy	Extract (from article)	Linguistic Observation
DISCURSIVE PRACTICE DIMENSION	**Intertextuality & Attribution**	"A report has said"; "The Institute for Fiscal Studies (IFS) found…"	Institutional referencing via reporting verbs builds evidential authority.
	Voice & Reported Speech	"'Ambitious government policies… would enable transformative change,' Ms Andrew explained."	Direct speech projects external viewpoints; preserves journalistic neutrality.
	Genre & Register	Headings: "Education impact"; "'Inadequate' policies"; "Swiss model"; "'Building back fairer'".	News-report genre with subheadings guiding topic progression; formal – factual register.
	Cohesion & Repetition	Repetition of "gap/gaps," "paid/unpaid," "work/work."	Lexical repetition maintains cohesion and topical unity.
	Framing / Headline Patterning	"Little change in gender pay gap over past 25 years, study finds".	Headline summarises evaluation + evidence; structure: topic + time span + research authority.
SOCIAL (LINGUISTIC) PRACTICE DIMENSION	**Grammatical Patterning**	"has seen," "has not shifted," "has fallen," "was carried out".	Frequent use of present perfect + passives → depict ongoing condition, backgrounding agency.
	Quantification & Comparison Frames	"40% less… 53% gap… 1.9 million more women… more than 20%…"	Numeric modifiers create comparative logic; measurable construction of change.
	Collocations	"gender pay gap", "paid work", "unpaid work", "childcare costs", "parental leave".	Stable collocational groupings reinforce economic-labour terminology.
	Quotation Packaging	"'barely any change'"; "'trapped in a bad equilibrium'".	Quotation marks signal evaluative stance while maintaining authorial distance.
	Repetition & Parallelism	"helped close" vs "not shifted at all"; "more educated" vs "almost no progress".	Antithetical phrasing strengthens textual contrast.
	Lexical Density	Noun-heavy clauses: "policy reforms", "education levels", "government measures".	High nominal ratio indicates informational and academic style typical of formal news discourse.

Gender representation in kun.uz article in economy domain

Table 2
CDA analysis of kun.uz article

CDA Dimension	Discursive / Linguistic Strategy	Extract	Translation	Analysis
TEXTUAL DIMENSION	**Transitivity**	"O'zbekistonda ayollarning erkaklar bilan bir xil darajada maosh olishini ta'minlash 700 mingdan ortiq odamni kambag'allikdan chiqarishga yordam beradi".	(Ensuring that women in Uzbekistan receive the same pay as men will help lift more than 700 000 people out of poverty).	Material process *yordam beradi* marks future action. Non-finite subject *ayollarning … ta'minlash* contains verbal noun *-ishni*, creating an impersonal structure. Goal phrase *chiqarish-ga* shows purpose through dative case.

Continuation of the table

CDA Dimension	Discursive / Linguistic Strategy	Extract	Translation	Analysis
		“Ayollarning erkaklar bilan bir xil darajada maosh olishini ta’minlash … yordam beradi”.	(Ensuring equal pay for women and men helps).	Parallel clause repetition with same verbal noun pattern; theme–rheme balance maintained through identical syntax.
	Nominalisation	“Gender tengligi tahlili”; “iqtisodiy faoliyatdan foydalanish imkoniyati”; “ayollarning mamlakat ijtimoiy hayotidagi ishtiroki”.	(“Gender equality analysis”; “opportunity to participate in economic activity”; “participation of women in the country’s social life.”)	Deverbal nouns *-ish, -lik* (*foydalanish, tahlil i, ishtirok i*) convert processes into entities. Genitive linking *ayollarning … ishtiroki* shows noun-phrase embedding and high lexical density.
	Modality	“Hukumat … chora-tadbirlarni davom ettirishi zarurligi qayd etilgan”.	(It was noted that the government needs to continue measures).	Noun *zarurligi* (necessity) expresses deontic meaning through nominal modality; occurs inside passive *-ilgan* construction *qayd etilgan* → obligation without explicit agent.
	Presupposition / Comparison	“Yosh xotin-qizlar o‘rtasida ishsizlik darajasi 15,5 foizni tashkil etadi, bu yosh erkaklar o‘rtasidagi 10 foizlik ko‘rsatkichdan ko‘proq”.	(The unemployment rate among young women is 15.5 %, higher than the 10 % among young men).	Comparative morphology (*-dan ko‘proq*) marks ‘more than’; numerical phrases form scalar contrast. Clause contains two measured Subjects in parallel syntax.
	Evaluative Lexis	“Sezilarli darajada gender tengsizlik mavjud”; “iqtisodiy o‘sishga salbiy ta’sir ko‘rsatmoqda”.	(“Significant gender inequality exists”; “negatively affects economic growth”).	Adjectives *sezilarli* and *salbiy* signal intensity and polarity. Light verb collocation *ta’sir ko‘rsatmoqda* provides process without explicit agent.
	Lexical Field / Quantification	“15,5 foiz,” “10 foiz,” “42 foiz,” “8,8 foiz,” “34 foiz,” “20 foiz,” “29 foiz,” “700 mingdan ortiq odam”.	(Percentages and numerical expressions).	Numeric chain repeated eight times; each with measure + unit Creates quantitative cohesion and technical tone.
	Theme – Rheme / Foregrounding	“O‘zbekistonda ayollarning erkaklar bilan bir xil darajada maosh olishini ta’minlash …”	(Ensuring women receive equal pay in Uzbekistan …)	Locative Theme *O‘zbekistonda* front-positioned; Subject complex nominal follows; rheme delivers predicate *yordam beradi*.
DISCURSIVE PRACTICE DIMENSION	**Intertextuality**	“Bu haqda … Jahon banki tomonidan tayyorlangan … hisobotida aytilgan”.	(This was stated in the report prepared by the World Bank.)	Passive verb *aytilgan* (past participle – gan) removes explicit agent; institutional noun phrase *Jahon banki tomonidan* supplies source via instrumental postposition.
	Voice / Reported Speech	“Hisobot tavsiyalari orasida … chora-tadbirlarni davom ettirishi zarurligi qayd etilgan”.	(Among the report’s recommendations, it was noted that measures must continue).	Recurrent passive verb *qayd etilgan* marks reported information. Embedded clause with nominal modality *zarurligi* adds grammatical layering.
	Genre / Register	“Hisobot … tahlil qilish orqali … masalalarini o‘rganadi”.	(The report studies gender equality issues through analysis).	Technical lexis (*tahlil qilish, o‘rganadi*) signals academic-report genre; light verb construction common in formal Uzbek register.

Continuation of the table

CDA Dimension	Discursive / Linguistic Strategy	Extract	Translation	Analysis
	Cohesion / Repetition	“Ayollar,” “erkaklar,” “ishsizlik,” “ish haqi,” “kambag‘allik.”	(Women, men, unemployment, wage, poverty.)	Lexical repetition of core nouns maintains topic continuity; no substitution used, direct reiteration as cohesive device.
	Framing / Headline	“O‘zbekistonda ayollar va erkaklarga teng haq to‘lanishini ta’minlash 700 ming kishini kambag‘allikdan chiqaradi.”	(Ensuring equal pay for women and men in Uzbekistan will lift 700 000 people out of poverty).	Declarative headline with future finite verb *chiqaradi*; numeric expression foregrounded for emphasis; no modal softening.
SOCIAL PRACTICE DIMENSION	**Verb Forms / Aspect**	“yordam beradi”, “mavjud”, “qayd etilgan”, “ta’minlash”, “o‘rganadi”.	(will help, exists, was noted, ensuring, studies).	Alternation of present and non-finite forms marks mixture of statement and report. Passive *-ilgan* shows completed action without agent.
	Quantification / Comparison	“34 foiz kamroq”, “20 foiz bo‘lgan global o‘rtacha ko‘rsatkichdan yuqori”, “15,5 foiz,” “10 foizlik”.	(34 % less, higher than 20 % global average, 15.5 %, 10 %.)	Comparative adjectives *kamroq, yuqori* follow number phrases; ablative *-dan* introduces benchmark; consistent syntactic patterning.
	Collocation	“gender tengligi,” “iqtisodiy o‘sish,” “kambag‘allikdan chiqarish,” “milliy daromad,” “chora-tadbirlar.”	(gender equality, economic growth, poverty reduction, national income, measures.)	Stable noun-noun combinations; each pair belongs to economic terminology field; collocational repetition enhances lexical cohesion.
	Quotation Packaging	“Hisobotda qayd etilishicha”, “Hisobot tavsiyalari orasida … qayd etilgan”.	(As noted in the report; among the recommendations it was noted).	Fixed reportive phrase *qayd etilgan/etilishicha* acts as evidential marker; introduces source without explicit speaker.
	Repetition / Parallelism	“Ayollarning erkaklar bilan bir xil darajada maosh olishini ta’minlash … yordam beradi”. (repeated twice)	(Ensuring equal pay … helps).	Exact syntactic repetition creates parallel structure between headline and lead; foregrounds key proposition.
	Lexical Density	“Iqtisodiy faoliyatdan foydalanish imkoniyati”. “ayollarning ijtimoiy hayotidagi ishtiroki”.	(Opportunity to participate in economic activity; participation in social life).	Two genitive noun chains (4 lexical items each); absence of finite verb increases density ,formal written Uzbek register.

BBC and Kun.uz Politics and Economy articles discuss women’s participation in governance and gender-specific economic policy and use formality, data, and source credit. Language-based comparisons employing transitivity, nominalisation, modality, quantification, voice, theme-rheme, coherence, and framing are possible. English emphasises verbal reporting and present-perfect evidentiality, while Uzbek emphasises non-finite nominal subjects, participial passives, and case-marked comparisons. These traits make the pair excellent for showing how gender is linguistically represented in two news traditions utilising functionally comparable but structurally different resources.

Domain-wide linguistic trends

In political and economic discourse, as well as on BBC and Kun.uz, gender representation is measured and reported. The texts emphasise nominalisation (victory, diversity; gender tengligi tahlili, ishtirok(i), foydalanish imkoniyati), attribution and passive/impersonal constructions (a report has said; qayd etilgan, aytilgan), quantification and comparison, and stable collocations in labour and governance. These linguistic elements create a compact,

evidentiary register that texts gender as quantitative states rather than overtly stated experiences.

Verbal vs. Nominal Realisations

Human agents are consistently backgrounded across texts. In politics, both media outlets use phrases with institutional or event nouns as subjects and intransitive or passive processes ("has risen," ko'tarildi), creating a phenomenon-centered picture. In economics, the BBC uses reporting processes (finding, said, explained) and embedded material processes (helped close), while Kun.uz uses non-finite subjects (… maosh olishini ta'minlash … yordam beradi). Both styles reduce explicit human agency and emphasise states, metrics, and results.

Nomenclature and Lexicon

Causation and sequencing are compressed into high-density noun phrases primarily by nominalisation. In BBC Politics/Economy, terms like victory, diversity, earnings gaps, and policy reforms are concatenated with numerals and modifiers. In Kun.uz, deverbal morphology (-ish, -lik) and genitive chaining (ayollarning … ishtiroki; iqtisodiy faoliyatdan foydalanish imkoniyati) create Cross-linguistic convergence creates an analytic, report-like texture that presents gendered change as a noun feature of institutional processes.

Reported Modality and Stance

Position is mostly expressed externally. The BBC conveys this position via reporting verbs (said, told, pledged, paid tribute) and modal systems (needs to, would, will) in quotations. Conversely, Kun.uz conveys duty through nominal modality (zarurligi) in passive report frames. Evaluations ('inadequate' policies; sezilarli darajada) are presented as external sources, frequently in quote marks or reportive formulations, with the authorial voice in the background. Multiple voices and grammatically distant narrators create a heteroglossic surface.

Quantification, Comparative Syntax as Cohesion

Both media channels use percentages, numbers, superlatives, and summarising terms to arrange gender representation (most diverse; record 14% / 15,5 foiz; 34 foiz; 700 mingdan ortiq). For state continuity, the BBC uses numbers with the present perfect tense (has seen; has not shifted), while Kun.uz uses comparative morphology and case marking (-dan ko'proq; yuqori; kamroq) for scalar relations. Numeric frames form a unified architecture for quick cross-sentence inference without metadiscourse.

Voice and speech dissemination

In politics, reported speech focusses on prime ministers, party leaders, the President, and Senate. This is expressed linguistically: In English, verbal processes are paired with proper-name themes at the start of sentences (e.g., "Sir Keir Starmer) Uzbek uses passive report formulas and source prepositional phrases (e.g., Jahon banki tomonidan; hisobotda qayd etilgan). The BBC uses analytic narration and direct quote in economics, while Kun.uz uses passive evidence. Evaluation is included in citations rather than the narrator's phrases in both techniques.

Rhime and Informational Packaging

Thematic choices greatly affect interpretation. The BBC commonly uses named actors or phenomena (e.g., "The gender pay gap…" and "The government says…") to present topic-comment sequences with explicit rhemes (e.g., results, valuations Kun. uz frequently themes places ("O'zbekistonda…") or nominalised subjects ("ta'minlash … yordam beradi"), resulting in predicates expressing outcomes or needs. Both outlets have similar headlines: BBC headlines condense evaluation and source ("… study finds"), while Kun.uz headlines emphasise results-with-numbers and reinforce frame stability.

4.8 Lexical Fields, Collocation, Register

Both media stabilise meaning with domain-specific collocations:

BBC: women pay gap; diversity; record; study finds.

Kun.uz: gender tengligi, ishsizlik, ish haqi, kambag'allikdan chiqarish, milliy daromad, choratadbirlar These clusters maintain terminological cohesion and a formal, reportorial register in public-policy and economic news.

Functionally Aligned English-Uzbek Contrasts

Despite parallel functions (measurement, source, compression), typological means differ: English uses verbal packaging (reporting verbs, present perfect for relevance) and concise nominalizations. Uzbek uses non-finite subjects, participial passives (-ilgan), case-governed comparisons (-dan ko'proq/yuqori/kamroq), and multi-noun genitive chains. English has more clause-level attribution than Uzbek, which uses formulaic passive frames to show gender.

Linguistic-scope methodological reflection and limitations

The discussion has focused on linguistic evidence, including clause type, voice, modality, nominalisation, collocation, cohesiveness, and theme arrangement. It does not infer motivations or social causation beyond structures. Single articles per topic limit generalisability, as the approach emphasises text-internal trends and excludes audience reception or production ethnography. These techniques pro-

vide linguistic validity and replicability in Critical Discourse Analysis (CDA).

Conclusion

The present study investigated the linguistic construction of gender in digital news discourse through a comparative Critical Discourse Analysis of BBC News and Kun.uz articles focusing on political participation and economic inequality. By applying Fairclough's three-dimensional framework, the analysis demonstrated how textual structures, discursive practices, and broader linguistic patterns collectively shape the representation of gender within contemporary media narratives.

The findings reveal that both media outlets construct gender representation primarily through institutional and quantitative discourse. Linguistic mechanisms such as nominalisation, passive constructions, quantification, and institutional attribution frame gender equality as a measurable outcome of policy or governance rather than as an expression of individual agency or lived social experience. In the political domain, Kun.uz tends to represent gender progress through impersonal grammatical structures and state-centered narratives, where institutional reforms are foregrounded and women appear mainly as beneficiaries of policy change. In contrast, BBC News frequently assigns grammatical agency to male political leaders through reporting verbs and evaluative statements, positioning women as objects of recognition rather than as primary narrators of political achievements.

In the economic domain, both outlets employ highly formal, analytical registers characterized by dense nominal phrases, statistical comparisons, and references to institutional reports. These linguistic strategies reinforce the perception of gender inequality as a technical socio-economic issue that can be measured through numerical indicators. While the BBC article emphasizes reporting verbs and modal constructions that frame inequality as a policy challenge, the Kun.uz article relies on passive reportive structures and nominal modality, which present recommendations and obligations within an institutional discourse framework.

Despite typological differences between English and Uzbek, the comparative analysis demonstrates significant functional convergence. Both media traditions rely on similar discursive strategies to legitimize narratives of progress, including numerical framing, metaphorical representations of growth, and institutional authority. At the same time, the linguistic realization of these strategies differs structurally: English discourse favors clause-based attribution and verbal reporting, whereas Uzbek discourse often employs non-finite nominal structures, participial passives, and case-marked comparisons.

Overall, the study confirms that gender representation in digital news media is not only shaped by cultural and political contexts but is also fundamentally structured through linguistic choices. By revealing how grammatical patterns, lexical selection, and discursive framing contribute to the construction of gendered meanings, this research demonstrates the value of Critical Discourse Analysis for cross-linguistic media studies.

The research contributes to the fields of media linguistics, gender studies, and comparative discourse analysis by providing one of the first systematic linguistic comparisons of gender representation between English- and Uzbek-language digital news media. At the same time, the study has certain limitations related to the small qualitative corpus and the focus on textual analysis without incorporating audience reception or multimodal media features. Future research may expand the corpus, include additional media platforms, and integrate multimodal analysis in order to further explore how gendered meanings are produced and circulated in digital media environments.

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Abdurakhmonova N.: Investigation, Methodology, Supervision, Validation, Methodology, Writing – Review & Editing.

Karimova F.: Formal Analysis, Investigation, Validation, Writing – Review & Editing, Data curation, Conceptualization, Formal Analysis, Visualization.

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