

TENDENCIES OF STANDARDIZATION AND EXPRESSIVENESS IN ENGLISH AND UZBEK NEWSPAPER GENRES

Shahodat Usmonova,

Senior Teacher at Uzbek State World Languages University,

Doctor of Philosophy in Philological sciences (PhD)

shahusmonova@gmail.com

Abstract Mass media are one of the most important institutions of modern society. They perform various functions: inform, educate, entertain, advertise, the means that reflects the linguistic and cultural processes taking place in modern society. The newspaper is one of the most important mass media. It covers topical issues and phenomena of current life and society, plays an important political and ideological role. Among the main features of newspaper discourse, one can single out a combination of expression and standard. High standardization is due, first of all, to the desire for documentary presentation, repetition of topics, efficiency in preparing materials.

In this article, the tendencies of expressiveness and standardization are analyzed on the examples of English and Uzbek newspaper genres.

Keywords: discourse, electronic version, informative, clichés, addressee, addresser, intertextual relation, hyper structure, archaisms, neologisms, a reportage, a feuilleton, interview, debate, advertising, lexical, morphological, syntactic.

Medialinguistics is a field that initially emerged in response to a public demand for researchers to address the practical issues of literary editing, gradually ceased to be only a narrowly applied discipline as a result of the extralinguistic and intralinguistic factors that helped it develop into a special scientific discipline. Medialinguistics now has explanatory capacity due to the expansion of media's impact on language at the beginning of the twenty-first century and the activation of media science disciplines' tools in the study of language in media.

It should be noted that the growing interest in the language of the media, including newspaper language is associated with the emergence and development of media linguistics as an independent field that has given rise to a number of factors influencing mass communication and various aspects of public life.

The term "newspaper language" is often synonymous with the term "newspaper-publicistic style", which is widely used in the study of newspaper texts from the point of view of the general system of functional-stylistic differentiation of speech. It is seen as a form of mass communication in the same way as newspaper and magazine articles. Since it reflects almost all styles of modern linguistics in the system of newspaper and publicistic speech, researchers characterize this style as a complex and multifaceted phenomenon [1, 5].

Moreover, the press has a number of advantages over audiovisual media. So, unlike, for example, radio and television, the newspaper allows the reader to follow the ongoing events at a pace convenient for it: at any time and in any place

newspaper can return to the plot that interests for it, thoughtfully readers can re-read this or that article again [4, 59]. In addition, the prevalence of the Internet has led to the fact that almost all newspapers have an electronic version, which combines the efficiency and visuality of television and the possibility of “delayed reading” inherent in the newspaper.

Now, newspaper text is considered as an independent type of discourse that performs certain functions and has specific features and characteristics. Among the main functions of newspaper discourse, one can single out informative and influencing functions; secondary functions include entertaining, organizational, etc. The general constructive principle of newspaper discourse is the combination and alternation of factually specific and generalized, figurative and abstract, logical and emotional [5, 49].

At the same time, many features of newspaper discourse are related to the nature of its addressee. The newspaper deals with a mass audience that is extremely heterogeneous in terms of its interests, degree of awareness, intellectual level, general and special training, readers age, etc. In general, the language of the press is distinguished by a high degree of dialogism, creating for the addressee the feeling of constant communication with the author and the illusion that it’s opinion is taken into account.

Among the main features of newspaper discourse, one can single out a combination of expression and standard. High standardization is due, first of all, to the desire for documentary presentation, repetition of topics, efficiency in preparing materials. So, even S. Bally noted: “The language of the newspaper is full of clichés – but it cannot be otherwise, it is difficult to write quickly and correctly without resorting to hackneyed expressions” [3, 109].

The following clichés are often found in English and Uzbek newspaper texts: *several times, this period, at the same time, at the moment, today, nowadays, at this time of the year* and in Uzbek *ушбу босқичда, шу даврда, бугунги кунда, амалда бўлган* and etc. Examples: “**At this time** of a year, Australians like to enjoy a dip in the Ocean” (Los Angeles Times, 17.08.2017); “**This period**, rather than being the leftover years, may be one of the sweet spots in life” (The Wall Street Journal, 12.11.2016); “**Bugungi kunda** bozorlarda narx-navoning ko‘tarilib ketmasligining oldini olish maqsadida ishchi guruh faoliyat olib bormoqda” (Yangi O‘zbekiston, 2020. №34); “**Ushbu bosqichda** energiya resurslarini tejash ishlari amalga oshirilishi nazarda tutilgan” (Iqtisodiy gazeta, 2018. №22).

The standardization of the expression leads to the development of the reproducibility of language means of various levels. At the lexical level – these are terminological words and expressions, at the morphological level – the features of the use of parts of speech, tenses and moods, at the syntactic level – the use of certain constructions.

It should be noted that in recent years, new approaches aimed at improving the content of newspapers, the formation of various pages, materials prepared on various topics are the reason for the appearance of special terms in the newspaper text. The legal, economical, financial and information communication technology terms have

already become standard words and word combinations in English and Uzbek newspapers. For instance: “*Collateral damage EU vulnerable in **sanctions** tit for tat*”; “***Bosch** is to spend about €2bn retraining some of its 400,000 staff to limit further job losses as the **car industry** switches from combustion engines to **electric technology***” (Financial Times, 10.02.2022) and in Uzbek: “*Davlat xizmatchilariga ularning faoliyatiga oid huquqiy muammolar bo‘yicha tezkor maslahat beradigan maxsus onlayn-maslahatchi portal xizmati yo‘lga qo‘yiladi*”; “*Endi AYQShlardan xarid qilingan neft mahsulotlari uchun to‘lov **CLICK** orqali amalga oshiriladi*” (Mahalla, 2021. №1) and so on. English and Uzbek newspapers regularly cover politics, economy, culture, industry and other fields, so the terms and professional phrases related to them occupy an important place in the newspaper text. They are clear, without expressive coloring and are associated only with the nominative function and dictionary meaning of the vocabulary.

Expressiveness in newspaper discourse is designed to influence the addressee in order to form public opinion. It is achieved through the widespread use of language tools at all levels and their interaction.

The genre classification of newspaper publicism is the subject of study of both the theory of journalism and linguistics.

Currently, attempts are being made in linguistics to create a classification that would cover all genres of the modern press without exception. The most complete, from this point of view, is the classification of genres depending on the function they perform: informational, analytical, advisory, artistic (aesthetic), entertaining and advertising.

Modern newspaper language uses metaphors, including political ones, as a lexical-semantic unit. After all, the process of formation of metaphorization is primarily related to the word factor with semantic meaning. In most cases, metaphors are formed from words with clear semantics. Metonymy represents the events of reality in its subjective attitude. Generally, metonymy is used in developing literary symbolism i.e. it gives more profound meanings to otherwise common ideas and objects. By using metonymy, newspaper texts exhibit deeper or hidden meanings and thus drawing readers’ attention. In addition, the use of metonymy helps achieve conciseness. Whether it is an informative genre or an analytical genre, journalists' use metaphor and metonymy in English and Uzbek newspaper texts. It is especially common in English newspapers. “*Vacancy gives Biden a chance to shore up **liberal wing**; tensions rise a head of midterm*”, “*The U.S. provided Russia written proposals to tamp down **military competition** in Europe* (metaphor); “*Amazon, Disney and Netflix grapple with national investment obligations and restrictions on their ownership rights*”, *Breyer to Retire From **High Court*** (metanomy) (The Wall Street Journal, 27.01.2022) and in Uzbek: “*Кунчиқар юрт вакиллари бу сафар ҳам етакчилиқни қўлдан бой беришмади*”, “*Кўҳна қитъа бу сафар ҳам футбол бўйича жаҳон чемпионатиға мезбонлик қилади*” (metanomy) (Jamiyat, 2021. № 25).

According to classification, the information function can be implemented in a note, report, meteorological report; analytical – in such genres as commentary,

editorial, critical article, letters from readers, etc.; advisory is represented by such genres as a culinary recipe, horoscope, gardening tips, etc.; the artistic (aesthetic) function is realized in comics, the advertising one – in various announcements, advertisements. We observe the use of more standard words and phrases also in informative and analytical articles of English and Uzbek newspapers. For example: “*The WTO authorized China to impose retaliatory tariffs worth \$ 645million on imports from the U.S. in a decade-old dispute*” (The Wall Street Journal, 27.01.2022); “*Oliy Majlis Qonunchilik palatasining navbatdagi majlisi bo’lib o’tdi. Unda deputatlar tomonidan bir qator qonun loyihalari muhokama etildi*” (Jamiyat, 2021. № 25).

Meanwhile, this classification does not fully reflect the intentions and position of the journalist. So, for example, a reportage and a portrait can be not only informational, also analytical, therefore, they can belong to transitional genres. In turn, an interview should not be considered exclusively as an information-analytical genre, since it can be informational, analytical, and information-analytical [1, 17].

The genres of the modern press are considered from the point of view of the presence of someone else's speech in them, taking into account their division into information, information-analytical and analytical genres. Each genre, in turn, includes various types of articles, for example, a note, a reportage, a chronicle, etc.

Representing prototypes, genres are realized in specific texts. In the texts, in turn, it is possible to distinguish various compositional components. As for the compositional organization of newspaper articles, in general they represent a four-part structure and include such compositional components as the title, lead, main body and conclusion. Moreover, each component of a newspaper article plays an important structuring role and carries a certain semantic load.

The headline is the first and integral structural element of a newspaper publication, which occupies the strongest overtext position [7, 30]. Meanwhile, in addition to the title, most articles contain a subtitle and a lead, thus forming a whole heading complex. The focus of new and most important information takes place both for the addresser and for the addressee. In addition, the heading and lead serve as a support for the addressee in understanding the content; with a cursory perception, they provide fairly complete knowledge about the whole text [6, 28]. Therefore, after reading them, the addressee decides whether he will continue reading this article or move on to the next one. Newspaper headlines often use figurative language. For example, journalists use the alliteration in the headlines of newspapers: “*Hokimlar hisobotidagi holat haqiqatga to’g’ri keladimi?*” (Mahalla, 2021. №1); “*The world works with Service Now*” (The Wall Street Journal, 27.01.2022).

It should be noted that in all the compositional components of the texts of various articles, someone else's speech can be found in different forms.

Thus, English and Uzbek newspaper discourse is an independent type of discourse that performs informative and influencing functions. They are represented by special three genres – information, information-analytical and analytical. Each of these genres includes a significant number of different types of articles, in which the author's modality is manifested to varying degrees.

References:

1. Vasilyeva A.N. Gazetno-publitsisticheskiy stil rechi. M., 1982, – 123 p.
2. Petrova Ye.A. Leksika amerikanskix i britanskix gazet v aspekte yazyka goroda. Avtor. diss...kand. filol. nauk. – Kursk, 2009. – 26 p.
3. Balli Sh. Frantsuzskaya stilistika. – M., 1961. – 109 p.
4. Reah D. The Language of Newspapers. Second Edition. London: Routledge. 2002. – 126 p.
5. Schiffrin D. Approaches to Discourse. Oxford; Cambridge, Mass.: Basil Blackwell, 1994. – 470 p.
6. Teun A.van Dijk. Elite Discourse and Racism. – USA., 1993.
7. Teliya V. N. Phraseological Entities as a Language of Culture. – Bochum: Brockmeyer, 1998. – 28-41 pp.