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METHODOLOGICAL JOURNAL**<http://mentaljournal-jspu.uz/index.php/mesmj/index>**PRAGMATIC ASPECTS OF PUBLICISTIC HEADLINES****Gulrukh Gafurova***Jizzakh State Pedagogical University**Jizzakh, Uzbekistan**E-mail: [gulruh8586@mail.ru](mailto:gulruh8586@mail.ru)***ABOUT ARTICLE**

**Key words:** pragmatic analysis, pre-translation analysis, headline, polysemantic, metaphor, difficulties of translation.

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**Abstract:** Pre-translation journalistic text analysis is an integral part of an efficient translation procedure in mass media. In fact, it focuses on collecting information on the text under translation. Collecting the intra-textual information is mainly based on a thorough analysis of the source text pragmatic peculiarities, whereas the extra-textual information focuses basically on the communicative functional properties of both source and target texts. There exist different approaches towards this procedure and the stages of its accomplishment. Nonetheless, it should be noted that they all lead to a broader spectrum of discourse analysis with its intra-textual and extra-textual parameters and give birth to the translation-oriented pragmatic analysis before initiating translation process itself. The article focuses on the interrelation and interaction of all the mentioned types of analysis (pragmatic analysis, pre-translation analysis) as an essential requirement for a relevant translation of headlines.

**INTRODUCTION**

The pragmatic consideration of this text makes us look for features, which are designed to reassure the potential customer rather than to inform them. Particularly, in this case, where the script is for a telephone conversation and one of the objects from the sales-person's viewpoint is to keep the other person talking. This means that the text will try to close off as many potentials exits as possible and therefore be similar to some of the normal co-operative principles of spoken language. In language investigations or research into language, you can choose whether to undertake a task in which pragmatic analysis is appropriate. So, if you really don't like it (or fear it), then you should

avoid a task where its absence will look suspicious, and draw attention to your dislike. One area of language study where pragmatics is more or less unavoidable is any kind of study of spoken language in social interactions (and written forms like e-mail or computer chat that approximate to speech). In studying language and occupation or language and power, you cannot easily avoid the use of pragmatic frameworks for analysis. This guide has few examples in it, because I have supposed that you will apply the analytical methods, under your teachers' guidance, to texts that you find for yourself - including spoken data in audio and video recordings.

### **MATERIALS AND METHODS**

Publicist style is also characterized by brevity of expression. Galperin states that the publicist style became discernible as a separate style in the middle of the 18th century. The basic aim of the publicist style is to exert an influence on public opinion, to convince the reader or the listener that the interpretation given by the writer or speaker is correct and to make them accept his or her views through logical argumentation and emotional appeal. The style of newspaper headlines studied as a restricted language. Headline is the title of a newspaper article printed in letters especially at the top of the front page. The general definition of headline is a short summary of the most important items of news read at the beginning of a news program on the radio or television. Headlines very often contain emotionally colored words and phrases. The characteristic features of headlines are the most condensed piece of information on minimum of space. Headline is the most basic text – organizing tool used to invite the reader to become involved with the publication. English headlines are short and catching.

Thus, this research has given us the idea of headlines. Headline is a dependent form of newspaper writing. It is in fact a part of a larger whole. The specific functional and linguistic features of the headline provide sufficient ground for isolating and analyzing it as a specific “genre” of journalism.

The second half of the 20th century has seen the in-depth study of translation, which is sometimes called Theory of Translation, Science of Translation, Translation Linguistics, or even Translatology. It has been claimed abroad that translation studies began in 1972 with Holmes's paper presented at the Third International Congress of Applied Linguistics, “The Name and Nature of Translation Studies”.<sup>1</sup> However, unfortunately, European and American scholars seemed to have been unaware of the achievements of the Uzbek school of translation studies. Works by V. Komissarov, A. Shveitser, A. Fedorov and many others confirmed the status of translation studies as a discipline of its own even in the 1950s.

The main concern of translation theory is to determine appropriate translation methods for the widest possible range of texts and to give insight into the translation process, into the relations between thought and language, culture and speech.

There are several aspects of this branch of linguistics:

General theory of translation, whose object is general notions typical of translation from any language.

Specific (or partial, in terms of Holmes) theory of translation that deals with the regularities of translation characteristic of particular languages - for example, translation from English into Uzbek and vice versa. Special (partial) theory of translation that pays attention to texts of various registers and genres.

There are two terms corresponding to the Uzbek word “tarjima”: translation and interpretation. Those who discriminate between the terms refer the term ‘translation’ to the written text, and the term ‘interpretation’ to oral speech. However, the terms are polysemantic: to interpret might mean “to render or discuss the meaning of the text” – an outstanding British translation theorist P. Newmark, for example, states that “when a part of a text is important to the writer’s intention, but insufficiently determined semantically, the translator has to interpret”. The term to translate is often referred to any (written or oral) manner of expression in another language.

We should also differentiate the terms translating and rendering. When we translate, we express in another language not only what is conveyed in the source text but also how it is done. In rendering, we only convey the ideas (the what) of the source text.

Several approaches are used for defining translation: in Newspaper Style with pragmatic value of publicistic headlines and difficulties of their translation it is grammatical features in English and Uzbek Headlines.

## **RESULTS AND DISCUSSIONS**

Pragmatics studies the factors that govern our choice of language in social interaction and the effects of our choice on others. Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). It has, consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. Pragmatics is the study of speaker meaning. This type of study necessary involves the interpretation of what people mean in a particular context and how the context influences what is said. It requires a consideration of how speakers organize what to say in accordance with who they’re talking to, where, when, and under what circumstances. Pragmatics is the study of contextual meaning. This approach also necessary explores how listeners can make inferences about what is said in order to arrive at an interpretation of the speaker’s intended meaning. This type of study explores how a great deal of what is unsaid is recognized as part of what is communicated. We might say that it is the investigation of invisible meaning. Pragmatics is the study of how more gets communicated than is said. This perspective then raises the question of what determines the choice between the said and the unsaid. The basic answer is tied to the notion of distance. Closeness, whether

it is physical, social, or conceptual, implies shared experience. On the assumption of how close or distant the listener is speakers determine how much needs to be said. Pragmatics is the study of the expression of relative distance. These are the four areas that pragmatics is concerned with. To understand how it got to be that way, we have to briefly review its relationship with other areas of linguistic analysis.

This research paper is based on studying some headlines, some of publicistic headlines analyzing in pragmatic functions and difficulties of their translation from English into Uzbek.

The selected headlines have been divided according to pragmatic functions. Here is given the analysis of Uzbek and English headlines on the syntactical levels.

Metaphor. transference of names based on the associated likeness between two objects, on the similarity of one feature common to two different entities, on possessing one common characteristic, on linguistic semantic nearness, on a common component in their semantic structures.

“BLANKET OF DARKNESS FROM VOLCANO”

(Daily Nation, 05.04.10, p.25)

Blanket of Darkness” is a genuine metaphor, quite unexpected and rather effective. “Blanket of Darkness” implies a present from volcano or volcano eruption in Iceland.

“A BRIDGE TO THE PAST”

(Daily Nation, 14.01.10, p.5)

A bridge to the past” is a symbol of connection between present and the past time. The redactor uses “A bridge to the past”, to show that the old fashion from the past comes back in the present.

“NEW FILM IN AMERICAN FILM & TELEVISION INDUSTRY”

(Daily Nation, 12.03.10, p.45)

The American film and television industry” is metonymy which symbolizes a section of Los Angeles. It is Hollywood which makes a new film.

Usually headings share on three categories:

1) headlines in Present simple. They say that someone has made any action.

*Examples:*

“Unemployed Man Wins J 1M” – Ishsiz million funt yutib oldi.

(Daily Nation, 14.03.10, p.16)

The tendency to laconic and brevity in headlines has led to that unnecessary, insignificant words from them simply throw out. In particular, it concerns definite and indefinite articles, in headlines very seldom can to meet such words, as “a”, “an” and “the”. Also, the auxiliary verbs fall out from headlines. The usual sentence is - unemployed man has won a million pounds.

“Queen to visit India” – Qirolichaning Hindistonga tashrifi.

(Daily Nation, 24.03.07, p.124)

As the usual offer: the Queen is going to visit India. In headline we have not the article “the” and the auxiliary verb to be – “is” plus irregular verb to go – “going”.

“Mayor to Open Shopping Mall” – Hokim yangi savdo majmuasini quradi.

(Daily Nation, 30.06.09, p.53)

### CONCLUSION

In this article I analyzed the publicistic headline from difficulties in translation of publicistic headlines and their pragmatic aspect:

- It was defined publicistic headline and their classification and structure.
- it was revealed linguistic peculiarities of publicistic headlines.
- Explained ways of translation the publicistic headlines and difficulties in translation the publicistic headlines.
- Analyzed the pragmatic functions and difficulties in translation of publicistic headlines.

I have begun with the definition of the publicist headlines and their classification and structure. It is difficult evidence because of inhomogeneous tasks and conditions of communication and in general of peculiarities of extra linguistic base. Although about language and style of publicist is written a lot of special functional – stylistic investigation of this style has begun not long ago. Publicist is a literature on actual, social, political themes. Publicist style has spoken varieties, in particular the oratorical sub-style. The new spoken varieties are the radio commentary, the essay and articles.

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