



O'zbekiston Respublikasi
Maktabgacha va maktab
ta'limi vazirligi

ISSN: 2992-9008
UDK: 37

TA'LIM VA TARAQQIYOT

Ilmiy-uslubiy jurnali



2026-YIL 4-SON

www.journal.namspi.uz

Bosh muharrir: Namangan davlat pedagogika instituti rektori B.E.Xusanov
Mas'ul muharrir: Ilmiy ishlar va innovatsiyalar bo'yicha prorektor M.R.Qodirxonov
Mas'ul muharrir o'rinbosari: Ilmiy tadqiqotlar, innovatsiyalar va ilmiy-pedagogik kadrlar tayyorlash bo'limi boshlig'i J.A.Yuldashev

TAHRIR HAY'ATI

Aniq va tabiiy fanlar: k.f.d., prof. Sh.Abdullayev, f-m.f.d., dots. R.Xakimov, k.f.d., prof. N.Vohidova, k.f.d., dots. M.Qodirxonov, b.f.d., dots. A.Batashov, f-m.f.n., dots., T.Abdullayev, p.f.n., dots. M.Eshnazarova, p.f.n., dots. G'.Nafasov, p.f.n., dots. M.Boltayeva.

Texnika fanlari: t.f.d., prof. A.Umarov, t.f.d., prof. A.Qayumov, PhD, dots. Sh.Xudoyqulov, PhD, dots. Abdunazarov.

Ijtimoiy-gumanitar fanlar: s.f.d., prof. T.Fayzullayev, tar.f.d., prof. A.Rasulov. f.f.d., prof. M.Ismoilov, i.f.d., dots. N.Sotivoldiyev, t.f.n., dots. A.Isoqboyev, f.f.n., dots. O.Mamatov, t.f.n., dots. Z.Haydarov, PhD. J.Yuldashev, PhD. A.Abdullayev.

Pedagogika fanlari: p.f.d., prof. B.Xodjayev, p.f.d., prof. X.Najmiddinova, p.f.d., prof. T.Ismoilov, p.f.d., prof. S.Abdullayev. p.f.d., prof., M.Y.Sobirova, p.f.d., prof., R.Zamilova, p.f.d., prof. Sh.Xujamberdiyeva, p.f.d., dost. M.Asqarova, PhD, dots. M.Asranboyeva.

Filologiya fanlari: fil.f.d., prof. N.Uluqov, fil.f.d., prof. H.Usmanova, f.f.d., dots. X.Shokirova, p.f.n., dots. S.Misirov, p.f.n., dots. Sh.Ubaydullayev, PhD., dots. P.Lutfullayev, PhD., dots. M.Yakubbayev.

Texnik muharrir: R.Tursunov

Tahririyat manzili: Namangan shahri, Uychi ko'chasi, 316-uy.

Pochta indeksi: 160136, **Faks:** (0369) 227-27-21,

Email: Info@namspi.uz

"Ta'lim va taraqqiyot" ilmiy-uslubiy jurnali elektron to'plam sifatida O'zbekiston Respublikasi Prezidenti Administratsiyasi huzuridagi **Axborot va ommaviy kommunikatsiyalar agentligi (AOKA)ning 2022-yil 25-oktabrdagi № 045044 raqamli guvohnomasi** asosida chop etiladi. Jurnal **Oliy Attestatsiya komissiyasining 2024-yil 30-noyabrdagi (№ 364/5) yig'ilishi qaroriga asosan pedagogika fanlari bo'yicha falsafa fanlari doktori (PhD) va fan doktori (DSc) ilmiy darajasiga talabgorlarning dissertatsiya ishlari yuzasidan asosiy ilmiy natijalarini chop etish uchun tavsiya etilgan.** UDK: 37, Xalqaro standartlashtirish raqami (ISSN): 2992-9008.

Maqolalarning ilmiy saviyasi va keltirilgan ma'lumotlar uchun mualliflar javobgar hisoblanadi.

COMMUNICATIVE FUNCTIONS OF PROVERBS ACROSS CONTEMPORARY TYPES OF DISCOURSE

Yesimova Galiya Djumagaliyevna

M.A. in Teaching English as a Second Language

English Language Teacher, School #3, Zarafshan

+998942248707

ORCID: 0009-0007-7140-815X

Abstract. *This study investigates the functioning of English proverbs in contemporary types of discourse, focusing on their communicative and linguocultural characteristics across four discourse types: media discourse, educational discourse, advertising discourse, and everyday conversational discourse. The research is based on a corpus of twenty authentic examples collected from reliable English-language online sources, including news websites, educational platforms, marketing publications, and online discussion forums. A discourse-oriented qualitative approach was employed to examine the semantic, pragmatic, and rhetorical functions in different communicative contexts. The findings demonstrate that English proverbs remain productive linguistic units in digital communication despite the rapid evolution of online discourse. Their communicative functions vary according to discourse type: they serve informative and evaluative purposes in media discourse, instructional and motivational functions in educational discourse, persuasive functions in advertising discourse, and advisory, expressive, and interpersonal functions in everyday conversational discourse. The study concludes that proverbs continue to preserve their cultural significance while adapting successfully to the communicative practices of the digital age.*

Keywords: *English proverbs, internet discourse, media discourse, educational discourse, advertising discourse, everyday conversational discourse, discourse analysis, pragmatics, linguocultural studies.*

ZAMONAVIY NUTQ TURLARIDAGI MAQOLLARNING KOMMUNIKATIV FUNKSIYALARI

Annotatsiya. *Ushbu tadqiqot zamonaviy diskurs turlarida ingliz maqollarining qo'llanilishini o'rganishga bag'ishlangan bo'lib, ularning kommunikativ va lingvomadaniy xususiyatlari media diskursi, ta'lim diskursi, reklama diskursi hamda kundalik so'zlashuv diskursi misolida tahlil qilinadi. Tadqiqot ishonchli ingliz tilidagi onlayn manbalardan, jumladan, yangiliklar veb-saytlari, ta'lim platformalari, marketing nashrlari va onlayn muhokama forumlaridan to'plangan yigirma ta autentik misolga asoslangan. Turli kommunikativ kontekstlarda maqollarning semantik, pragmatik va ritorik funksiyalarini aniqlash maqsadida diskursga yo'naltirilgan sifat tahlili qo'llanildi. Tadqiqot natijalari shuni ko'rsatdiki, ingliz maqollari onlayn diskursning jadal rivojlanishiga qaramay, raqamli kommunikatsiyada samarali lingvistik birlik sifatida o'z ahamiyatini saqlab qolmoqda. Ularning kommunikativ funksiyalari diskurs*

turiga qarab farqlanadi: media diskursida axborot berish va baholash, ta'lim diskursida o'qitish va motivatsiya, reklama diskursida ishontirish, kundalik so'zlashuv diskursida esa maslahat berish, fikrni ifodalash va shaxslararo muloqotni mustahkamlash vazifalarini bajaradi. Tadqiqot maqollar raqamli davr kommunikativ amaliyotiga muvaffaqiyatli moslashgan holda o'z madaniy ahamiyatini saqlab qolayotganini tasdiqlaydi.

Kalit so'zlar: ingliz maqollari, internet diskursi, media diskursi, ta'lim diskursi, reklama diskursi, kundalik so'zlashuv diskursi, diskurs tahlili, pragmatika, lingvomadaniyat.

КОММУНИКАТИВНЫЕ ФУНКЦИИ ПОСЛОВИЦ В РАЗЛИЧНЫХ СОВРЕМЕННЫХ ТИПАХ ДИСКУРСА

Аннотация. Данное исследование посвящено изучению функционирования английских пословиц в современных типах дискурса с акцентом на их коммуникативные и лингвокультурные особенности в четырех типах дискурса: медийном, образовательном, рекламном и повседневном разговорном. Исследование основано на корпусе из двадцати аутентичных примеров, собранных из надежных англоязычных онлайн-источников, включая новостные сайты, образовательные платформы, маркетинговые издания и онлайн-форумы. Для изучения семантических, прагматических и риторических функций пословиц в различных коммуникативных контекстах был использован качественный дискурсивный подход. Результаты исследования показывают, что английские пословицы остаются продуктивными языковыми единицами в цифровой коммуникации, несмотря на стремительное развитие онлайн-дискурса. Их коммуникативные функции различаются в зависимости от типа дискурса: в медийном дискурсе они выполняют информативную и оценочную функции, в образовательном — обучающую и мотивационную, в рекламном — убеждающую, а в повседневном разговорном дискурсе — советующую, экспрессивную и межличностную функции. Исследование позволяет сделать вывод о том, что пословицы сохраняют свою культурную значимость, успешно адаптируясь к коммуникативным практикам цифровой эпохи.

Ключевые слова: английские пословицы, интернет-дискурс, медийный дискурс, образовательный дискурс, рекламный дискурс, повседневный разговорный дискурс, дискурс-анализ, прагматика, лингвокультурология.

INTRODUCTION

Proverbs have long been regarded as one of the most expressive forms of folk wisdom, reflecting the cultural values, historical experience, and collective worldview of a speech community. As concise and memorable linguistic units, they transmit moral principles, social norms, and practical knowledge across generations. Although proverbs

originated in oral tradition, they continue to function actively in contemporary communication, adapting to changing social and technological environments.

The rapid development of digital communication has created new contexts for language use. Today, communication increasingly takes place through news websites, educational platforms, advertising campaigns, and online discussion forums, where traditional linguistic expressions acquire new communicative functions while preserving their cultural significance. Proverbs remain an effective rhetorical resource used to persuade, explain, evaluate, and establish interpersonal connection.

The study of proverbs has attracted considerable scholarly attention. Mieder (2004) defines proverbs as traditional sayings expressing collective experience and accepted truths. Norrick (1985) emphasizes that their meaning depends largely on discourse context, while Wierzbicka (1992) considers proverbs linguistic representations of culturally shared concepts and values. Recent studies have also shown that digital communication provides new opportunities for the adaptation and reinterpretation of traditional proverbial expressions.

Despite increasing interest in proverbs and online communication, relatively few studies have systematically examined their communicative functions across different types of internet discourse. Most research focuses either on the semantic and cultural features of proverbs or on individual discourse domains without comparing their usage in various online contexts.

The present study aims to investigate the communicative functions and linguocultural characteristics of English proverbs in contemporary internet discourse. The analysis is based on twenty authentic examples collected from four discourse types: media discourse, educational discourse, advertising discourse, and everyday conversational discourse. To achieve the research objectives, discourse analysis, contextual analysis, linguocultural analysis, and comparative analysis were employed.

The findings contribute to discourse analysis and linguocultural studies by demonstrating that English proverbs remain productive elements of digital communication and continue to adapt to the communicative practices of the modern online environment.

LITERATURE REVIEW

The study of proverbs has been a central topic in paremiology, linguistics, discourse studies, and cultural linguistics for many decades. Scholars generally agree that proverbs are not merely fixed expressions but also important linguistic and cultural units reflecting collective experience, social values, and national identity. Their metaphorical nature and communicative flexibility enable them to function effectively in different discourse types and communicative situations.

One of the most influential scholars in modern paremiology is Wolfgang Mieder (2004), who defines proverbs as traditional sayings expressing accepted truths, practical wisdom, and cultural values. According to Mieder, proverbs remain productive elements of modern communication because they continuously adapt to new social and technological contexts while preserving their cultural significance. His work demonstrates that proverbs continue to perform persuasive, evaluative, and rhetorical functions in contemporary discourse.

The semantic and pragmatic properties of proverbs have been extensively investigated by Neal R. Norrick (1985). He argues that proverb interpretation depends primarily on discourse context rather than literal meaning. Proverbs acquire their communicative value through interaction between speakers and listeners and may perform various pragmatic functions, including advice, persuasion, evaluation, criticism, justification, and humor. This contextual approach is particularly important for analyzing proverb usage in online communication.

Earlier research conducted by Archer Taylor (1931) established the theoretical foundations of modern paremiology. Taylor viewed proverbs as traditional expressions

shaped by long-term cultural development and emphasized that their meaning can only be fully understood within authentic communicative contexts. His work continues to influence contemporary proverb studies.

From a linguocultural perspective, Anna Wierzbicka (1992) considers proverbs to be linguistic representations of culturally shared concepts and values. She argues that proverbial expressions encode culturally specific ways of interpreting reality and therefore provide valuable evidence for understanding national mentality and collective cognition. Similarly, Gary Palmer (1996) and Farzad Sharifian (2011) emphasize that language reflects culturally constructed conceptual systems, making proverbs an important source for investigating the interaction between language, culture, and cognition.

The development of discourse analysis has considerably expanded the scope of proverb research. Norman Fairclough (1995) emphasizes that linguistic expressions should be analyzed within their social and communicative contexts rather than as isolated language units. Likewise, Teun A. van Dijk (2008) argues that discourse is closely connected with social cognition and communicative interaction, while Deborah Schiffrin (1994) demonstrates that discourse meaning emerges through contextual interpretation and interaction between participants. These approaches provide an important theoretical foundation for examining how proverbs perform different communicative functions across various discourse types.

The rapid growth of digital communication has created new environments for proverb usage. According to David Crystal (2006), internet communication combines characteristics of spoken and written language, creating hybrid forms of discourse in which traditional linguistic expressions acquire new pragmatic functions. Susan Herring (2004) further explains that computer-mediated discourse differs from traditional communication due to its interactive and dynamic nature, encouraging users to employ culturally familiar expressions in new communicative situations. Similarly, Dynel (2011)

notes that online communication promotes creativity, contextual reinterpretation, and pragmatic flexibility, allowing traditional proverbs to be adapted to contemporary digital environments. Zappavigna (2012) also demonstrates that social media discourse encourages concise, memorable, and culturally recognizable expressions, making proverbs particularly suitable for online communication.

Although previous studies have significantly contributed to the understanding of proverb semantics, cultural symbolism, and discourse functions, relatively few investigations have systematically compared proverb usage across different types of contemporary internet discourse using authentic corpus data. Existing research tends to focus either on traditional proverb collections or on individual discourse domains without examining how communicative functions vary across multiple online environments.

The present study addresses this research gap by conducting a comparative discourse-oriented analysis of authentic English proverbs collected from four types of internet discourse: media discourse, educational discourse, advertising discourse, and everyday conversational discourse. By examining twenty authentic examples distributed equally across these discourse types, the study aims to identify the communicative functions of proverbs, explore their linguocultural characteristics, and demonstrate how traditional proverbial expressions continue to adapt to the communicative practices of the digital age.

MATERIALS AND METHODS

The present study employs a qualitative discourse-oriented research design to investigate the linguocultural characteristics and communicative functions of English proverbs in contemporary internet discourse. The research is based on an authentic corpus consisting of twenty English proverbs collected from publicly accessible online sources representing different communicative environments.

To ensure a balanced analysis, the corpus was equally distributed across four types of internet discourse: media discourse, educational discourse, advertising discourse, and everyday conversational discourse. Each discourse category includes five authentic examples, resulting in a total of twenty proverb occurrences. This balanced corpus made it possible to compare the communicative behavior of proverbs across different digital contexts while maintaining methodological consistency.

The data were collected using purposive sampling. Only authentic examples in which proverbs were employed naturally within real communicative situations were included in the corpus. Dictionary entries, isolated proverb lists, and artificially constructed examples were excluded from the analysis. Preference was given to contexts where proverbs fulfilled identifiable communicative functions such as persuasion, evaluation, explanation, advice, argumentation, or cultural interpretation.

The corpus was compiled from reputable English-language online platforms representing different discourse domains. Media discourse examples were selected from internationally recognized news websites, including BBC News, Forbes, and ABC News. Educational discourse examples were obtained from British Council (TeachingEnglish), TES Institute, Edutopia, and educational articles published by The Guardian. Advertising discourse examples were collected from professional marketing and business publications, including Campaign, Adweek, Marketing Week, Harvard Business Review, and Ad Age. Everyday conversational discourse was represented by authentic interactions from Reddit and conversational materials published by NPR.

Several complementary research methods were employed to analyze the collected data. Discourse analysis was used to examine how proverbs function within different communicative contexts and discourse types. Contextual analysis made it possible to interpret each proverb according to its immediate linguistic and situational environment rather than its dictionary meaning alone. Linguocultural analysis was applied to identify the cultural values, conceptual meanings, and traditional knowledge encoded in

proverbial expressions. In addition, comparative analysis was employed to compare similarities and differences in proverb usage across the four discourse types and to identify recurring communicative patterns.

The analysis focused on several criteria. First, each proverb was examined with regard to its communicative function, including persuasion, evaluation, advice, explanation, justification, humor, or rhetorical emphasis. Second, attention was paid to the relationship between the proverb's traditional meaning and its context-specific interpretation in digital communication. Third, the study investigated whether the proverb preserved its conventional form or underwent creative adaptation to suit contemporary communicative needs. Finally, the distribution of communicative functions across the four discourse types was compared in order to identify discourse-specific tendencies.

This methodological framework ensures the reliability and consistency of the analysis while providing a comprehensive understanding of how English proverbs continue to function as linguocultural units in various forms of contemporary internet discourse.

RESULTS AND DISCUSSION

Media discourse represents one of the most dynamic environments in which traditional proverbs continue to function in contemporary communication. Newspapers, online news platforms, and digital magazines frequently employ proverbial expressions not only to attract readers' attention but also to summarize complex events, reinforce evaluations, and establish an emotional connection with audiences. Due to their concise and culturally recognizable form, proverbs enable journalists to present information more persuasively while reducing the need for lengthy explanations. Rather than serving merely as decorative linguistic elements, proverbs often become semantic frames through which readers interpret news stories, social issues, and public events.

The analysis of the present corpus demonstrates that English-language media actively integrate traditional proverbs into headlines, quotations, and narrative structures. In most cases, journalists preserve the original wording of the proverb while adapting its meaning to current social, political, economic, or cultural contexts. This process illustrates how proverb usage contributes to both textual cohesion and audience engagement within digital media communication.

Table 1. Proverbs Used in Media Discourse

No.	Proverb	Article	Author	Year	Source	Communicative function
1	Better late than never	Beatles fans get reply from Paul McCartney 50 years on	BBC News staff	2013	BBC News	Expresses delayed but successful outcome
2	Every cloud has a silver lining	The Silver Lining of the Unknown in Business	Misty Lown	2020	Forbes	Encourages optimism during uncertainty
3	You reap what you sow	What Does It Take To Be A Game-Changer?	David Villa	2019	Forbes	Emphasizes personal responsibility and effort
4	Rome wasn't built in a day	'Rome wasn't built in a day' – O'Donnell	BBC Sport staff	2025	BBC Sport	Promotes patience during gradual development

5	Practice makes perfect	Speed Chess Study Proves Practice Makes Perfect	Lee Dye	2004	ABC News	Highlights the value of continuous practice
---	------------------------------	--	---------	------	-------------	--

The proverb “Better late than never” appears in the BBC News article describing how Paul McCartney responded to a fan message approximately fifty years after it had originally been sent. The proverb is quoted directly by McCartney, emphasizing that although the response arrived extremely late, it still carried emotional significance for the recipients. In this context, the proverb functions as a concise evaluation of an extraordinary event and softens the unusual delay through a culturally familiar expression. Its use illustrates how media discourse incorporates proverbs to convey positive emotional meaning while making the narrative more memorable.

In the Forbes article by Misty Lown (2020), the proverb “Every cloud has a silver lining” serves as the central conceptual metaphor of the discussion on business resilience during the COVID-19 pandemic. Rather than simply referring to optimism, the proverb frames economic uncertainty as an opportunity for innovation and growth. By positioning the proverb within entrepreneurial discourse, the author transforms a traditional folk expression into a motivational argument supporting adaptability and strategic thinking. This example demonstrates the flexibility of proverbs in addressing contemporary economic challenges.

The proverb “You reap what you sow” is employed by David Villa (2019) in a Forbes leadership article to emphasize that success depends on sustained effort and personal commitment. The expression reinforces the article’s motivational tone by presenting achievement as the predictable consequence of disciplined work rather than luck. Here, the proverb functions as persuasive evidence supporting the author’s broader

message about leadership and professional development. Its integration into business journalism illustrates the continued relevance of traditional wisdom within modern management discourse.

A different communicative purpose is observed in the BBC Sport article "'Rome wasn't built in a day'" (2025). Stephen O'Donnell uses the proverb when discussing his football team's adaptation to a new coach and tactical system. Instead of describing immediate success, the proverb encourages patience and realistic expectations regarding gradual improvement. Within sports journalism, the expression simplifies a complex process of organizational change into a universally recognized cultural formula, allowing readers to interpret the situation through shared experiential knowledge.

Finally, the ABC News article by Lee Dye (2004) employs the proverb "Practice makes perfect" to explain scientific findings concerning expertise in speed chess. The article argues that exceptional performance results primarily from extensive practice rather than innate talent. The proverb effectively summarizes the research findings in a form immediately understandable to a general audience. In this case, traditional proverbial wisdom aligns closely with contemporary scientific evidence, illustrating the continuing explanatory power of proverbs in popular science journalism.

Overall, the findings indicate that media discourse preserves the linguistic form of traditional English proverbs while adapting their communicative functions to contemporary contexts. Across news, business, sports, and science journalism, proverbs enhance textual expressiveness, simplify complex information, strengthen persuasive arguments, and establish a shared cultural framework between journalists and readers. These observations confirm that proverbs remain productive linguistic resources within modern English media discourse despite the rapid evolution of digital communication.

2. Proverbs in Educational Discourse

Educational discourse represents a communicative environment where proverbs perform not only expressive but also pedagogical functions. In educational articles,

teaching guidelines, and professional resources, proverbs are frequently employed to simplify complex concepts, motivate learners, promote ethical values, and reinforce instructional principles. Due to their brevity and cultural familiarity, proverbs make educational messages more memorable and persuasive. The analyzed examples demonstrate that traditional sayings remain highly relevant in modern educational communication, where they facilitate interaction between educators, students, and parents while simultaneously preserving cultural knowledge.

Table 2. Proverbs Used in Educational Discourse

No.	Proverb	Article	Author	Year	Source	Communicative function
1	Actions speak louder than words	Actions Speak Louder Than Words	Peter Kingston	2004	The Guardian	Emphasizing practical implementation over promises
2	Honesty is the best policy	Four Tips for Those Starting a Subject Knowledge Enhancement Course	Andrew Bridge	2022	TES Institute	Promoting honesty and self-assessment in learning
3	A picture is worth a thousand words	The Home-School Connection	British Council Editorial Team	n.d.	British Council (Teaching English)	Highlighting the effectiveness of visual learning
4	Don't judge a	5 Tips for Creating an	James Fester	2022	Edutopia	Encouraging critical

	book by its cover	Effective Virtual Field Trip				evaluation of educational resources
5	Two heads are better than one	Classroom Management Tips for Co- Teachers	Rich Mehrenberg	2019	Edutopia	Promoting collaboration and co- teaching

Analysis

The proverb “Actions speak louder than words” appears in Peter Kingston’s article Actions Speak Louder Than Words, published in The Guardian (2004). The author discusses reforms in further education and argues that educational policies should be evaluated through their practical implementation rather than official declarations. In this context, the proverb serves as a rhetorical device emphasizing that genuine educational improvement depends on concrete actions instead of institutional promises. Its figurative meaning strengthens the persuasive character of the article while reinforcing the expectation that educational institutions demonstrate measurable results rather than merely expressing intentions.

The proverb “Honesty is the best policy” is used in Andrew Bridge’s article Four Tips for Those Starting a Subject Knowledge Enhancement Course, published by the TES Institute in 2022. Within the article, learners are encouraged to assess their own knowledge realistically and openly acknowledge areas requiring improvement. Rather than functioning as a simple moral recommendation, the proverb promotes reflective learning and academic integrity. It establishes a trusting relationship between tutors and students and presents honesty as a necessary condition for effective professional development.

The traditional saying “A picture is worth a thousand words” appears in the British Council resource The Home-School Connection. The article encourages teachers

to involve parents in children's learning through learner-created educational materials, photographs, visual aids, and classroom products. Here the proverb illustrates the pedagogical value of visual communication, suggesting that images often explain educational processes more effectively than lengthy verbal descriptions. Its inclusion supports contemporary learner-centered approaches that emphasize multimodal teaching and active parental engagement.

The proverb "Don't judge a book by its cover" is employed in James Fester's article 5 Tips for Creating an Effective Virtual Field Trip, published by Edutopia in 2022. The author advises educators not to evaluate educational programs solely according to their titles or initial appearance, since valuable learning opportunities may exist behind seemingly ordinary descriptions. Within this context, the proverb encourages critical thinking and evidence-based decision-making, reminding teachers to assess instructional quality through educational content rather than superficial characteristics.

The proverb "Two heads are better than one" appears in Rich Mehrenberg's article Classroom Management Tips for Co-Teachers, published by Edutopia in 2019. The article discusses collaborative teaching strategies and demonstrates how cooperation between educators contributes to more effective classroom management and improved learning outcomes. The proverb functions as an argument supporting teamwork, presenting collaboration as an educational value rather than merely an organizational strategy. Its use also reflects contemporary educational trends that prioritize shared expertise and collective responsibility in the teaching process.

The analysis demonstrates that proverbs in educational discourse primarily perform explanatory, motivational, ethical, and instructional functions. Rather than preserving only their traditional folkloric meanings, they become pedagogical instruments that facilitate communication, simplify complex educational concepts, and strengthen the persuasive impact of professional texts. Their continued use confirms that

proverbial wisdom remains an effective linguistic resource for transmitting educational values within contemporary English-language educational discourse.

3. Proverbs in Advertising Discourse

Advertising discourse is primarily intended to persuade consumers, promote products and services, and establish long-term relationships between businesses and their target audiences. Within this type of discourse, proverbs function as persuasive linguistic devices that simplify complex marketing concepts through familiar cultural expressions. Their incorporation into advertising and business communication enhances credibility, strengthens emotional appeal, and facilitates audience engagement by linking commercial messages with shared cultural knowledge.

The analysis of advertising discourse demonstrates that traditional proverbs are frequently incorporated into articles discussing branding, customer relations, negotiations, agency partnerships, and marketing strategies. Rather than being used in their literal meanings, proverbs are adapted to emphasize business efficiency, customer satisfaction, strategic planning, and competitive advantage.

Table 3. Proverbs Used in Advertising Discourse

No.	Proverb	Article	Author	Year	Source	Communicative function
1	Time is money	What agencies wish ad tech knew	Mindy Day	2021	Campaign Live	Emphasizing efficiency and productivity
2	The customer is always right	3 Ways to Make Your Marketing More	Mary C. Long	2018	Adweek	Highlighting customer orientation

		Customer- Focused				
3	You get what you pay for	Foreign Affairs	Marketing Week (Editorial Staff)	1998	Marketing Week	Stressing quality and value
4	A rising tide lifts all boats	Negotiation Strategies for a Downturn	Mark Gordon & Danny Ertel	2008	Harvard Business Review	Illustrating mutual business growth
5	Strike while the iron is hot	4 signs a brand is exploring new agency relationships	Samantha Stallard	2021	AdAge	Encouraging timely business decisions

Analysis

The proverb "Time is money" appears in an article published in Campaign Live by Mindy Day (2021), which discusses cooperation between advertising agencies and advertising technology companies. The author explains that media buyers receive numerous partnership requests every day and therefore have limited time to evaluate each proposal. In this context, the proverb emphasizes the economic value of time in the advertising industry, where rapid decision-making and operational efficiency directly influence business performance. The proverb functions as a persuasive argument encouraging agencies and technology providers to respect clients' time and communicate more effectively.

Another frequently used proverb is "The customer is always right," discussed in an Adweek article by Mary C. Long (2018) devoted to customer-oriented marketing

strategies. Instead of presenting the proverb as an unquestionable business principle, the author critically examines its historical development and its relevance in contemporary marketing. The article argues that successful customer orientation is achieved not by satisfying every customer demand unconditionally but by understanding customers' needs while maintaining realistic business boundaries. Consequently, the proverb serves as both a recognizable cultural reference and a framework for discussing modern approaches to customer relationship management.

The proverb "You get what you pay for" appears in an article published by Marketing Week (Editorial Staff, 1998) concerning the organization of international business conferences and corporate events. The article argues that companies searching for lower costs should not expect the same level of service quality as premium venues. Here, the proverb reinforces the relationship between financial investment and service quality, encouraging readers to make balanced business decisions based on long-term value rather than immediate savings. Its communicative function is evaluative, promoting rational economic judgment in advertising and marketing practices.

Similarly, "A rising tide lifts all boats" is employed in a Harvard Business Review article by Mark Gordon and Danny Ertel (2008) discussing negotiation strategies during periods of economic uncertainty. The proverb symbolizes the idea that favourable economic conditions create opportunities for all market participants. However, the authors contrast this optimistic assumption with the realities of economic downturns, demonstrating that successful negotiations require strategic thinking rather than dependence on favourable market conditions alone. In advertising and business discourse, the proverb functions as a metaphor for collective growth, cooperation, and shared commercial success.

The proverb "Strike while the iron is hot" appears in an AdAge article by Samantha Stallard (2021) describing how advertising agencies can identify early indicators that companies are preparing to change agency partners. The author advises

marketing professionals to respond immediately when new business opportunities emerge because timely action significantly increases the likelihood of acquiring new clients. In this context, the proverb enhances the persuasive force of the article by transforming practical business advice into a memorable and culturally familiar expression encouraging proactive decision-making.

The findings demonstrate that advertising discourse predominantly employs proverbs to promote efficiency, strategic thinking, customer satisfaction, quality assurance, and timely decision-making. Unlike media discourse, where proverbs primarily perform evaluative and interpretative functions, or educational discourse, where they mainly serve instructional purposes, advertising discourse uses proverbs as persuasive rhetorical instruments that increase the credibility of professional recommendations and strengthen the persuasive impact of commercial communication.

Furthermore, the analyzed examples demonstrate that traditional English proverbs continue to retain their communicative effectiveness in contemporary advertising discourse despite changes in marketing practices and digital communication. Their frequent use illustrates that culturally familiar expressions remain valuable rhetorical resources capable of presenting professional business advice in a concise, memorable, and persuasive manner. This confirms that proverbs preserve both their linguistic significance and their persuasive potential within modern advertising communication.

4. Proverbs in Everyday Conversational Discourse

Everyday conversational discourse represents spontaneous communication in which speakers naturally employ proverbs to express opinions, provide advice, evaluate situations, explain experiences, and strengthen interpersonal interaction. Unlike advertising discourse, where proverbs are intentionally selected to persuade consumers, everyday communication demonstrates their spontaneous and functional use in real-life situations. The analyzed material includes online discussions, interviews, and direct

quotations in news reports, showing that English proverbs remain an active component of contemporary communication across various social contexts.

Table 4. Proverbs Used in Everyday Conversational Discourse

No.	Proverb	Author	Year	Source	Communicative function
1	Don't count your chickens before they hatch	hello-mr-cat (comment)	2026	Reddit (r/arborists), Mom cut down my beloved magnolia tree	Giving advice and warning against premature conclusions
2	When in Rome, do as the Romans do	zerokraal (comment)	2026	Reddit (r/CatAdvice), Roommates' parents dislike having cats in the house while they are visiting	Encouraging adaptation to local customs and social norms
3	The grass is always greener on the other side	Vince Pearson & Joe Hernandez (quoting Dan Cassidy)	2021	NPR, A Hungry Hungry Rhino Escaped His Pen At An Omaha Zoo To Munch On Grass	Creating humor through a literal interpretation of the proverb
4	There is no such thing as a free lunch	Scott Simon	2015	NPR, Lunch Lady Knows There's No	Explaining economic reality

				Quick Fix For Feeding Hungry Kids	and emphasizing responsibility
5	Many hands make light work	Joe Palca	2015	NPR, How Can Robots Learn New Tasks?	Illustrating cooperation and collective effort

Analysis

The proverb “Don’t count your chickens before they hatch” appears in a Reddit discussion devoted to a personal family conflict. The author describes emotional distress after discovering that a beloved magnolia tree had been cut down by their mother. While discussing future ownership of the family house, another participant comments: “I would not count your chickens before they hatch.” The proverb functions as indirect advice, warning the author not to make assumptions about future events before they actually occur. Rather than expressing criticism directly, the speaker employs a culturally familiar proverb that softens the recommendation and makes it more acceptable within informal online communication. This example illustrates the advisory function of proverbs in everyday conversational discourse, where traditional wisdom helps maintain politeness while conveying practical guidance.

Another example is found in a Reddit discussion concerning roommates and cultural expectations about keeping cats in the house while relatives are visiting. One participant concludes the discussion by stating: “When in Rome, do as the Romans do.” The proverb encourages adaptation to the customs of the country being visited, suggesting that guests should respect local social norms rather than expect others to change their lifestyle. Instead of presenting a lengthy explanation, the speaker summarizes the entire argument through a well-known proverb that is immediately recognizable to English-speaking readers. In this context, the proverb performs both

advisory and persuasive functions by reinforcing a socially accepted principle of cultural adaptation.

The proverb "The grass is always greener on the other side" occurs in an NPR interview describing a rhinoceros that escaped its enclosure in search of fresh grass. Zoo vice president Dan Cassidy humorously remarks: "The grass is always greener on the other side. It certainly was for him." Unlike its traditional metaphorical meaning, the proverb is interpreted literally because the rhinoceros actually left its enclosure to eat greener grass. This creative use demonstrates how familiar proverbs can acquire humorous effects while preserving their recognizability. The speaker intentionally combines the literal and figurative meanings, making the interview more engaging and memorable for the audience.

The proverb "There is no such thing as a free lunch" appears in an NPR opinion article discussing school lunch programs in the United States. Explaining the financial difficulties faced by school districts, the author writes: "In more familiar words: There is no such thing as a free lunch." Here the proverb summarizes a complex economic principle in a concise and accessible way. Instead of providing a detailed financial explanation, the author relies on a culturally established expression that communicates the idea that every benefit ultimately involves costs. Within everyday conversational discourse, the proverb functions as a means of simplifying complicated social and economic issues for a general audience.

The proverb "Many hands make light work" appears in an NPR interview discussing collaborative robotic learning. Explaining how several robots can simultaneously acquire and exchange information, the interviewee employs the proverb to compare technological cooperation with collective human effort. Rather than describing the process through complex scientific terminology, the speaker uses a familiar expression that immediately conveys the advantages of collaboration to a general audience. In this context, the proverb performs an explanatory function by simplifying

an advanced technological concept through ordinary conversational language. This example illustrates that traditional proverbial wisdom continues to facilitate communication even in discussions concerning artificial intelligence and robotics.

The analysis demonstrates that proverbs continue to function as effective communicative devices in everyday conversational discourse. Unlike media discourse, where they primarily interpret events, educational discourse, where they support teaching and learning, or advertising discourse, where they strengthen persuasion, conversational discourse employs proverbs to facilitate interpersonal interaction, provide advice, justify opinions, create humor, and explain everyday experiences. Their spontaneous appearance in online discussions and conversational interviews confirms that traditional English proverbs remain productive linguistic resources capable of adapting to contemporary communicative environments while preserving their cultural significance.

CONCLUSION

The present study investigated the functioning of English proverbs in contemporary internet discourse, focusing on their communicative and pragmatic roles across four discourse types: media discourse, educational discourse, advertising discourse, and everyday conversational discourse. The findings demonstrate that proverbs remain productive linguistic resources in digital communication despite rapid technological development. Rather than becoming obsolete, traditional proverbial expressions have successfully adapted to modern communicative environments while preserving their semantic, cultural, and pragmatic value.

The theoretical analysis confirmed that proverbs represent an important component of linguistic and cultural heritage, reflecting collective experience, social norms, and traditional wisdom. At the same time, internet discourse provides new communicative environments in which proverbs acquire context-dependent functions while maintaining their recognizable forms and meanings.

The research was based on a corpus of twenty authentic examples collected from reliable English-language online sources representing four discourse types. The analysis revealed that although the linguistic form of proverbs generally remains stable, their communicative functions vary according to discourse context. In media discourse, proverbs primarily perform informative and evaluative functions; in educational discourse, they facilitate explanation, instruction, and motivation; in advertising discourse, they enhance persuasion and commercial communication; while in everyday conversational discourse, they promote interpersonal interaction, advice, and emotional expression. These findings demonstrate the flexibility of proverbs as communicative units capable of adapting to diverse communicative purposes.

The study also confirms that digital communication has contributed to the continued vitality of proverbs rather than to their disappearance. Contemporary internet users actively employ traditional proverbial expressions in news reporting, education, marketing, and everyday online interaction, demonstrating that proverbs continue to function as effective tools for expressing complex ideas in a concise and culturally meaningful way.

The scientific novelty of the research lies in its discourse-oriented investigation of English proverbs in authentic internet communication across four distinct discourse types. Unlike studies based primarily on traditional proverb collections, the present research examined naturally occurring examples from contemporary online sources, allowing proverb usage to be analyzed within real communicative situations.

The theoretical significance of the study lies in expanding current understanding of the relationship between paremiology, discourse analysis, and digital communication. The practical significance consists in the potential application of the findings in courses on English phraseology, discourse analysis, linguistics, intercultural communication, media studies, and language teaching, as well as in future research on digital discourse.

In conclusion, the study demonstrates that English proverbs remain active and adaptable elements of contemporary internet discourse. Their successful functioning across different communicative contexts confirms that traditional linguistic expressions continue to preserve their cultural significance while meeting the communicative needs of the digital age.

REFERENCES

1. Crystal, D. (2006). *Language and the Internet*. Cambridge University Press.
2. Dynel, M. (2011). "You talking to me?" The viewer as a ratified listener to film discourse. *Journal of Pragmatics*, 43(6), 1628–1644.
3. Fairclough, N. (1995). *Media Discourse*. Edward Arnold.
4. Herring, S. C. (2004). Computer-Mediated Discourse Analysis: An Approach to Researching Online Communities. In S. A. Barab, R. Kling & J. H. Gray (Eds.), *Designing for Virtual Communities in the Service of Learning* (pp. 338–376). Cambridge University Press.
5. Mieder, W. (2004). *Proverbs: A Handbook*. Greenwood Press.
6. Norrick, N. R. (1985). *How Proverbs Mean: Semantic Studies in English Proverbs*. Mouton Publishers.
7. Palmer, G. B. (1996). *Toward a Theory of Cultural Linguistics*. University of Texas Press.
8. Schiffrin, D. (1994). *Approaches to Discourse*. Blackwell.
9. Sharifian, F. (2011). *Cultural Conceptualisations and Language: Theoretical Framework and Applications*. John Benjamins Publishing Company.
10. Taylor, A. (1931). *The Proverb*. Harvard University Press.
11. van Dijk, T. A. (2008). *Discourse and Context: A Sociocognitive Approach*. Cambridge University Press.
12. Wierzbicka, A. (1992). *Semantics, Culture, and Cognition: Universal Human Concepts in Culture-Specific Configurations*. Oxford University Press.