

The Role of Linguistic and Extralinguistic Devices in Film Discourse for the Creation of Linguo-Axiological Principles

Bekniyozova Ferangiz O'ktam qizi

*Teacher of the Department of English Linguistics, Faculty of Foreign Languages, Bukhara State
University*

f.o.bekniyozova@buxdu.uz

Abstract. *Film discourse represents a complex semiotic phenomenon in which verbal and non-verbal elements interact to create meaning, convey cultural values, and shape audience perceptions. The study of linguo-axiology focuses on how language reflects and constructs value systems within communication. In film discourse, linguistic and extralinguistic devices serve as essential tools for expressing ideological, moral, cultural, and social values. This article examines the role of linguistic and extralinguistic devices in creating linguo-axiological principles within film discourse. The research highlights how lexical choices, stylistic devices, dialogue structures, visual imagery, music, gestures, and cultural symbols contribute to the formation of value-oriented meanings. The findings demonstrate that film discourse functions not only as a means of entertainment but also as a powerful mechanism for transmitting and reinforcing societal values.*

Key words: *film discourse, linguo-axiology, linguistic devices, extralinguistic devices, values, cinema, communication, semiotics.*

Introduction

The rapid development of audiovisual media has significantly increased the influence of film on modern society. Films serve as powerful communicative tools that not only entertain audiences but also shape their perceptions of reality, morality, and social norms. Through the interaction of language, visual imagery, sound, and cultural symbols, films communicate particular value systems that influence viewers' attitudes and behaviors.[1]

The concept of linguo-axiology emerged from the intersection of linguistics and axiology, the philosophical study of values. Linguo-axiology investigates how values are represented, transmitted, and interpreted through language. In film discourse, linguistic elements such as dialogues, narration, and stylistic expressions work together with extralinguistic factors including facial expressions, gestures, music, costumes, and cinematography to create a coherent axiological framework.[2]

Understanding the mechanisms through which films construct values is particularly important in contemporary multicultural societies where media content plays a crucial role in shaping public opinion and cultural identity. Therefore, the study of linguistic and extralinguistic devices in film discourse contributes to a deeper understanding of how values are encoded and communicated in audiovisual texts.[3]

Methodology.

Theoretical Foundations of Film Discourse

Film discourse can be defined as a multimodal communicative system that combines verbal and non-verbal signs to produce meaning. Unlike traditional written texts, film discourse integrates language with visual and auditory components, creating a complex network of semiotic resources.[4]

According to discourse theory, meaning is not generated solely through language but through the interaction of multiple communicative elements within a particular social and cultural context. Film discourse therefore represents a unique form of communication in which linguistic and extralinguistic devices jointly construct narratives and ideological messages.[5]

Linguo-axiological analysis focuses on identifying evaluative meanings embedded in discourse. These meanings reflect societal concepts of good and evil, justice and injustice, heroism and cowardice, freedom and oppression. Through repeated exposure to such value-laden representations, audiences internalize specific cultural norms and moral principles. Consequently, film discourse serves as an effective medium for the dissemination of values because it engages viewers emotionally, cognitively, and aesthetically.[6]

Result and discussion.

Linguistic Devices in the Construction of Linguo-Axiological Principles

Lexical Choices and Value Representation

Lexical units play a significant role in expressing evaluation and value judgments. Positive and negative connotations attached to particular words influence audience perception of characters and events.[7]

For example, protagonists are often described using positively charged vocabulary such as “brave,” “honest,” “loyal,” and “determined,” whereas antagonists are associated with words like “corrupt,” “cruel,” “selfish,” and “deceptive.” Such lexical oppositions establish a clear moral framework that guides viewers’ interpretations.[8]

In many films, value systems are communicated through recurring keywords that symbolize central themes. Words related to freedom, justice, family, sacrifice, and love often function as linguistic markers of culturally significant values.[9]

Stylistic Devices

Stylistic devices enhance the emotional and evaluative impact of film dialogues. Metaphors, similes, irony, hyperbole, and symbolism contribute to the representation of values by creating deeper layers of meaning. Metaphors frequently associate abstract values with concrete images. For instance, freedom may be metaphorically represented as flight, light, or an open road. Such metaphorical constructions strengthen the audience's emotional connection to particular ideals.[10]

Irony, on the other hand, can challenge dominant value systems by exposing contradictions between social norms and actual behavior. Through ironic dialogue, filmmakers encourage critical reflection on accepted beliefs and cultural practices.[11]

Dialogue and Characterization

Dialogue serves as one of the most direct channels for expressing values in film discourse. Characters reveal their beliefs, motivations, and moral principles through verbal interaction.

Heroic characters often articulate values such as courage, responsibility, and self-sacrifice. Conversely, antagonistic characters may advocate greed, power, or personal gain. The contrast between these opposing viewpoints contributes to the formation of an axiological structure within the narrative.[12]

Moreover, character development is frequently accompanied by changes in linguistic behavior. As characters evolve morally, their speech patterns reflect corresponding shifts in values and attitudes.

Narrative Structures

Narrative organization itself carries evaluative significance. Stories typically reward virtuous behavior and punish unethical actions. Through narrative progression, films reinforce cultural expectations concerning appropriate conduct.

The resolution of conflicts often communicates moral lessons that embody specific value systems. As a result, narrative structures function as linguistic mechanisms for the transmission of axiological meanings.[13]

Extralinguistic Devices and Their Axiological Functions

Visual Imagery

Visual elements constitute one of the most influential components of film discourse. Camera angles, lighting, color schemes, and composition contribute significantly to the construction of values.

Bright lighting and warm colors are commonly associated with positive emotions and moral goodness, whereas dark lighting and cold tones often signify danger, corruption, or moral ambiguity. Such visual codes enable viewers to interpret evaluative meanings even in the absence of dialogue.

Close-up shots can emphasize emotional sincerity and empathy, encouraging viewers to identify with characters who embody desirable values.[14]

Facial Expressions and Gestures

Non-verbal communication plays a crucial role in conveying attitudes and emotions. Facial expressions and body language often reveal evaluative meanings more effectively than words.

A compassionate smile, determined gaze, or supportive gesture may symbolize kindness, bravery, and solidarity. Conversely, aggressive movements and hostile expressions can indicate negative moral qualities.

These extralinguistic cues reinforce or sometimes contradict verbal messages, creating complex layers of meaning that enrich the audience's understanding of characters and situations.

Music and Sound Effects

Music serves as a powerful emotional and axiological instrument in film discourse. Soundtracks guide audience interpretation by creating specific emotional atmospheres.

Triumphant orchestral music frequently accompanies scenes of heroism and victory, reinforcing values such as courage and perseverance. Melancholic melodies may evoke sympathy and compassion, encouraging viewers to reflect on themes of loss and sacrifice.

Sound effects also contribute to evaluative interpretation. Silence, for example, can emphasize moral tension, while dramatic soundscapes may heighten the significance of ethical conflicts.

Costumes and Cultural Symbols

Costumes function as visual indicators of identity, status, ideology, and cultural affiliation. Through clothing choices, filmmakers communicate social values and cultural expectations.

Traditional costumes often symbolize respect for heritage and cultural continuity, whereas modern or unconventional attire may represent individuality and social change. Similarly, cultural symbols such as flags, religious artifacts, and historical monuments contribute to the construction of collective values.

The strategic use of such symbols enables films to communicate ideological messages efficiently and effectively.

Interaction Between Linguistic and Extralinguistic Devices

The effectiveness of film discourse largely depends on the interaction between linguistic and extralinguistic elements. Meaning emerges through the integration of verbal expressions with visual and auditory cues. For example, a character's declaration of loyalty gains greater persuasive power when accompanied by sincere facial expressions, appropriate musical accompaniment, and supportive visual imagery. The convergence of multiple semiotic channels strengthens the transmission of values.

In some cases, filmmakers intentionally create discrepancies between verbal and non-verbal signals. Such contrasts generate irony, ambiguity, or critical reflection, encouraging audiences to question superficial interpretations.

The multimodal nature of film discourse therefore allows for sophisticated representations of complex value systems.

Linguo-Axiological Analysis of Film Discourse

Linguo-axiological analysis examines how values are encoded through various communicative resources. Researchers identify evaluative vocabulary, metaphorical structures, symbolic imagery, and cultural references to determine the ideological orientation of a film.

This approach reveals that films are not neutral representations of reality. Instead, they actively participate in the construction of social meanings and cultural identities. Through repeated exposure to particular narratives and symbols, audiences develop shared understandings of desirable and undesirable behavior.

The linguo-axiological perspective also highlights the role of film in intercultural communication. Films often introduce viewers to unfamiliar cultural values, fostering cross-cultural understanding while simultaneously reinforcing local traditions and identities.[15]

Conclusion

The analysis demonstrates that linguistic and extralinguistic devices play a fundamental role in creating linguo-axiological principles within film discourse. Linguistic elements such as lexical choices, stylistic devices, dialogues, and narrative structures provide explicit mechanisms for expressing values. At the same time, extralinguistic components including visual imagery, gestures, music, costumes, and cultural symbols contribute significantly to the emotional and evaluative dimensions of meaning. The interaction of these devices transforms film discourse into a powerful medium for the communication of moral, cultural, and ideological values. Through multimodal representation, films influence audience perceptions, shape social attitudes, and participate in the formation of collective value systems. Future research may focus on comparative linguo-axiological analyses of English and Uzbek film discourse, exploring how different cultural contexts employ linguistic and extralinguistic resources to construct and transmit values.

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