

## SPECIFIC FEATURES OF THE PUBLICISTIC STYLE IN ENGLISH

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### ABSTRACT

*This article provides a detailed analysis of the specifics and functions of British journalism. The aspects and genres of journalism that play a key role in achieving its goals and objectives are discussed. It also describes the functions performed by the media and compares them with the functions of journalism. Newspaper articles also mention common vocabulary. Linguists have also used their views on the specifics of the journalistic style.*

**KEYWORDS:** *Journalistic Style, In Formativeness, Expressiveness, Genre, Publicist Style, Publicism, Compound Words, Journalism, Addressee, Public, Influence, Mass Media, Advertising.*

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### INTRODUCTION

Stylistics is a special branch of linguistics that studies styles and stylistic resources. Styles are varieties of language, due to differences in the areas of communication and the main functions of the language [1]. Publicistic style occupies a special place in the system of styles of the literary language, since in many cases it must process texts created within other styles. The journalistic style as a whole is characterized by a special emotionality, "passion, evaluativeness (in terms of socio-political significance)", sharpness of expression, polemicalness.

### MATERIALS AND METHODS

Journalism not only reflects everyday life, but also forms public opinion. Publicism is based on the principles of "social and evaluative use of linguistic means". The language of journalism combines in formativeness, logicity and "mandatory emotionality, evaluativeness, the unity of such opposing linguistic tendencies as an orientation towards standardization of speech, the use of speech standards (speech clichés), on the one hand, and the desire for expression, for the revitalization of speech, on the other". In formativeness ("informative and communicative function") of the language of journalism is manifested in the orientation to speech standards (cliches). For example, *to be in the forefront, to report, to make an important contribution, to lead the standings, to bring to life, to meet difficulties*, etc. Publicistic style is an open system that includes elements of other styles.

This style is often used in propaganda speeches. The purpose of the publicistic style is to influence listeners and readers to agitate and promote socio-political ideas in newspapers and magazines, on radio and television, at meetings and rallies.

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In the journalistic style, in addition to neutral, high, solemn words and phraseological units are widely used (*power, rise, overcome, stand to the death*, etc.), emotionally colored words, particles, interjections, simple syntactic constructions, rhetorical questions, exclamations, repetitions, a great amount of compound words etc. In accordance with the main goal of this style, socio-political and moral-ethical words and phraseological units are used in it (for example: *deputy, defense, politeness, compassion, black gold*, etc.).

Publicistic style is represented by the following a rich variety of genres:

- 1) Newspaper genres - essay, reportage, article, feuilleton;
- 2) Television genres - analytical program, news report, interview, live dialogue;
- 3) Oratory genres - speech at a rally, public speeches of politicians, slogans, toasts, debates;
- 4) Communication genres - press conference, summit, meeting "without a tie";
- 5) Advertising genres - advertising essay, advertisement [2].

Reflection of reality in texts is an important task of a journalist, but journalism involves understanding, evaluating these facts, and, consequently, the presence of the author in the text. So, according to E. S. Shchelkunova, a journalistic text “is always “author's”, regardless of how clearly the subject of the statement is present in the fabric of the text. The reader receives facts and their interpretation in it, even if it will be expressed simply in the selection of information” [3].

The journalistic style is connected by socio-political, economic and cultural relations as a sphere of public communication. The author acts in a journalistic style as a public figure, usually a person professionally associated with this area, a journalist, a politician. The addressee of the journalistic style is a wide range of readers and viewers of the media (mass dispersed addressee). The purpose of the journalistic style is to provide information about the latest current events in the country and the world, to influence the audience, to form public opinion. The journalistic style functions in written and oral form, manifests itself in a monologue, dialogue and polylogue. The type of communication is public. The most characteristic genres of a journalistic style are an informational note, an informational message, an essay, a reportage, a feuilleton, an interview, a public oratorical speech (entertainment, informational, campaigning), a judicial speech, a speech on radio, television, etc.

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. This is the reason for the bright emotionally expressive coloring of the journalistic style, which is not characteristic of either scientific or official business speech. Consequently, the journalistic style is characterized by open tendentiousness, polemicism, and emotionality [4]. According to A. A. Abdukarimova, the characteristic features of journalistic works are the relevance of the issue, political passion, imagery, sharpness and brightness of presentation. They are due to the social purpose of journalism - reporting facts, forming public opinion, actively influencing the mind and feelings of a person [5]

## RESULTS AND DISCUSSION

Publicistic works are characterized by an unusual breadth of topics, they can relate to any topic that has come to the center of public attention. This undoubtedly affects the linguistic and stylistic features of this style. On the other hand, a number of topics are constantly in the center of public attention, and the vocabulary related to these topics acquires a journalistic coloring. Thus, in the composition of the dictionary of the language, a circle of lexical units' characteristic of the journalistic style is formed.

As we know that the mass media (media) perform the following functions in society:

1. Informational, inform society about events and facts taking place in society
2. Commentary-evaluative, give information about events accompanied by an assessment and commentary, affect the addressee (messages, facts and comments), form people's opinion about a particular event, fact.
3. Hedonistic, they represent not only entertaining information, but also information that simply gives a person pleasure.

One of the important features of the journalistic style is the combination of two language functions within its framework: the function of the message (informative) and the function of influence (expressive).

The influencing function of the journalistic style determines the expressiveness of this style. Expressiveness is manifested primarily in the evaluation of events and phenomena. Evaluation is expressed by the use of adjectives, nouns, adverbs with the meaning of a positive or negative assessment of the type: wonderful, interesting, important, sufficient, grandiose, unprecedented, grandiose, etc. Evaluation can be expressed not only by lexical means. It can also be word-building means, for example, superlative suffixes of adjectives, evaluation suffixes of nouns: *the highest, the most interesting, the most important, grouping, hazing, assault*.

Expressiveness is thus expressed by a variety of linguistic means, including the structure of the sentence.

The informativeness of the journalistic style is achieved by:

1. Documentary - factual manner of presentation through the use of special terms, special vocabulary, professional words;
2. Generalization of presentation, its analyticity;
3. "Neutrality" of presentation, which is facilitated by non-expressive vocabulary; complex syntactic constructions are used, especially with a subordinating connection.

As for the main features of the journalistic style are can be considered the followings:

1. Combination of expression and standard. The presence of means that reflect expressiveness in journalism is greater than in other styles. The use of expressive means is associated with an impact on the audience. The standard appears where information is repeated every day: on official visits, when a weather forecast is announced, a statement of the fact of a catastrophe, etc.

2. The constant desire for novelty, which entails the appearance of a large number of neologisms. Neologisms, on the one hand, are the most powerful means of expressing expression, on the other hand, neologisms are a colossal source of clichés. A successfully found technique, expression, word begins to be replicated, gradually losing expression and eventually becoming a common expression.

3. Simplicity and accessibility: the simplicity and accessibility of the journalistic style is determined by the mass character of the media addressee and the requirements for the text associated with this: small sentences, the use of common vocabulary and logic, clarity, emotionality, etc.

4. Advertising: attracting the attention of the addressee, especially manifested in the headlines; one of the most characteristic stylistic features of the journalistic style.

5. Documentary-authenticity: This quality, unfortunately, is not always characteristic of today's newspaper and television and radio materials.

## CONCLUSION

So, as we have already noted, the main feature of journalistic texts is the combination of standard and expression, which is due to the two most important functions of journalism. The stylistic features inherent in modern journalistic texts are reflected in the media of different countries, and, accordingly, different languages. To the stylistic features of a journalistic text at the lexical level, we include a wide coverage of the vocabulary of the literary language. On the one hand, it includes a wide range of book words, including terminology, on the other hand, it uses colloquial and occasionally colloquial vocabulary, as a rule, with special stylistic purposes. However, at the same time, some categories of words turn out to be typical for journalism, for example: socio-political terminology, compound words, special newspaper professional vocabulary, as well as a large range of foreign borrowings. [6]

The modern main stylistic features of journalistic text are: figurativeness, expressiveness, relevance of issues, sharpness and brightness of presentation; search for new language means; open expression of the author's position; widespread use of established speech turns; the huge role of keywords characteristic of a particular era, ideological direction; combination of standard and expression; individuality; genre diversity; both monologue and dialogic speech, oral and written, are involved.

Thus, mastering the basic techniques of a journalistic style contributes to the development of a culture of speech, as well as professional communication skills, the ability to vividly and accurately express one's opinion on what is happening, to evaluate events, facts, and processes. As the brilliant American politician Paul O'Neill said: "You have to grab the reader by the throat in the first paragraph, in the second - squeeze it tighter and hold him against the wall until the last line."

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