



Newspaper and Journalistic Style in Modern Linguistics

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ABSTRACT

In newspapers and journalistic discourses, the basic principle of choosing language tools as a whole must be recognized as the evaluation of their pronunciation. All of this defines the relevance of studying all types of assessment tools, their nature and functions, methodological methods of incorporating them into texts of various genres, their sources of formation, reasons for updating, and the main trends in development. In modern linguistics, our article analyzes newspapers and journalistic styles based on what scientists have done.

Keywords:

Title, journalist, newspaper, yang, phraseology, phonetics, stylistka, phrase, paraffins, synonyms, information.

Introduction: The novelty headline is the first signal to prompt us to read a newspaper or put it aside. News headlines spark readers' interest. Psychologists' research found that 80% of students focus on novelty-only headlines. Therefore, choosing the right news headline to be published is very important for a journalist. In a few words, one sentence should not only convey the main meaning of the article, its content, but also interest the reader. News headline - the face of the whole newspaper, which affects the popularity and buying of the publication.

Of course, the news headline has its own specifics. He lives on the newspaper page, so he reflects the peculiarities of the newspaper. News headlines written in short form reflect the essence of many of the things that have happened. The innovation is life itself, the main, deep and invaluable resource for the headlines.

To do this, the novelty title can use all known linguistic and synthetic expression tools. Expression names based on the moving meaning of words, vocabulary, synonyms, and antonyms may appear. Novelty titles may use articles, words, phrases, the names of popular

songs, motion pictures, plays, suggestions from these works, speaking elements, phonetic and morphological expression tools.

Studying the structure of the headline of innovation is closely related to the study of various sections of language science: syntax, morphology, lexicology, phonetics, and phraseology. This allows the school to be used not only in special lessons in speech development, but also in other types of lessons in learning the language sections outlined above.

The development of functional stylistics and the formation of this discipline were originally related to the search for extralinguistic conditions that determine the principles and characteristics of linguistic means in a particular field of communication. Including the entire history of studying functional styles and the language of the newspaper confirm what is said.

Analysis of literature on the subject. The abstract model for producing headline text is designed to explain the nature of language tools in a newspaper line. V.G. Kostomarov believed

that "the formation of a constructive principle of newspaper speech, its main characteristics are determined by the fact that the newspaper text is extralinguistic - permanently directed to information and influence."^[1] The development of functional stylistics, along with extralinguistic factors, has become the basis for identifying the linguistic characteristics of functional styles, including newspaper journalism.

The number of factors affecting the nature of the public communication style is obvious. We will only consider the main ones: 1) the characteristics of the reflected truth; 2) recipient (text author); 3) recipient (mass audience of students); (4) the purpose of speech (communication task, purpose); 5) the speed of newspaper text production and its perceptions; 6) the size of the text; 7) type of publication; 8) the formality, informal level of the text; 9) the short term of the text of the media, etc.

As part of a small article, it is desirable to consider the impact of only the main extralinguistic factors on the newspaper-journalistic talk. When creating a text, a journalist always takes over - not to inform the reader of facts of social importance, events and events of truth, but also to evaluate the person who reports. The functional and methodological unit of the newspaper language is ensured by the constant implementation of information and evaluation elements in newspaper texts. Of course, the fact that different groups of newspaper genres are not the same from the point of view of their use of tools is not the same, but the concurrent focus of information and evaluation is unique to all types of newspapers, all media.

Some researchers ask the question of the unique status of information style in the newspaper, the separation of information genres from journalism. As D.N. Schmelev notes: "Undoubtedly, today we can talk about the existence of a number of other written styles - newspapers and information - special functional styles. From a linguistic point of view, it depends on the language of other newspaper genres"^[2].

Indeed, in a sense, the size of the newspaper's information text does not allow a journalist to express the reaction to the

reported person. However, the direction of social and evaluation of reality in the information record is primarily carried out in the selection of facts. In addition, informational notes not only avoid assessment tools, but also strive to use them on a regular basis. They often find expressions of general language metaphor, paraphernalia, intellectual and assessment, and the materials of modern newspapers indicate the rapid penetration of the language into the text of speech and even jargon tools.

It is noteworthy that the emotional and expressive tools of the language make up only a fraction, although the novelty is a very important assessment element in the headlines. Newspapers have no shortage of intellectual and assessment units' unique level of gravity. The constant orientation of journalists to evaluate facts, events and events of truth in the newspaper inevitably evaluates not only the language, but also the contextual and evaluation tools, including secondary nominations, i.e. words and phrases combined with general contextual correlation (paraffins, synonyms, etc.), the metaphor and reading of a separate author, as well as phrases. "This is evident in the practice of newspapers and magazines, in the evaluation of the methodological or semantic sign of the word in a written discourse."^[3]

Research methodology. At the same time, the experience of journalistic activity shows that the uniformity of the newspaper and the frequent repetition of situations inevitably lead to a large collection of speech stereotypes that are nominative and ready for use by the evaluation character. Without such stereotypes, it is impossible to quickly create text and feel it at the same time.

However, a simple repetition of journalists who are ready to use expression tools is always perceived as evidence of a misconception for work, hence their constant desire to update the material available at their disposal. This is achieved primarily by updating and changing the finished speech formulas, phrases, standards.

Stabilizing such ready-to-use phrases is always relative, and the trend of change and renewal is absolute at acceptable linguistic and

thematic boundaries. In our view, by constant renewal and changing the components of repetitive speech expressions, newspaper talk acquires the character of soft standardization (different from the standardization of official and business speech) which is a unique style of newspaper-journalistic discourse. A journalist's creative potential will not only have the ability to create vivid contextual images, but also the ability to constantly change the language material in which it exists.

A constant search for new means of skillfully updating ready-made speech materials, expressing evaluation, indicates that newspaper language is a vibrant and constantly developing system that requires constant creative tension from journalists. Finally, the peculiarity of choosing language tools on a newspaper sheet is largely determined by the calculation of a reader audience that is neutral from a public, linguistic point of view. The text of the newspaper should be easily and quickly accepted, regardless of the age, profession or education of the reader.

As a result, the general concept and popularity of language tools used in the newspaper is a permanent manual in the journalist's processing activities. The establishment of pragmatics for the mass of newspaper text distinguishes public communication from other functional styles.

There are three phases of text acceptance (dotex, acquaintance and newspaper headline at each stage) and they perform their functions. The headlines separate the material from each other. This is the only feature that is carried out by non-language tools. Separation is accomplished by using graphical tools, using color to select its size and font record font, order elements. The reader focuses on the form of an unconcerned name, which in its form chooses those that look more attractive to it.

However, compulsory attention will soon give way to self-determination, begin to control the mind. The reader refers to the title language design. The nominal function is responsible for the input phase of the title reading. Text opens in the form of names and symbols. The nominal function helps you select text, divide the content into components.

The headline activates thinking, sparks interest, provides information about the text, and engages the reader in reading, if it contains the necessary information in the present time, he encourages the person to read the material.

The title of the newspaper addresses not only signal systems, but also the psychic, human culture, thereby focusing on information. This reader pays attention to the headline that gives birth to different emotions: anger, surprise, curiosity, etc. At this stage, the title performs an advertising function, forms a spiritual background, and makes the reader read the publication purposefully.

When getting acquainted with the materials, the reader always refers to heating up in the headline. This helps him to reveal the meaning of the material and understand the journalistic position. The title information function enters the process and also affects a person's emotional level, while performing an approximate-expressive function. Its importance is that the material needs to give the reader confidence about the insights that try to convey to a journalist, to which it inspires these or other points of view.

Many authors, in addition to the communicative function, are following the other functions of a number of newspaper titles: nominative, informative, graphical, pragmatic, advertising-expressive, practical, interactive.^[4]

In our study, the communicative function of the newspaper is recognized as one of the headline leaders and features as a headline, helping to establish communication between a journalist and a reader, that is, serving to express the message about the subject of speech. In our view, the communicative function is at the heart of the newspaper, ensuring that the title receiver and the author communicate and understand.

Each specific overhead features a communicative function, so they must be divided into separate categories, and only then can the methods of expression be considered. The title is intended to mark an article, name it, highlight it among other articles. Some researchers combine with information functionality, which in our opinion is wrong, because not everything newspaper headlines

information about the contents of the article, but usually indicates an event or fact highlighted by the author of the newspaper and journalistic text. We believe that this serves to provide an effective feature, that providing information to the reader and thereby guaranteeing fully is considered a communication between him and a journalist.

We consider the function of graphics and highlighting as follows: The compulsory method of implementing the English communicative function is to help demonstrate the main purpose of the communication function, using a variety of designs of the title of the Uzbek newspaper, the use of special font characters, and the use of graphical separation tools. That's because modern journalists come up with meaningful titles for their articles while engaging the reader.

E.A. Lazareva classifies the functions of the newspaper title from the stage of publication of the reader.^[5] At the dotex stage, the title plays an information-oriented role. The title for the reader should be interesting, where the feature of advertising and expressive name will be displayed. During the reading phase, the title information function also participates in "job perception and control."

Analysis and results. Implementing the communication function of English and Uzbek newspapers reflects the communicative installation of titles in a clear form. We accept the classification of the above functions and consider them communicative as the main function of the newspaper headline, i.e. methods of expression in the text, as each of them will help establish communication with the reader, except for its main purposes.

This is a nato-correct idea that the content of information is an important name parameter that attracts readers' attention to a particular article. We set before us the task of tracking the name of the text - the title - a signal about its content, how the information function of the work name is carried out.

Researcher E.A. Lazarev took a detailed look at the informational function of his headlines in the newspaper Title case.^[6] According to this work, it is necessary to

determine how different elements of the semantic scheme of the text (main ideas, installation and development abstracts, analytical assessment of the situation, purpose of the message, illustrations) are reflected in the headline.^[7] Semantically, the title is not treated as anything separate from the text. The headline prepares the text for understanding, on the other hand, the title can only be understandable when you read the text. On this basis, the typology of newspaper headlines is given.

The newspaper news headline may represent any element of the semantic structure of the aforementioned text. The entire size of the text is divided into separate, small parts: *parts, chapters, paragraphs*. The title can relate to these units, telling the reader how the text is separated, how many parts it will consist of, and what parts will be.

Such titles perform a composite task. Headlines may indicate how the text is structured or vice versa, that it can combine the same material on the subject. If the publication is not in text names, then the headline assumes a text distribution, the reader chooses several parts independently in the content. Interestingly, the newspaper sheet may contain a title with one complex text created.

The beginning of the text, where the first paragraph can understand the first lines of limited work, is an official semantic part of the publication structure. When we start reading, we understand the next part of the text, and then we check that forecast. When reading, the reader's memory has a headline. Depending on where the formula for the content element used in the news headline is located, it will directly depend on this meaningful part. The idea under the heading should not be repeated at the beginning of the text, the meaning can be clarified after reading half or more of the content. Another thing, if the title is deliberately repeated in the first rows in one or another way, then the reader focuses on the meaning under the title, enhancing the expression of the text.

The content of the publication can be narrowed down in different ways to the title, the beginning of the story is usually unexpected for the reader. The novelty is that a linguistic repetition of the word under the heading can be

accompanied by a question at the beginning of the text, which draws the reader's attention and serves as another incentive to refer to the text.

Often, the author's first study, which gives the metatilized words associated with the novelty headline, raises the question of why the word matches in this case or explains the essence of the word when it tells the reader that he is not familiar. With the help of such comments, it sometimes emphasizes the paradox of the novelty headline. The index elements available at the beginning will be sent to the newly read news headline or the innovation will reveal the situation presented by the headline. A bright impression is produced by the headline, an innovation that is completely contrary to the first statement of the piece of content. Direct disclosure of a topic is often distinguished by the author's thoughts, reviews, general considerations.

The novelty *could create an expected expectation or a deceived content effect, depending on the first line of "Promised" content in the headline, whether it fits in with or without distracting elements.*

The end of the text is a segment in which the analytical assessment of the condition is accurate, after which the content of the publication comes in. The meaningful association of novelty headline and content end appears when the headline is repeated at the end or beginning. Such two-way actions: the novelty includes the first reading of the title (with a value, called the insulated state), reading the text, the re-reading scheme of the title. In this case, the first reading is based on emotions, while the second moves to the intellectual stage.

Conclusion: Instead, it is worth noting that the newspaper headline makes it easier to accept the material and plays a role as a language link. The integrated function, a type of cohesion (Latin: *commissio* - assignment) is a communication tool that allows you to achieve integrity, uniting the text, allowing it to be considered independent. The main function of the title when installing content in the reader's memory is nominative. However, in many cases linguists mix functions with tools, combining their expressions or several different functions.

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