

THE USING OF NON- COMMON EXPRESSIONS IN ENGLISH MASS MEDIA

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ABSTRACT

This article discusses why to use less common expressions in English mass media, to open the importance of using expression or not, benefits and tips. An expression is a word or phrase. The expression of ideas or feelings is the showing of them through words, actions, or artistic activities. Authors like Shakespeare, Dickens, and Austen used a rich vocabulary that's rarely heard today. Dive into their works to unearth hidden gems. Poets often employ figurative language and unusual word choices for evocative effect. Journals and scholarly articles often utilize precise language with a focus on specific disciplines. Delve into old letters, diaries, or legal documents to discover how language evolved.

Key words: non common expression, mass media, journal, newspaper.

INTRODUCTION

Language is a living, evolving entity. By venturing beyond the ordinary, you can discover the richness and diversity of expression that exists within it. Mass media includes the diverse arrays of media that reach a large audience via mass communication .Broadcast media transmits information electronically via media such as films, radio, recorded music, or television. Digital media comprises both Internet and mobile mass communication. Internet media comprises such services as email, social media sites, websites, and Internet-based radio and television. Many other mass media outlets have an additional presence on the web, by such means as linking to or running TV ads online, or distributing QR codes in outdoor or print media to direct mobile users to a website. In this way, they can use the easy accessibility and outreach capabilities the Internet affords, as thereby easily broadcast information throughout many different regions of the world simultaneously and cost-efficiently.

Outdoor media transmits information via such media as augmented reality (AR) advertising; billboards; blimps; flying billboards (signs in tow of airplanes); placards or kiosks placed inside and outside buses, commercial buildings, shops, sports stadiums, subway cars, or trains; signs; or skywriting. Print media transmits information via physical objects, such as books, comics, magazines, newspapers, or pamphlets. Event organizing and public speaking can also be considered for Examples; Break a leg. How do you use it? This idiom is not at all threatening. Often

accompanied by a thumbs 'up, 'Break a leg! 'Is an encouraging cheer of good luck. Beat around the bush. Meaning: Avoiding the main topic, not getting to the point. Example: Stop beating around the bush and tell me what you really want. Each region boasts unique expressions and sayings, offering a glimpse into local culture and history. Explore the slang and jargon used by specific communities like gamers, musicians, or artists. Learning a new language exposes you to different ways of expressing ideas and emotions. While not always perfect, a thesaurus can suggest synonyms with varying degrees of commonality. These specialized dictionaries explain the meanings and origins of less common expressions. Forums and social media groups dedicated to language and linguistics can offer insights and discussions on uncommon words and phrases.

Example:

- Break a leg: Good luck
- Hit the sack: Go to sleep
- On the ball: Doing a good job
- Under the weather: Sick
- A perfect storm: The worst possible situation
- Break the ice: Make people feel more comfortable
- Costs an arm and a leg: Very expensive
- It's raining cats and dogs: It's raining hard.

Ensure your listeners or readers understand the meaning, or are prepared to explain. Overusing uncommon words can sound pretentious or obscure your message. Ensure the expression accurately conveys your intended meaning. Exploring language should be a fun and enriching experience. The exercise of this right is essential for guaranteeing human rights, democracy and the rule of law. Without free expression and free media, violations of human rights may remain hidden with the propensity to give rise to impunity and continuous violations.

English is important in media as it facilitates effective communication, helps in acquiring language skills, and plays a crucial role in transmitting information through various media platforms. English language plays a crucial role in media and mass communication. It is considered the global or international language, and its significance lies in effective communication and understanding. Media, such as radio, television, film, and the internet, utilize English as a medium to transmit information and provide language practice for learners. The media has a powerful influence on society and can disseminate truth and information. In multilingual nations, English is often adopted as the language of wider communication in mass media to achieve national integration and development. Fluency in English and professional communicative competence are essential qualities for journalists, and mass media can play a significant role in

developing these skills. Overall, English language proficiency is crucial for effective communication and success in the field of media and mass communication. For example, Journal of the National Council of Less Commonly Taught Languages Journal of Less Commonly Taught Languages.

CONCLUSION

The English language is filled with colorful turns of phrase. If you're a native speaker of the language, you've probably learned plenty of them via osmosis. The meaning of them seems so obvious that you've possibly never thought why a fiddle is so fit, or why "cold turkey" means to quit something. Surely there's some logic behind everything, but there are some English phrases that don't make sense. There can be many reasons as to why some phrases make no sense. Maybe their original meaning has been lost to time, or the definitions of individual words have shifted or atrophied. Let's look at some of these idioms and proverbs closer, to see where exactly things go wrong. English idioms are expressions that have a figurative meaning different from their literal meaning. They are used in everyday conversations and can be challenging to understand for non-native speakers. In this blog post, we will discuss the most common English idioms and phrases with examples to help you understand their meanings better. A blessing in disguise a good thing that seemed bad at first.

Idioms and phrases are an important part of the English language. They make our communication more interesting and fun. If you want to sound like a native English speaker, you need to learn and use them in your everyday conversations. Today, we will help you understand what English language idioms and phrases are, what they mean, and how to use them. Before you can master them, you need to learn about their nature, meanings, similarities, and differences. If the English language is a crown, idioms and phrases are the crown jewels that make it shine even brighter. That's why it's important to learn these English language idioms and phrases - it helps in many ways.

Learning idioms and phrases can help you speak English fluently and understand the language better. It can also make you sound like a native English speaker. You can create meaningful connections with other English speakers and make friends. By learning idioms, you can use common words in new ways to express yourself better. It will improve your vocabulary and help you communicate more effectively, both when writing or speaking in English.

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