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THE CONCEPT AND SPECIFICITY OF PUBLICISTIC STYLE

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ABOUT ARTICLE

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Abstract: The article represents the relevance of the research due to the fact that in modern philology the phenomenon of publicistic style is the subject of active discussion and is increasingly becoming the subject of humanitarian research in general. In this context, the comparative aspect of the study of the linguistic characteristics of English-language publicist style is relevant. The purpose of the author in this article is to study the linguistic characteristics, concept and specificity of publicistic style. To achieve this goal, it is necessary to explore the concept, functions and main genres of publicist style that is provided in the article.

INTRODUCTION

From the Latin language, we know the verb publicare - "make public, open to all" or "explain publicly, make public." It is from him that the term journalism originated. Publicism is a special type of literary works that highlights, explains current issues of socio-political life, and raises moral problems. The subject of journalism is life in society, economics, ecology, politics, culture - all those aspects that a person encounters in everyday life. The journalistic style is still journal-journalistic, because journalistic works are published, first of all, in newspapers and magazines addressed to the general reader. Moreover, this style is presented in public speeches on radio, television, in the speeches of public and political figures at rallies, congresses, meetings (in the latter case, orally). Publicism is called a kind of chronicle of modernity, thanks to the coverage of the most important issues of society: political, social, domestic, philosophical, economic, moral and ethical. Her attention is drawn to issues of education, culture, art, etc. In a word, the topics of journalism, as well as its genre diversity, are limitless. The events of our time are reflected in different genres: informational

(note, reportage, report, interview, chronicle, review), analytical (article, correspondence, commentary, review, review), artistic and journalistic (essay, feuilleton, pamphlet).

MATERIALS AND METHODS

In the journalistic style, there are two most important functions of the language - informational and influencing. A journalist is not just a third party capturing events, but an active participant in them, selflessly defending his own position [5, p. 10]. The task of journalism is to actively participate in what is happening, to create public opinion, to instruct, to call for action. This establishes such important style-forming features of the journalistic style as appraisal, passion, and emotionality. Questions raised by journalists concern millions of people (the economic policy of the state, ethnic conflicts, human rights, etc.). It is impossible to talk about them in a bookish, dry language, since the function of influence, which is the most important for a journalistic style, determines the acute need of journalism for evaluative means of expression. And journalism borrows from the literary language those means that can give a characteristic appraisal [2, p. 46-59].

The informational function of the journalistic style implies its other style-forming features: accuracy, consistency, formality, standardization. In the conditions of urgent preparation of journal publications in hot pursuit of events, the interest in which is especially felt from the public, journalists use publicistic techniques well known to them, frequent language means, stable speech patterns (clichés) [4, p. 16]. This determines the standardization of the language of the journal, and as experts note, it is the standardization of speech that ensures speed in the preparation of information. Referring to locales not only saves the effort of the reporter, helping him to respond quickly to what is happening, but also makes it easier for readers to assimilate new information: skimming through the publication, you can immediately understand its message if it is presented in simple, familiar terms. Thus, the combination of expression and standard is the most important feature of the journalistic style.

Taking into account the fact that publicistic works are addressed to a wide range of readers, the main criterion for the selection of language means is public accessibility. Publicists should avoid highly specialized terms incomprehensible to readers, dialect, slang words, foreign vocabulary; complicated syntactic constructions; abstract imagery [3, p. 26]. The journalistic style is an open system of linguistic means, which allows journalists to refer to elements of other functional styles and, depending on the content of the publication, use a variety of vocabulary, including non-literary words and expressions, necessary for a reliable depiction of events and their heroes.

Of no small importance in journalistic works is the author's style - the manner of writing characteristic of a particular journalist. In the journal-journalistic style, the narration is always conducted in the first person; Publicism is characterized by the coincidence of the author and the

narrator, who directly addresses the reader with his thoughts, feelings, and assessments. This determines the influencing function of journalism.

Creating the image of the author, through which one can express one's personal attitude to the problem, is also practiced by journalists in some works. As a compositional-speech category, the image of the author can change its features in relation to the genre. So, in the review, the journalist speaks on behalf of the collective, organization, party, creating a collective image of the storyteller; in the essay, the image of the author acquires individual features; in a feuilleton, a pamphlet, he appears as a conditional ironic, irreconcilable, critical narrator. But regardless of the genre, the author's position coincides with the views and assessments of a real journalist presenting the material he has obtained to readers.

The vocabulary of the journalistic style is distinguished by thematic diversity and stylistic richness. Common, neutral book and colloquial vocabulary and phraseology are widely represented. The choice of verbal material is determined by the topic.

On a general neutral background, evaluative lexical and phraseological means attract attention. So you can see not only colloquial, but also bookish words and expressions intertwined together to create a vivid image for the reader. Publicists often use terms in a figurative sense, which does not exclude their use in the exact meaning in the appropriate context.

The journalistic style openly uses international political vocabulary, the expansion of which is especially characteristic of modernity. The dictionary of scientific terminology, which quickly goes beyond the scope of highly specialized use, is also replenished. The journalistic style instantly accepts new concepts and corresponding words and phrases that reflect the social and political processes in the country and the world. Unusual combinations are actively used, in which evaluative adjectives characterize social and political processes.

The journalistic style is characterized by the combination of words that are contrasting in stylistic coloring: it uses bookish and colloquial vocabulary, high and reduced. Appeal to diverse vocabulary and phraseology depends on the genre and should be subject to the principle of aesthetic expediency. If, for example, in a feuilleton it is possible to use vernacular, mixing styles to achieve a comic sound, then in information genres such a variety of linguistic means is not justified [4, p. 67-72].

Special attention should be paid to the use of speech standards and clichés in a journalistic style. These speech units are firmly established in the use of journalists.

From speech standards, entrenched in a journalistic style, it is necessary to distinguish speech clichés - template turns of speech.

The syntax of journalistic works is distinguished by the correctness and clarity of the construction of sentences, the simplicity and clarity of constructions. Monologue speech is used

(mainly in analytical genres), dialogue (for example, in an interview), direct speech. Publicists skillfully use various syntactic methods of expression: an unusual word order (inversion), rhetorical questions, appeals, incentive and exclamatory sentences. In the journalistic style, all types of single-component sentences are presented: nominative, definitely personal, indefinitely personal, generalized personal, impersonal.

RESULTS AND DISCUSSION

Journalistic style is the main language of the media and performs certain functions. The main functions of the journalistic style (journalism) are: informing (message) and influence, however, the primary function is still informing. Journalism allows the mass audience to receive up-to-date information about events in the country and the world, about the news of politics, science, sports, etc. Thus, the information contained in journalistic texts is specific.

It is distinguished by:

As a rule, the topicality and relevance of the issue;

a variety of content, since journalism reflects different aspects of our life: political, economic, moral, etc.;

Destination of a mass, very heterogeneous and most often dispersed audience: after all, we read a magazine, listen to the radio most often alone (the exception is moviegoers and partly TV viewers, as well as listeners of a public speech of a speaker, although the interests of this audience can also be very diverse; stylistic heterogeneity of speech and visual design.

No less important for journalism is the function of influence (voluntary). Indeed, the communicative intention of the author includes not only a message on a particular topic, but the hope for feedback from the reader (listener), for public outcry. Along with the presentation of the facts, the journalistic work contains the author's interpretation, assessment, commentary. It affects our feelings and mind, and this influence is carried out not only through emotionality, expressiveness, but also through the thoughtful logic of the presentation of the material. Therefore, for the analytical genres of journalism, the system of arguments, logical judgments is paramount. It should also be noted that influence in journalism can be both open, "straightforward", and veiled. In the latter case, the author's point of view can be expressed, for example, through the order (sequence) of journalistic materials, through the graphic series, the intonation of a radio or TV presenter, etc. The function of the impact of journalism is traditionally closely related to such concepts as agitation and propaganda.

Campaigning is the dissemination of operational information about current events that actively shape the life position of the mass addressee in specific situations. Campaign materials convey the ideological and emotional attitude of the author and the media to facts, events, processes, etc. A typical example of campaigning is election leaflets and videos of candidates.

Propaganda is an activity to disseminate fundamental ideas, knowledge that form the mass consciousness, as well as the worldview of a particular person, giving the mass addressee value orientations for understanding the processes taking place in society. First of all, the views held by the owner and / or the editorial office of the media (as well as the socio-political forces behind it) on the cardinal issues of life are popularized. Thus, for example, "glossy" publications consistently propagate the bourgeois way of life.

The functions mentioned above are equally characteristic of both journalistic style and journalism, but these terms should not be equated. The first term is much broader, since journalism, in addition to the genres represented in the media, also includes literary critical works, as well as public (public) speeches at meetings, rallies, plenums, etc. Journalistic works are published in the form of books; and many school compositions and essays are also journalistic in nature. Thus, almost every person who owns a journalistic style is able to create a journalistic text, expressing in it his position on certain events and phenomena. However, in our everyday consciousness, the term journalism is primarily associated with journalism (journalists) and politics (politicians).

Journalism is characterized by written and oral form. Since the majority prefers to receive information by watching various programs and listening to speeches and broadcasts, rather than by reading, radio and television journalism is of particular importance in modern conditions. In addition, there are journalistic genres that combine verbal and visual components: posters, cartoons, television and radio programs, theatrical and dramatic productions, etc.

The main functions of the journalistic style mentioned above are informational and influencing. The informational function of texts related to this style is that the authors of such texts aim to inform the widest possible range of readers, viewers, and listeners about problems that are significant for society and about the views of the authors on these problems. The information function is present in absolutely all styles of speech. The specificity of the information function in a journalistic style lies in the nature of the information, its sources and addressees. Information in journalistic texts not only describes the facts, but also reflects the opinions, moods, contains comments and thoughts of the authors. This distinguishes it from scientific information. The task of a full comprehensive description of this or that phenomenon is not set before journalistic works, the publicist seeks to write, first of all, about what is of interest to certain social groups, highlighting those aspects of life that are important for his potential audience.

Informing citizens about the state of affairs in socially significant areas is accompanied in journalistic texts by the implementation of the second most important function of this style - the function of influence. The goal of a publicist is not only to tell about the state of affairs in society, but also to convince the audience of the need for a certain attitude towards the facts presented and the need for a certain behavior. The journalistic style is characterized by open tendentiousness,

polemicism, emotionality, which is precisely caused by the desire of the publicist to prove the correctness of his position.

In addition to informational and influencing, journalistic style texts, of course, perform all other functions inherent in the language:

- communicative.
- expressive.
- aesthetic.

The communicative nature of the journalistic style is determined by the fact that its texts are created not for internal use and not for a single addressee (although in these cases the communicative aspect is present), but for the widest possible audience. Communication also implies feedback - a response, an assessment of the addressee. For this style, feedback is most clearly carried out in a situation of public discussion. For the journal, feedback is letters from readers, answers from officials, articles sent in response to previous publications. Radio and television have moved from letters to phone calls from listeners and viewers, during which they can ask questions, express their opinions, and talk about events known to them. It is also widely used to attract viewers to filming TV shows in studios. Modern interactive television is looking for new forms of support for contact with viewers.

The areas of application of journalism are divided into newspaper, magazine, radio and television journalism; The modern world is forming a new kind - Internet journalism. Each of these genera has its own speech features. Traditionally, the most well-studied is journalism, its genres and specifics.

The journalistic style makes it possible for professionals - politicians, journalists, analysts, commentators, etc. - meet the need of society to receive, comprehend and evaluate information about everything that happens in the world e. In addition to the functions of informing and influencing, modern mass media socially evaluate facts and events; enlighten; give people reasons for emotional and aesthetic experiences; support the unity of society (for more details see [Culture of Russian speech 2003], pp. 238-239).

The journalistic style is characterized primarily by the mass nature of the addressee. It is worth noting that the mass character does not mean the complete absence of the image of the addressee: all speech works in journalism are intended for a very specific part of society - whether they are teenagers, bank employees, voters, teachers, or movie lovers. Any unique group of addressees is characterized by a certain level of awareness of the problem addressed in the text, discovery, revolution, etc. All these data are analyzed in advance by the author of the text, which makes it possible to influence the reader.

The main task for a publicist is the desire to become "one's own" for the addressee - preferably a like-minded person, necessarily - understanding all the issues raised in the text. Most often, the

author is not just a person, but first of all an exponent of a collegial view (newspaper, magazine, TV channel, party); this phenomenon is called collective copyright.

Usually, the media protect their author in the event of prosecution; The media, by court order, is obliged to apologize and pay fines. If the author expresses his own point of view, it is customary to emphasize this - for example, the wording known to many readers: "The opinion of the editors may not coincide with the opinion of the author."

One of the most important goals of journalism is the clarity of presentation, therefore, in many publications, the texts are filled with colloquial vocabulary. However, it is worth noting that texts should be understandable for a given circle of readers - for example, an average student who easily reads "Men's Health" will understand practically nothing in "Time". Therefore, in accordance with the intended audience, publications (and - much less often! - television and radio programs) can be divided into publications of a general nature and specialized ones.

Depending on the tasks that the writer or speaker sets himself, all texts written within the journalistic style are divided into: 1) informational, 2) analytical, and 3) artistic and journalistic. In the analytical, the social assessment of the facts under discussion is updated, in the artistic and journalistic - emotional and aesthetic experiences.

If we take into consideration only printed publications, then we can conclude: the journalistic style is implemented in somewhat different ways in newspapers and magazines - in magazines, small forms are more common, a lot of informational materials; large-scale forms predominate in journals, and the leadership undoubtedly belongs to analytical and artistic materials.

In the journal version of the modern journalistic style, it is advisable to single out the official and unofficial substyles (6. p. 261). If the information function prevails in the first one, then the influencing function prevails in the second one. At the same time, the official substyle is practically not used in journals.

The genres of the official sub-style are an official message, a statement to the press (by a press secretary or an official representative of the president, government, any authorized bodies), publication of a socially significant document or speech by an official. For these genres, the function of declaration, which is mainly characteristic of the language of business communication, is very characteristic. It should be noted that a number of documents (laws, for example) come into force immediately after publication in the press. Usually, the authorities have their own "mouthpiece" - a journal in which the texts of documents to be published are given in full.

Other journals may publish official reports, cutting down to the most important parts of the text. Naturally, in terms of language, official journalistic texts come close, and often simply coincide with official documents. Genres of the official sub-style __ always belong to the informational class. But

an analytical article - say, about the president's statement - is written in the tradition of unofficial genres: adding emotionality, impartiality, sometimes using elements of colloquial speech.

The genres of the informal sub-style are more diverse. They are the most interesting object for practicing journalists. It is in these genres that the volitional function is most clearly expressed, which helps the author to approach the creation of the text more creatively. Confirmation was found in a practical teaching aid: "The function of influence requires that the journalistic style be accessible, like a conversational style, and emotional, like an artistic style" (1, p. 82). This thesis explains a number of specific features of the language of the modern journal, which we also refer to in this work.

Information genres of the informal substyle include:

- information correspondence;
- the note;
- reporting (information);
- informational interview.

Information genres in journalism are characterized primarily by efficiency, eventfulness and documentary. They cover not just facts, events, but unknown or little-known facts – facts-news.

CONCLUSION

Thus, an important style-forming function is performed by headings and beginnings of texts that are unusual in their syntactic design, and also receive an advertising function: it largely depends on them whether the publication will receive the reader's attention. In headings and beginnings, the novelty of the expression is activated. In particular, they use those varieties of phrases and syntactic constructions that are not characteristic of other styles.

The aesthetic function of a journalistic text is the author's attitude to ensuring that the message, in unity with the content, satisfies the aesthetic sense of the addressee. The diversity of all genres is realized in the press, first of all, taking into account the addressee: this paramount factor influences the choice of language means, the subject of publications and the degree of their detail. Here it is worth noting that experts distinguish between the elite press, which is focused on the highly educated part of the audience; multi-address, addressed to almost all categories of the population; professional - addressed to a relatively low circle of specialists, and, finally, yellow (tabloid).

To sum up, the expressive function of language allows the speaker to express his feelings. The journalistic text usually clearly reflects the personality of the author, is distinguished by the author's clearly expressed and emotionally colored attitude to the facts presented. Not all journalistic genres equally imply expressiveness of the text: it is less likely for an information note and more typical of an essay or pamphlet. As for television, emotionality is less typical for news releases and mandatory for talk shows.

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