

LINGUISTIC AND PRAGMATIC FEATURES JOURNALISTIC TEXT

Dilfuza Teshabayeva,

Head of the Department of the Uzbek State University of World Languages,
Doctor of Philology, Professor

Mukaddas Israil,

Professor of the Uzbek State University of World Languages, Doctor of Philosophy

Abstract

This article analyzes the linguistic and pragmatic features of a journalistic text. It is known that in the mass process of modern communicative society, publicistic communication takes an increasingly important place. A single center of knowledge and periphery comes to replace a multifaceted world with diverse knowledge and culture. This center has its own industries, which it provides with the necessary knowledge. The characterization of the modern communication society by such a clash will radically change our life. These changes will manifest themselves through the formation of public opinion. Scientific research carried out in the fields of linguistics and journalism in recent years is devoted to the problems of society, culture and other issues. It is generally accepted that factors such as economics, politics, cultural and national customs and traditions have a direct impact on the language. It is impossible to deny the fact that this list of sociocultural criteria needs to be clarified and supplemented. Therefore, the consideration of the specific communicative speech activity of journalism in a pragmatic aspect requires a modern approach.

Keywords: journalism, journalistic style, mass communication, media, media linguistics, pragmatics, society, text.

► Medialinguistics is a direction that studies modern print, audiovisual and Internet language in the media industry. Medialinguistics involves not only language, but also speech, units of speech in certain areas of activity, the separation of mediatexts into genres, but also the effective use of resources in the case of non-speech and media communication in different areas of factors, the study of linguistic sources (lexical, grammatic) and media Stylistics.

Mediacommunication is the sphere in which human activity carries out its potential in the quality of language functional integrity to the greatest extent possible. The influence of information on the quality of goods began to be seen in the independent reflection of the reader. The issues of formation of opinions, values and ideals of information consumers necessitate the search for ways to regulate the world of information in the minds of the reader, the development and formation of a system of new methods and skills of dealing with information.

V. G. Kostomarov believes that for all mass media texts, the issue of «keeping an audience» is now very relevant [6, p. 120]. With constant communication with the audience, establishing communicative cooperation, adding important and interesting information, interacting all the time, not limited to a narrow atmosphere of communication, is the simplest way to attract the attention of the audience.

Through communication, the growing frontal surfacetirib, although in part (usually only from the surface), the media has been using methods (the use of label formulas) designed to reduce the degree of manifestation through communication.

The method of publicistic refers to the «numbered» address, even from the point of view of professional orientation (teachers, businessmen, etc.), even from the point of view of the circle of interests that do not belong to the profession (for motorists, movie enthusiasts, etc.), taking into account the methods of speech-etiquette, political interest presupposes that the text will be clear enough, even from the point of view of age, gender. The author of the publicistic text influences the socio-civil, social, emotional spheres of the reader [2, p.101].

One of the tasks of the author of the publicistic text is to establish a close relationship with the addressee and interest him. The basis for journalistic texts is inclined to the address, with which it remains a function of the road izlash for the future conversation. To find a solution to this task, the journalist will be asked to look for a way to «work in cooperation» with the organizers of communicative competence, to have the knowledge of «self-organization» of colloquial speech and colloquial texts.

The informativeness of the text is an indicator of the quality of the text. The expression of information within the text has a direct connotation of both the «time» associated with the situation of speech and the time of the information received. This is how the link provides for the expression of the given data within the framework of time and aspect [10, p. 8].

The demand and condition for information informativeness is in its novelty, relevance, adequacy, the word, sentence, can be realized in complex syntactic units and within the whole context. Of course, if we interpret the information given in the text from a linguistic point of view, then the text is an Information Unit. Therefore, the concept of text is necessary to be accepted in a broad sense. In particular, the concept of» text « can be used not only in relation to an artistically formed work, but also in relation to its parts [9, p. 81].

Within the framework of the text, conducted extensive research, the linguist van deck determines the indicators of the exchange of macros in the text as follows:

- 1) Change in probability (language indicator-the semantic category of modality);
- 2) Change in time or period (language indicator-the semantic category of temporality);
- 3) Spatial indicator i (Language indicator – the semantic category of locativity);
- 4) Introduction of new participants;
- 5) Change of point of view or purpose (language indicators-communicative purpose, semantic category of person);
- 6) Composition of predicates of different types. If a sentence does not correspond to this macrocomposition, a new macrocomposition is created [1, p. 62-67].

Pragmatics is interpreted as a real state of communication, which implies the selective use of linguistic means for the purpose of solving communicative tasks. Pragmatism keeps in mind all the conditions, circumstances of the use of linguistic signs by mankind. When it is said the use of circumstances, situations, the use of linguistic means corresponding to them, adequate means, through which the method and means of communicative influence on the interlocutor are understood. [3, p. 43].

The scientist L. Vitganshtane, who contributed to the formation of linguistic pragmatics, separately explained the subjects as one of the important factors in the development. The scientist stressed the need to take into account not only the internal context of the text in this process, but also the situations outside the language that arise through the influence of human activity [11, p. 187].

Uzbek linguist scientist M. Khakimov said that the study of the essence of pragmatic phenomena requires both logical and philosophical deliberations from a linguist. Therefore, linguistic pragmatics studies not only the linguistic analysis of the phenomenon, but also its logical, philosophical and sociological properties [4, p. 18].

In the pragmatic linguistic circle, the speaker's attitude to 1) material existence; 2) the content of the message; 3) the tone of speech (confidence, perseverance, persistence, fear, distrust, suspicion, hadik, joy, etc.), the use of lexical units, the application of nonverbal means, as long as they express their attitude to the addressee (listener), the speaker and the listener's participation in the communicative act, is considered important and the pragmatic function of language units arises in such a way as to relate to

the context, the conversational situation, the language skills of the speakers and the general knowledge of the object of speech. In colloquial communication, factors such as speech, spoken content, situation, spiritual, mental proximity of the speaker and the listener are also involved in the enlightenment of pragmatic content [10, p. 8].

The general boundaries of the concept of linguistic pragmatics can be defined as the introduction of linguistic signs into function in the process of speech, as well as the interpersonal relations of the expressed thoughts in the process of speech activity, the relationship of the speaker and the listener, the communicative situation in speech acts [7, p.123].

In particular, the essence of the text is understood as the coherence of the completed sentences, the connection of the language with each other in terms of meaning, with the help of lexical-grammatical means. It is closer to the fact that the text is a unit of speech than to say a unit of language [10, p. 7].

Speech consists of several types, T. G. Biryukova classifies it as follows:» speech expression»,» description»,» storytelling»,» reasoning « and a small part of the text, that is, it is a micromath. The field of pragmalinguistics's theory of speech ICT is directly related to the process of communication, which includes the use of language tools by communicators, their purposeful, emotional and similar methods of expression.

In pragmatic analysis, the composition of the text is considered to depend on how the data is transmitted by the author, also on the method of the writer. This information is also reflected in the expression of the situation in the memory of the transmitter and the temporal location of events. The formative appearance of information in the text is reflected in the functional – semantic category [10, p. 15].

Linguistic isolation is the implicit linguistic influence on an address, the purpose of which is to deliberately mislead the addressee about the intention or content of speech. There are many linguistics and tools that serve to carry out linguistic analysis (and described): the introduction of evaluative information into the faktological data – to the recipient «consciously convey a message whose falsity as a real message was previously known or not faktological and consisted only of evaluation (that is, neither true nor untrue)» [8, p. 165-166] (for example, the introduction of the author-specific sub-evaluation into the newsletter, which researchers previously considered an «unbiased» genre from the beginning) [5, p. 50].

The text is considered from our side as a high-level language unit. Knowledge of the language system is distinguished from many texts through linguistics. The collection of linguistic criteria will help to determine the nature of this or that journalistic text and reflect the generalized linguistic model of the journalistic text, which is the set of elements of this system. Natural language combines concretely thought-provoking images into a clear verbal and written harmony, allowing the transmission of pre-textual information contained in a particular journalistic text.

The textology, which deals with the study of the process of the creation, modeling of structure and functioning of the text, is interesting to journalists today as a linguistic discipline. This is due to the fact that Linguistics scientists describe the modern state of the Russian language on the basis of various syllables, proceeding from a wide spectrum of linguistic and colloquial traditions. The main place in the study is represented primarily by the description of lexical and semantic changes observed in public speech. This is due to the fact that the word semantics itself as a unit, language or text has become problematic. If earlier the main unit of grammatical semantic analysis was the word, then to this day the unit that attracted the attention of scientists remains the literal meaning of the word, which is clearly in relation to other word combinations of words or other words. This approach allows you to analyze modern trends in language development, but does not allow you to see a single whole macro – text.

Proceeding from the foregoing, the task, which is extremely urgent, remains the task of spiritual and structural modeling, participating in the dressing of text, relying on the pragmatics of the attitude of the speaker and listener. The last mentioned aspect remains interesting from the point of view of journalism, since it has a direct path leading to journalistic practice, the concrete orientation of any information leads to the improvement of creative activity, the journalistic text is the maximum in this situation. According to the observations of scientists, the phenomenon of speech communication consists in the interaction of all participants in the formation of the text. Similar pronouns or «multifaceted entities that have their own expression in the text» include the features of the object's activity, the character of thought activity, the systematic attitude of language units, the conditions and characteristics of the communicative process. In the process of speech activity, morphology, syntax, word formation, lexical interactions, syntax come from the linguistic means, the communicative meaning of the text comes from the column. Through this, it distin-

guishes the sides of linguistic and socio-cultural criteria, which refers to the relationship of the journalistic text with the concrete socio-cultural model in the field of journalism.

In the journalistic text, it is necessary to collect enough information to achieve the available power of influence, such characteristics increase the quality and efficiency of data reception. As a result of this, the text brings out practical and organizational Mass Effects in the mass audience. It is the motivation of the audience for persuasive behavior or the adaptation of the audience to a particular environment that constitutes the value of their opinion, reasoning, feelings and specific journalism. The author, who does not have a special education, does not know the peculiarity of genres in the journalistic text, for the first time rocking a pen, is not a professional journalist. They build their works according to the rules of the generalized journalistic text. Through his thinking, he sought to collect various information, through which he attracted public attention. But it is difficult to call it a full-fledged journalistic work.

It is worth noting that journalism does not always become a solution to all issues. It is necessary to rely on a professional newsletter, if it is necessary to achieve a specific goal. When collecting data, processing resources, thinking about the essence of the text, as well as weighing it in certain genres and forms, the journalist is required to be guided by reason of a certain sphere.

Mediatexts is a unique laboratory for the synthesis and distribution of mediatic values, concentrating virtual spiritual being, oriented immanently to axiological reproduction. As a result, journalism manifests itself as a social and political institution that shapes the consumer's axiology. The rapid development of the «fourth power» in this direction has put journalism in line with communicative factors such as religion and art.

In the study of the function of the mass as an inheritance of culture, two degrees are usually distinguished, characteristic of the fulfillment of this task. The first – historical or vertical – implies the transfer of values from generation to generation. The second – related to the process of circulation of actual or horizontal – cultural information within a specific society. The collective background knowledge that complement and form the medium is based on mental imagination, the psychological principles of processing information specific to the local producer and recipient of mass communication begin with the semantics of folk spirituality.

References

1. Deyk van A.T. Shame. Cognition. Communications. – M.: Progress, 1989.
2. Formanovskaya I. I. On the everyday-business sphere of communication. // Cultural-speech situation in modern Russia: Questions of theory and educational technologies. – Yekaterinburg, 2000.
3. Karimov R. Linguopragmatic aspect of business letters (in English and Uzbek). PhD diss. – T., 2018.
4. Khakimov M. Fundamentals of Uzbek pragmalinguistics. – Tashkent: Akademnashr, 2013.
5. Klushina N. I. Stylistics of a journalistic text. – M.: MediaMir, 2008.
6. Kostomarov V. G. Language taste of the era. From observations of the speech practice of the mass media. – SPb.: Zlatoust, 1999.
7. Kochiboyev A. Text pragmatics. – Samarkand., 2015.
8. Leontyev A. A. Psycholinguistic features of the language of the media. // Language of Mass Media: Textbook for Universities. // Ed. M.N. Volodina. – M.: Academic project: Alma Mater, 2008.
9. Luhmann N. Media communications. – M.: Logos, 2005.
10. Mirsanov G. Expression of aspectual and temporal content in the structure of discourse. – Tashkent.: Navruz, 2018.
11. Noyberg A. Pragmatic aspects of translation. // Questions of the theory of translation in foreign linguistics. – M., 1978.