

The Essence of Newspaper Style in the Context of Globalization

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Abstract: In the conditions of globalization, the newspaper-journalistic style undergoes significant changes and adaptations, which causes global processes to affect the topics, structure, and language of journalistic materials. It should be said that in the conditions of globalization, the newspaper journalism method remains an important tool for shaping public opinion and covering events, and journalism is developing significantly in covering new realities. After all, newspaper language reflects social reality, society structure, values, and cultural characteristics. Today, in world linguistics, researches related to the newspaper-journalistic style, as a reflection of the material and spiritual values of the society, require modern new methods and approaches to solve various national-cultural identity issues together with traditional linguistic analysis methods.

Keywords: newspaper language, style, journalism, newspaper journalistic style, expressiveness, linguistic tools, language policy, sociolinguistics.

Newspaper language plays an important role in reflecting dynamic processes in different societies and influencing the development of literary language. In these changes taking place in the Uzbek newspaper language, we see the democratization of the language, the abandonment of formalism, and the desire for a more natural and free speech. It is known that the study of mass media language in different directions attracts the attention of Uzbek media linguists because it is a field that embodies various methodological options of language use in the flow of information.

According to D. M. Teshabaeva, “In the newspaper-publicist style, persuasion is carried out using emotional impact on the reader or listener. The author not only expresses his attitude to the information but also expresses the opinion of a certain social group - party, movement, etc”¹.

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In fact, in the process of globalization, national identity is more clearly visible and it finds its expression, first of all, in the speech activity of the participants of the dialogue. Naturally, the Uzbek way of life is also involved in globalization processes, as the concept of "globalization" is based on “covering the whole world”, and “events gaining a global scale”. As people's life is involved in globalization processes, their language is also influenced by globalization².

¹ Тешабоева Д.М. Кўрсатилган дис. – Б. 106.

² Одилов Ё. Кўрсатилган асар. – Б.5.

It is worth saying that “the first years of independence and the subsequent period of globalization are, without a doubt, one of the key points in the development of the Uzbek language, in the literal formation and development of functional styles. At these stages of the development of our language, more or less, big or small changes and updates took place at all language levels”³.

It is known that the concept of the newspaper-journalism style includes the use of linguistic tools that allow to influence the audience and form a certain point of view on current issues of the discussed events, domestic and foreign politics, economy, culture, sports, etc⁴.

It is not for nothing that linguists conducting research in the field of modern Uzbek media are increasingly interested in the formation of media text of the newspaper-publicist style in connection with the development of modern society. Special attention is paid to newspaper texts, which are the richest source of journalistic style. Modern newspaper texts not only reflect the changes taking place in socio-political and socio-economic life but also become important in linguistic studies, which allow the study of language changes. Research on modern Uzbek newspaper language and style, as well as wider newspaper journalism style, are important.

D. M. Teshabaeva emphasizes that publicism serves the political-ideological sphere of society, first of all, she recognizes the uniqueness of the influence of language as the main function of this method. According to the scientist, two equal functions of language are prominent in the modern journalistic style: 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 journalistic style itself, to put it somewhat more fully, is studied as a style of mass communication⁵. This opinion is confirmed by M. Artikova in her research entitled "Linguistic-cultural aspect of the phenomenon of precedent in media text (in the case of Uzbek and Spanish newspapers)" and that in modern Uzbek publicism, the two equal functions of the language of informing and influencing are highlighted and "... to determine the methodological uniqueness of the text and it is important to know the general methodological laws of a specific text in the description."⁶ Sh.A.Usmanova in her research also gives an opinion that special attention is paid to the dichotomy of the factors that form the journalistic and informational style of journalism in functional methodology⁷.

The Russian linguist M.N. Kozhina also distinguishes two main functions characteristic of the journalistic style: the effect function and the information function. The impact function is manifested through various methodological features such as appeal, impact, advocacy, summation, simplicity, comprehensibility, and evaluation. The exhortation is manifested in the inviting nature of the speech, persuasiveness in the use of novelty and verbal imagery, advertising in headlines and addressing the reader, and summation in the use of the pronouns "we" and "our". The news function of journalism is related to features such as documentation, objectivity, and factuality. It is characterized by documentary and factual accuracy, restraint, formality of speech, generalization, and abstraction, which is the result of an analytical and factual approach⁸.

It is worth saying that the journalistic style, unlike other task styles, mainly discusses the current state of society⁹.

In particular, one of the main aspects of D. M. Teshabaeva's journalistic style is that emotional expressiveness is directly related to the function of influencing the readership. It emphasizes that

³ Одилов Ё. Кўрсатилган асар. – Б. 6

⁴ Публицистический стиль речи - это... (примеры текстов) (russkiyazyk.ru)

⁵ Тешабаева Д.М. Кўрсатилган дис. – Б. 70.

⁶ Артиқова М.Р. Медиамаатнда прецедентлик феноменининг лингвомаданий аспекти (ўзбек ва испан газеталари мисолида). Филол. фан... фалсафа доктори (PhD) дис. – Тошкент. 2022.–Б.18.

⁷ Усмонова Ш.А. Медиадискурда газета тили тенденциялари (ўзбек ва инглиз тиллари мисолида). Филол. фан... фалсафа доктори (PhD) дис. – Тошкент. 2021. –Б.39.

⁸ Кожина, М. Н. Стилистика русского языка. – М.: Просвещение, 1983. – 223 с. –С. 188.

⁹ Одилов Ё. Кўрсатилган асар.

the standard of style is related to the speed of communication of socially significant information¹⁰.

One of the remarkable views of the scientist on the newspaper-journalistic style is the assessment of the important aspects of visual means of expression the great need for expressive means and the connection with the social factors that expression is visible in the newspaper-journalistic speech¹¹. This means goal-oriented, selective, evaluative expression. The meeting of words and phrases with emotional-expressive color, which creates expressiveness in the newspaper-publicist style, and the color of the lexicon of the newspaper language serve to increase the effectiveness of the newspaper text.

Before fully explaining the essence of the journalistic style, we would like to dwell on the “journalistic style”. It is understood that “...the traditional use of words for any functional style is characteristic of the permanence of certain linguistic phenomena”¹².

Active processes related to stylistics in the Uzbek media language expand the social functions of the language. Thanks to mass media, the state language includes the features of official, national, and literary language, and “the Uzbek language is expanding its scope of service and becoming a means of inter-ethnic communication in our country”. In this regard, we would like to quote the following opinion of A. Abdusaidov: “... newspaper language is a literary language. It has linguistic features. The skillful use of language, the responsible use of every word increases the impact, authority, and education of the newspaper”¹³.

A. Boboeva also noted that newspaper language serves as one of the important tools in the development of speech culture, the order and consistency characteristic of written speech affects oral speech, it provides an opportunity for literary language to be absorbed into popular speech, and the newspaper journalistic style is close to the living language of the people and its influence on oral speech, literary emphasizes its role in mastering the language and literary norm¹⁴.

It is known that journalistic style (from Latin *publicus* ~ collective) is understood as a historically developed functional type of literary language used in newspapers, mass communication media, and collective (public) speeches. It is often used in newspaper and magazine articles, television and radio programs, literary and critical works, and socio-political speeches. The purpose of this method is to convey new information, to influence the mass addressee, to try to convince the reader of something. The function of influence requires that the journalistic style be as popular as the colloquial style and as emotional as the artistic style¹⁵.

“The journalistic style is a historically developed functional type of literary language, which serves a wide range of social relations: political, economic, sports, everyday life, etc.”, is used in radio and television broadcasts, documentaries, some types of public speaking (for example, political public speaking). Also: the journalistic style is used in mass media newspapers, magazines, radio, television, and documentaries¹⁶, O.N. Grigoreva emphasizes that the journalistic style serves the political sphere understood in a broad sense, “it includes a rally, a parliamentary meeting, advertising and even a festive speech” and emphasizes that it is “an area where opinions, viewpoints and things are more important to be evaluated.”¹⁷ The lexical system

¹⁰ Тешабаева Д.М. Кўрсатилган дис. – Б. 70.

¹¹ Тешабаева Д.М. Ўша асар. – Б. 131.

¹² Лингвистический энциклопедический словарь / Под ред. В.Н. Ярцева. – М., 1990.

¹³ Абдусаидов А. Кўрсатилган асар. 21.

¹⁴ Бобоева А. Газета тили ҳақида. –Тошкент.: Фан, 1983. –Б.3.

¹⁵ https://vuzlit.com/453678/teoreticheskie_osnovy_gazetno_publitsisticheskoy_rechi

¹⁶ <https://archive.org/details/Russkiy-yazyk-entsyklopedia>

¹⁷ Григорьева О.Н. Публицистический стиль в системе функциональных разновидностей языка // Язык средств массовой информации: учеб. пособие. – М., 2008. – С. 355 – 356.

of the newspaper-journalistic style is open, which represents its active interaction with the signs of oral speech (that is, with colloquial lexical units)¹⁸.

Social assessment as a feature of journalistic style¹⁹ and the principle of **alternating use** of standard and expression is recognized²⁰. The journalistic style develops in strong connection with other styles, especially spiritual and in strong connection with these. It is a separate style with linguistic and extralinguistic signs in the system of functional styles, it is close to conversational style with its vitality, liveliness, artistic style with its imagery, and official service with the use of socio-political terminology. It is an objective process that journalistic style affects the development of other styles because all the news in social life first appears in the press, in general mass media, and only after that they become popular²¹.

Currently, social evaluation has not disappeared but has taken on more subtle forms. The sharp division of linguistic means into negative and positive is softening, and many words are changing their evaluative tone or becoming neutral. Instead, indirect means of evaluation such as metaphors, euphemisms, quotations, occasionalisms, and contextual indicators are becoming more common.

N. I. Klushina distinguishes constant (permanent) and variable components of journalistic style. The constants characterizing the modern journalistic style in any period include the following: *confusion of expression and standard, social evaluation, special type of authorship, authorship position, ideologeme, and scale of values*. Variables: *irony, intertextuality, colloquialism, language play*²².

According to E.V. Kakorina, the function of informing and entertaining has increased in mass communication, while regulatory functions - orientation to values and directiveness - have been reduced (shortened)²³. Thus, the multi-functionality of newspaper language, the increase of expressive and entertainment functions, and the expansion of the functional load of linguistic tools at the expense of phatic and aesthetic functions require journalists to turn to not only literary but also national language sources²⁴. Modern newspapers are actively developing the entertainment function, which is manifested in the expansion of genre diversity, especially in the field of humorous and satirical journalism. As a result, there is an increase in expressive means.

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²² Клушина Н.И. Стилистика публицистического текста. М., 2008. –С.57-58.

²³ Современный русский язык: Социальная и функциональная дифференциация. – М., 2003. – С.241.

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