

# LANGUAGE AND STYLE OF ANALYTICAL GENRES IN A NEWSPAPER AND ITS SCIENTIFIC RESEARCH

(Based on the Karakalpak periodicals)

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**Abstract:** This article describes the materials of the analytical genre of the newspaper, including the specific features of the genre of the article, its purpose, lexical and stylistic features.

**Key words:** journalism, style, language, type of text, genre, words, analytics, newspaper.

The analytical genre occupies an important place among newspaper materials. In this genre, a journalist analyzes events and incidents, proceeding from his point of view and giving an appropriate assessment, makes a conclusion. However, the point of view and opinion of a journalist on any event may not always coincide with the point of view and opinion of readers. Nevertheless, based on the role and place of the newspaper in society, the spirit of its time, social ideology and politics, he sketches and advances a certain idea [1]. In analytical genres, as well as in informational, the tasks of concretization, reality, efficiency, impressionability and generalization are set [2]. Specifically, analytical genres are in their essence an evolutionary continuation of information genres.

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If the facts that have taken place in the world, the events and incidents that have happened are their external, visible to the eye layer, then the direct meaning and objective regularity of these facts, events and incidents is considered to be the invisible to the eye, the inner depth layering. To get to this layer, to feel it and to get to know the previous one more deeply, a person includes in his work methods of analysis and research. Here, this pattern will surely find its sanctification in analytical journalism [3]. If a person sees, learns, reading about events and facts taking place in life, then, thanks to analytical genres, he will understand and feel the inner meaning of these facts and events, will draw appropriate conclusions for himself, denoting their social significance. Analytical genres cover all aspects of public life. The knowledge of the person around the world, observation or events, phenomena, movements that occur in society, is perceived through the prism of published in the press materials of the analytical genre [4]. Through them, he learns the laws and contradictions of society, is aware of all the problems and the rich issues relating to the economy, science and culture, literature and art and other spheres of public life. In other words, the materials of the analytical genre give people knowledge of a socio-political, legal, moral, scientific, historical, philosophical, artistic and aesthetic nature and through them the education of a person, the formation and formation of his personal qualities are carried out.

To be fair, it should be noted that analytical and informational genres are always closely related. If in the materials of the information genre there are elements of an analytical nature, then in analytical materials we can observe elements of an informational nature. The newspaper complements these two types of genres. However, in some cases it is necessary to limit the use of the above-mentioned genres. Naturally, the article in the newspapers, being the main analytical genre, creates its basis. Analyzing events and incidents, the political and economic situation in society, it directs the reader's attention to the most vital issues of society and, at the same time, is considered a figurative source of information. One of the features of the genre, the article is to submit a message by analyzing the facts and summarizing opinions. If we give a general description, then the article is a small-scale scientific and journalistic work intended for publication in collections, journals and other similar media. In scientific sources, the article appears divided into several types. However, the purpose and purpose of its division into types is determined only by the position from which it is desirable to highlight this or other task. The main requirements for all these

articles are objectivity, in-depth analysis and general conclusions on their coverage [5]. The use of stable phrases in the article, writing it in the spirit of the modern requirements of the time, in the presence of features peculiar only to it, distinguishes it from other genres.

The rubric of articles is distinguished by its constancy and concreteness. Despite its brevity, the heading gives preliminary information about the topic covered in the article, its content, issues that are solved in it. For example: "Point of View", "Agroindustry", "Morality", etc. The permanent and special headings are put to the problem articles. For example: "How do you provide services?", "Ordinance and its execution", "Society and a teenager", etc. The meaning of making such headings is that they unequivocally indicate either the industry that will be spoken about or questions covered in the article.

Along with the analysis of the facts, in the article a special place is occupied by the exact designation of issues and their solutions, generalization and specific conclusions. So, such duties are reflected in the rubrics of the articles. For example: "On appeal - response by work", "Crime and punishment", "Law in action", etc. (newspaper: EK). Among newspaper materials, the article occupies a very important place, since this genre contributes to the revitalization of readers to share their opinions and make suggestions [6]. Therefore, when choosing a topic of an article, preference is most often given to phrases that quickly catch the eye and attract the reader's attention. A number of other distinctive aspects of the article from other genres of print are the use of proverbs and sayings in the title: "If the young man takes up the work ...", "State and the bar (the water also has demand" ... (newspaper, EK, april 12, 2011.), "Knowledge will open the way for happiness" (newspaper: KJ, march 2, 1995.), "Healthy mind has a healthy body" (newspaper: HX, February 5, 2009.) and other proposals with interrogative intonation: "Will the world forgive my carelessness" (newspaper: KJ, march 2, 1995.) and phrases with elements of artistic images: "Water also has a demand..." (newspaper: EK, april 12, 2011.), "Keys to a love box in full hands", "If my people will be satisfied, I will be in a good mood", "Studio Theater has taken the first step" (newspaper: KJ, march 20, 1997.) etc.

One of the effective techniques of the genre of the article is putting the heading of interrogative sentences. For example: "Are you ready for winter trials?" (newspaper: EK, October 29, 2005.), "What should modern textbooks be like?" (newspaper: KJ, march 20, 1997.), "Why we do not read books?" (newspaper: KJ, March 2, 1995.) and others. A distinctive feature of some articles is the division of the main theme into subheadings. For example: The

voluminous article “Knowledge will open the way for happiness” is divided into several sub-headings: “I sing my student and young years”, “He who listens attentively, he becomes wise”, “What is culture?” (newspaper: KJ, march 2, 1995.).

The article genre has ample opportunities to use the enormous wealth of the native language. Along with the use to the meta word combinations with a neutral meaning, it is possible to widely apply emotionally expressive means and combinations of words with elements of artistic images. Great opportunities for this create the volume and content of the article genre. Therefore, the article often brings together elements and terms inherent in artistic and journalistic genres. (For example: essay, sketch, feuilleton) and some informational genres (for example: reporting). In the lexical composition of the article, along with socio-political, economic, literary, medical terms, you can use the terms inherent in other industries, as well as fruitfully apply words with different stylistic coloring. In recent years, articles published in the Karakalpak periodicals quite successfully and used emotionally expressively colored words and lexical pairs to the site: “A plot of land is a source of wealth” (newspaper: EK, april 12, 2011.), “A seller thinking finding "(newspaper "Karakalpak University", January 1-2, 2008.) etc. Naturally, the use of proverbs and sayings, stable combinations of words and idioms in newspaper articles has long become a tradition [7].

However, there is a feature. Frequently, national proverbs and sayings are not used in newspapers in their original form, but on the basis of them are formed elements and types that, taking into account the peculiarities of the press language, reveal the meaning of the content of the text of the newspaper. For example: “With a weak law, you cut your hands” // should be: “If you don’t hold the cane firmly, cut the hands”, “You will work without being lazy, your land will blossom” // must be: “You will work without being lazy, there will be a stomach your fed” and others.

The tradition of using in the press folk proverbs and sayings, popular words and phrases, idioms has long been one of the most common methods. If, on the one hand, a concrete and clear expression of thought is meant here, on the other hand, all this will provide the newspaper with an affinity for the national language. Thirdly, the press thus tries to make the articles more attractive and readable. The techniques for providing a newspaper article with words of emotionally expressive coloring consist of the following:

- 1) To the place and productively use proverbs and sayings in the article;

- 2) Correctly and correctly apply interrogative and exclamatory sentences;
- 3) Choosing the right theme;
- 4) It is right to choose and use the words with emotionally expressive coloring to the place;
- 5) Accurately and correctly apply phrases, catch words and phrases;
- 6) To the place to use the dialogues.

In general, the article has a wide range of possibilities for using words of emotional and expressive coloring, as a result of which it becomes bright, colorful, interesting and attracts the attention of the reader.

At the same time, we consider the level of research language of the newspaper in the field of linguistics. Since then, the media began to study the language as an object of study. Scientists focus on media issues. In the early 1980s, due to the rapidly developing socio-economic development, mass communication was perceived as a specific form of speech influence. Currently, the field of media research has expanded considerably. The study of topics such as the language and language of the media, the media and society, media and cultural studies, the media and politics, is becoming a hot topic. Sociological, cognitive, semantic, psycholinguistic, pragmatic and culturological, debatable principles provide ample opportunities for a complete understanding of the unique socio-linguistic phenomenon, called the media language.

In the context of the sociological aspect, an interest in the language of the media, its advantages or, conversely, in its limitations, it is of interest to analyze journalistic ideas about extraneous events. One of the experts in the field of media literary criticism VN Demyankov described: "The semantics of the media is of vital importance, that is, how it was created and how it is organized."

Linguists are also interested in the verbal aspects of the media. According to Chudinov: "the choice of language means in the mass media is usually associated with a system of orientation to values, which are primarily focused on targeted influence, conceptual, imaginative and emotional characteristics" [8]. When studying the psychological characteristics of the media, the psycholinguistic interpretation of mass communication (YES), proposed by D.A. Leontyev, attracts the attention of media researchers. According to him, the language not only reflects the thoughts, but also greatly impresses. What cognitive science brings to the media is the general direction in which it works. The principle of cognitive study of a media

language is closely related to the aspect of pragmatic research. The media world, created by the media, is designed to deliver, persuade and influence. It is determined by the ideological, political goals and views of many adults. That is why the media can simultaneously generate multiple worldviews. Linguistic pragmatism is a science that is used as a tool used by people in their work, and not "by itself" [9]. "Pragmatics is a special field of linguistics that explores the choice and application of linguistic unity in the context of its research and the influence of these departments on the participants in the dialogue. The analysis of this phenomenon of linguistic phenomena allows us to identify the obstacles and limitations that exist in one or more of their applications" [10].

Much attention is paid to the study of texts relating to the field of culture in the field of cultural literacy. It is important to interpret the cultural characteristics of the media in context.

The study of the characteristics of the media genre is considered relevant in any historical period. The need for a particular genre is due to the requirements of the cycle. Great attention to the experimental aspects of the extreme detailing of the genre system by researchers leads to "forgetting the essence of the genre category" [11]. The problem of learning the language of the media is still the focus of attention of linguists. Despite years of research, some problems have not yet been resolved. Therefore, this is a problem - as one of the pressing issues of linguistics. The first studies of the language of the newspaper were undertaken by experts in the field of lexicology and the history of literary language. The work of G.O.Vinokur "The Culture of Language" [12] is devoted to the features of newspaper speech, in which a qualitatively new approach to the study of the language of newspapers was proposed. The language of newspapers is considered as a functional and stylistic unity, which is conditioned by the canons of the Russian language. Speech stamps, that is, the maximum standardization of language means, are determined by the scientist as one of the fundamental features of the language of newspapers. Modern linguists do not recognize this provision as indisputable, although it is the theoretical propositions outlined by G.O. Vinokur that still serve as the basis for scientific research in this field.

In the 20s. XX century. G.O. Vinokur planned functional-stylistic direction for the study of speech newspapers, but at that time it does not receive proper development. In the Russian linguistics of the following decades, the language of the newspaper is traditionally studied in the normative-stylistic terms, from the standpoint of the "correctness of the use of

individual words and constructions". From the point of view of this direction, the works of K.I.Bylinsky, D.E. Rosenthal, M.Gus and other researchers were written. Attempts to stabilize the literary norm are apparently due to this provision.

In the mid-60s. XX century. The language of the newspaper is being explored in the functional and stylistic aspect, based on the theoretical developments of G.O. Vinokur.

Labor V.G. Kostomarov "The Russian language on the newspaper page" [3] is the first in Russian science a special monographic study of the newspaper-publicistic style within the framework of functional stylistics. Work G.Ya. Solganika "System analysis of newspaper vocabulary and sources of its formation" [2] is also significant in this aspect. And V.G.Kostomarov and G.Ya.Solganik in their monographs critically rethink the theoretical propositions put forward by G.O.Vinokur. In the future, scientific research outlines the diversity of approaches to the subject of study: newspaper communication is viewed both in terms of common features (Kayda L.G., Kostomarov V.G.) and in terms of stylistics of genres (Vompersky V.P., Solganik G. I., Lysakova I.P.), sociopsychological specificity (Zulberg B.A.), use of figurative resources (Stuflyayeva M.I.), etc.

The interest of researchers in the language of the media in the 90s increases noticeably. Twentieth century. According to Yu.N.Karaulov, the "Russian language" researchers-Russianists "never really studied". And since "only the press, and above all the newspaper, are able to immediately record and convey to the reader everything new that is observed in the language," the media gain the status of a full-fledged source for linguistic research. Thus, at the present stage of development of science, the language of the mass media is not only a reliable source for linguistic research, but also an object of interdisciplinary research. The result of scientific research in this area was the definition of the specifics of newspaper communication, a description of its functions, which, however, modern scholars are refined and rethought. This study is a continuation of the functional and stylistic study of language means in journalistic texts.

Lexico-grammatical means of expressing qualifying modal categories are not considered by chance in the language of the newspaper, because newspaper journalism is a field of language that most quickly reacts to new linguistic phenomena and gives a truly impressive picture of using the language, which causes great and keen interest of philologists and requires constant and careful research. Modern newspaper text fully reflects not only

the changes occurring in the socio-political and socio-economic life, but also, which is especially important for linguistic studies, changes in the language. According to V.G. Kostomarov, "... without materials extracted from newspapers, it is now becoming increasingly impossible to study the language as a whole, the definition of its general norms and current stylistic ramifications." E.A. Zemskaya believes: "... the language of modern newspapers can serve as a mirror of modern Russian life. It reflects all the good and bad that is characteristic of our reality: refusal from pretense and hypocrisy, from official bureaucracy and facelessness, demonstrates looseness, emancipation, the desire to express one's personal opinion, increased expressiveness, generating and high civic pathos, and sharpness reaching rudeness ". In an effort to get away from the dry, monologue, official-book, impersonal newspaper language of the preceding period, the language of the newspaper is becoming more and more natural and alive, surprising language, stylistic, content and ideological diversity. According to G.Ya. Solganika, "now we are witnessing a period of intensive development of the newspaper-publicistic style. The range of newspaper style styles has significantly expanded: there was a differentiation of newspapers according to a stylistic basis. There are radical changes in the system of genres. The processes of development of assessment, the use of various layers of vocabulary are deepening and expanding, and in connection with this, the formation of a new lexical systematization of the newspaper is taking place. All this has an impact on the development of the literary language, expanding the possibilities of its expression, in particular, increasing the potential of intellectual and emotional-evaluative means. " Thus, at the turn of the XX-XXI centuries. in the language of the newspaper-publicistic style, evolutionary processes occur due to external and internal causes.

The problem of functional styles in Karakalpak linguistics is one of the least studied areas. The monograph of Professor E. Berdimuratov "Development of Karakalpak vocabulary in connection with the development of functional styles of the literary language" was published in 1973. In this monograph, functional styles of the Karakalpak vocabulary were first studied [13]. In 1973, the scientist defended his doctoral dissertation on the same topic. In 1990, the textbook of A. Bekbergenov "Stylistics of the Karakalpak language" was published (Nukus, 1990). This book is valuable because it is the first manual on the style of the Karakalpak language [14].

Professor M. Ayimbetov defended his thesis on the theme "The experience of linguistic and stylistic analysis of the vocabulary and



morphology of the Karakalpak journalistic text" [15]. Special research was also conducted on the functional styles of the Karakalpak literary language. Among them K. Bekbergenov [16] on scientific styles, B. Yusupov [17] on the literary style defended his thesis. In 2016, the monograph by T. Masharipova "One whole concept of the theory of journalism: a scientific and methodological analysis (with examples of Karakalpak press materials)" was published [18].

The newspapers of the Republic of Karakalpakstan have a 90-year history. During these years, the vocabulary of the Karakalpak language developed, words and terms came from other languages. However, this question is ignored by experienced scientists. Today, there are a number of scientific articles on this topic and only one PhD thesis [19]. That is, the linguistic community in this area has much in common with scientific research. Because any newspaper article is a mirror of our literary language.

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