

IMPORTANCE OF PUBLICISTIC STYLE IN LANGUAGE DEVELOPMENT

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Abstract

Predominance of extra-linguistic factors in the development of language actually shows the influence of a person, the society he belongs to, on the language, and naturally, none of the external factors exist outside of the person, the society he belongs to. The language of journalism, which is always in step with the life of the society, has been rich in linguistic renewal and additions. The journalistic picture of the world created by the specific linguistic and non-linguistic features of mass media has a stronger impact than other types of world models and serves as an important factor in language development.

Informative communication is the main source of social and cultural development. Currently, the discussion of the most pressing problems of philology revolves around such basic concepts as publicism and communication. Changes in media language have a direct impact on the development of journalism. After all, the use of elements characteristic of all styles of literary language in newspaper language, the mixing of bookish and colloquial style in it led to its interpretation as a form of literary language. Such situations that occurred during the development of the literary language certainly do not go unnoticed by researchers [1, 96].

In the process of transmitting and receiving information, interpersonal communication, linguistic communication takes place. Communication is, first of all, a communication event. In this, there is a relationship between one or more individuals that consists of mutual understanding and information transfer from one person to another or to several persons. Language is an important means of communication and expression of thought "... it serves as a tool for a person to regularly, "actively understand the world and turn knowledge into experience. As a result, it becomes possible to see the world through information and language. methods and forms are important" [1, 75].

It is known that the journalistic picture of the world, created by the specific linguistic and non-linguistic features of mass media, has a stronger impact than other types of world models. However, language is not only a reflection of thinking, but a tool that has a sufficient influence on it. The variety of stylistic tools of the journalistic style requires the combined use of neutral and expressive units of the lexical and syntactic layers of the language. Publicistic review of the world around us has a strong impact on people due to the use of various effective means. After all, O.V. According to Lisochenko: "The desired image of the world consists of such basic components as the subject, time and space. By analyzing the journalistic picture of the world, it is possible to get a deeper scientific idea about the most important factors of journalistic speech - the author, the characteristics of time and space, the image of a person in journalism, and his image language"[2, 14].

Journalistics is a type of literary work, meaning "public" in Latin. Journalism is a special form of reflection of social life, it reflects the problems of this day and time and serves this day and time. Journalism also has a certain level of scientificity, because it also uses logical discussion to reflect the facts and events of life, analyze them and draw appropriate conclusions. Journalism takes creative tools such as plot, composition, imagery, creating types and images, and artistic textures from fiction [3, 18].

Journalistics is defined in modern dictionaries as "a style of speech devoted to important socio-political, community life issues, articles, essays, pamphlets, feuilletons, etc" [4, 54].

The study of methodological and semantic features of journalism is a great responsibility for today's researchers. As recognized by many scholars, the impact of newspaper texts on the readership is stronger than that of other media texts. Journalistic style is expressed through text. M.N. If Kozhina defines journalistic style as a set of information about specific newspaper genres - interview, correspondence, main article, internal and external events [4, 55], D.N. Shmelyov claims that news reports are not characteristic of journalistic style [5, 122].

The special importance of the newspaper among journalistic texts is explained by its role in social and political life. Although language units are codified before being used in a newspaper in some form of speech, it is through the newspaper that it enters consumption, popularizes, stabilizes and becomes a sign that is understandable to many. In fact, in a newspaper, all language tools serve the purpose of persuasion and propaganda. The use of a particular linguistic tool is determined by their social evaluation features. Because every word, phrase, conjunction, sentence, paragraph in the text should have its effect on the audience. It is this characteristic of linguistic means that is the most important and fundamental for them and distinguishes press texts from other types of style.

Journalism serves the political-ideological sphere of society. At first, the affective (voluntative) nature of language was recognized as the main function of this method. But today we are witnessing how important the role of information in social life is.

In the modern journalistic style, two equal functions of language are visible: to inform and to influence. Therefore, in functional stylistics, special attention is paid to the dichotomy of journalistic style and informational style-forming factors. The style itself is studied, to put it somewhat more fully, as a style of mass communication.

In the narrow sense, journalistic style does not only have its own lexicon. M. N. According to Kozhina's point of view, his language has a lot of words typical of scientific, official, official-departmental style, but there are none or very few of them that have the coloring characteristic of newspaper publicism [6, 147]. Based on this view, an opinion was formed about the journalistic style, according to which this style consists of a collection of genres belonging to different styles, and these genres, in turn, have their own extralinguistic features. Among these, it is possible to include publicism, focusing on various demands and needs, wishes of the mass reader [7, 12].

It is known that the language classifies and organizes the material obtained as a result of the influence of the external world on our senses, which give only a distorted, inadequate idea of the world. Language techniques form the linguistic image of the world, the conceptual side of the language.. Linguistic principles form a linguistic image, not a conceptual side of language. This

also applies to the journalistic text, because the author's intention of any journalistic text is a fixed opinion. It is under the control of this intention that the journalistic text, including the journalistic discourse, was formed.

N.I. Klushina singles out a paradigm of intentional qualities characteristic of any journalistic text, which realizes the global idea of the author - the firm opinion of this text. These are:

- ideologeme appearing as a way of justifying concepts or nominations given in journalism;
- come to a firm opinion with the help of assessment;
- characteristic of fire as a methodological-ideological category;
- stylistic coherence and expressiveness of the text;
- interpretation as a linguistic mechanism of implicit thought [8, 34].

Linguists, by defining information dissemination in mass media as a speech activity, emphasize that the mass media is “a means of working, preparing, conveying messages and comments in a meaningful, open, understandable manner in order to influence a special audience”. In this process, the media text reflects the identity of the audience and, most importantly, determines the behavior, attitude and knowledge of the audience, which is intended to accurately explain the real reality [9, 35].

Information communication is the main source of social and cultural development. A journalist should have a sharp tongue to shape public opinion and worldview. A journalist needs skills to express his opinion clearly and clearly, in a simple, understandable language, to convey any information about various events, information that serves the economic, social, and spiritual development of the society to the public.

It is known that mass media has a strong influence on literary language. It serves as a powerful factor in its development, enriches its vocabulary, expands its semantics, and causes the emergence of new forms of speech [10, 25].

L. N. As a result of conducting research in the sociolinguistic aspect of mass media, Fedotova comes to the following conclusion: the evaluation of professionals serves as a rich source in the analysis of principles and phenomena in the development of mass media language. Based on the information presented in media texts, the researcher can draw a conclusion about the extent to which the social phenomenon is realistically reflected in it. Media sociology, in turn, studies the basic laws of the press, the essence of influencing the audience, the methods and methods of forming public opinion in the information channels of the media, the components that make up the communication process, especially its content, through various sociological methods [11, 147].

As the vocabulary of the language is constantly changing and enriching, so are the updating processes in functional styles. As a result of this regularity, changes in language are more quickly and clearly reflected in functional styles, especially journalistic style, while this style itself prepares the ground for such changes. After all, the language of the nation is an important component of the national culture, which is formed together with the formation of the ethnos, which is the precondition and condition of the existence of the nation. Therefore, the problems of ethnic identity, opposition to the ever-increasing processes of globalization cannot be solved without taking into account the main instrument of cultural self-expression - language. The development of language is a category of philosophy, which means a consistent and steady

transformation of the original system of relations towards the present time. Thus, it becomes possible to predict the future, to understand what will happen to the language and the world tomorrow. Newspaper-speech standardization has a social communicative and evaluative direction, artistic-speech standardization has an individual-communicative direction. The newspaper relies on a standard that is openly used many times, based on propaganda, evaluation feature and in most cases, emotional impact [12, 3].

A newspaper is a social phenomenon with its own characteristics, which is a means of reflecting the life of society, knowing it, researching it, and re-influencing it. These laws are important in the development of the newspaper. Newspaper, journalism and publicism are interrelated phenomena, if the newspaper works with the means of publicism, in turn, publicism is manifested through the activity of the newspaper. A newspaper needs a means of expressing news on a variety of topics. This explains the wide lexical range of the newspaper, the fact that its vocabulary is diverse at first glance. The newspaper talks about all the topics that are interesting for the public and educational. There is also a great need for tools to evaluate the content of articles. A newspaper is not an insensitive mechanism for reporting news, but a vehicle for expressing the interests of society. It is from this position that the newspaper conveys information to the reader, carries out promotion and propaganda.

The newspaper-journalistic style, the specificity of the media and propaganda means, on the one hand, imposes certain restrictions on the use of figurative words, on the other hand, it is based on the functions of the newspaper-journalism style as if they were specialized.

Obviously, the language of the newspaper, by its nature, is not just a description of objects and events, but is aimed at giving some kind of assessment and reaction to them on behalf of a social group, stratum or society. This regularity has existed since the first newspapers-magazines appeared and has been determining the semantic development of its lexicon. Evaluation from the social point of view requires the selection of the necessary words from the general literary language and other sources, the press expands the vocabulary (for example, as a result of democratization), determines the general stylistic features of lexical units.

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