

THE SPECIFICS OF NEWSPAPER DISCOURSE

Shahodat Usmonova,

Senior Teacher at Uzbek State World Languages University,

Doctor of Philosophy in Philological sciences (PhD)

shahusmonova@gmail.com

Abstract Newspaper discourse has an impact on readers in a way that is not direct directive in nature, but rather an indirect, frequently hidden creation of reader preparedness to engage in this or that social action. The opinions expressed in media texts are frequently influenced by social and ideological factors, such as the objectives of the political struggle, the clash of ideologies, and the demands for a positive ideological and moral self-presentation that is frequently linked to the desire to appease the opponent.

In this article the features of newspaper discourse are analyzed. It should be noted that the newspaper texts constitute their own discourse. They have characteristics that set them apart from other conversation forms. Newspaper discourse is seen as a separate text type that may be investigated.

Keywords: discourse, linguistic and extralinguistic, informativeness, interpretation, cognitive, audience, addressee, institutional, discussion, public, advertising, science, integral, circumstance, speech, communication

Newspapers typically acknowledge playing a highly prominent role in influencing their readers. The general consensus is that newspapers mostly dictate the attitudes and ideals their audience. Over the years, the views have changed numerous times. Therefore, newspapers have little to no influence over reader views, but they have a lot of influence over what topics readers find significant. Newspaper texts are a typical type of written communication. Newspapers are among the most commonly read sorts of written texts because of their public nature and accessibility to vast populations. Many people have a daily routine that includes reading the newspaper.

Discourse as a process is intentionally conditioned by the author's intention to create a kind of integral product, which can be considered a text at the "output". Realizing its own intention at the level of speech strategy, the author of the text / discourse seeks to achieve the maximum effect in achieving its goal. Not a single addresser deliberately goes to the deliberate "deterioration" of its verbal product, but tries to most effectively realize the author's expectation M.M. Bakhtin believes that "a work (or speech) can be qualified as journalistic on the basis of a complex of circumstances – linguistic and extralinguistic, which manifest themselves and make sense only in unity; each of them is a carrier of a common meaning [1, 48]. The main properties and qualities of newspaper discourse are due to the role of the "registrar" of public opinion associated with the social orientation of people in the world around. This is the key to understanding publicism as a special creative form. Since "publicism assumes – in the exact sense of the word – responsibility for the normal functioning of public opinion" and thus determines the adequate social activity of people, the range of its interests is unlimited. This includes politics, economics, science, education, sports and other areas of modern life and consciousness [6, 52].

Newspaper discourse is characterized by those universal qualities that enable it to actively intervene in the processes of normalization and processing of the literary language. These are, first of all, its mass character, regularity, the ability to quickly penetrate into the most remote areas, relevance, informativeness and variety of subjects, allowing to appeal to the widest audience, the absence of social restrictions and interest in the orderliness of the language. Given the high prestige of the printed word, these qualities make publicistic texts in magazines and newspapers extremely important and necessary [4, 36]. With the help of “technical” intermediaries – newspapers, magazines, television, radio speech impact on a large and social audience is carried out.

The increase in the effectiveness of newspaper discourse occurs in two ways: firstly, “technical intermediaries” are constantly being improved, i.e. improved means of transmission and reception. At the same time, on the other hand, the social, socio-psychological and psycholinguistic aspects of the interaction between the communicator and the recipient are being intensively studied. Practice shows that the main reserves for increasing the effectiveness of mass communication are in the sphere of solving social and psycholinguistic problems of the functioning of mass communication.

According to M.M. Bakhtin, newspaper discourse is “a special kind of social activity, with the main function of disseminating knowledge, ideas, artistic values, and other information in order to form certain views, ideas, and emotional states, and through them to influence people's behavior” [1, 345]. Newspaper articles are created on the basis of this activity's specific social significance in society. The capacity to perceive reality on behalf of and in the interests of the general public is another quality of a newspaper article as a type of cognitive and creative activity that sets it apart from other ways of understanding the present. Every newspaper story aims to aid readers in seeing and comprehending the larger societal meaning. Every newspaper article aims to find and understand the overarching social importance and meaning of any researched phenomena of reality [2,39]. Speech acts take on a special significance when taking into account newspaper discourse, where communicative intention is crucial. This text has structural and functional integrity, focuses on perception and interpretation, is subjective, and holds a unique place in human cognitive activity. Each component of the mass communication system, including the sender, the receiver, the message, the goals and motives of the activity, in the structure of which the verbal communication is carried out, can only be adequately studied within the framework of the structural connections of the entire systems, according to the essence of the speech impact on the reader provided by the text written in the journalistic style. A thorough examination of these relationships leads to the conclusion that mass media communication is carried out as a social interaction that entails the participants' shared participation in the establishment of specific social relations. It should be highlighted that while communicants carry out social roles, society imposes certain limitations on their ability to interact socially. In social contact, communicants can construct plausible hypotheses regarding the interlocutor's interpretative capacities and forecast his reactions to the impact after

having characterized their social relations as a platform for cooperation and each other's social roles.

The primary objective of creating a text for mass communication is to create understanding, which involves either creating or improving the model or imparting it to a recipient. It is crucial to underline that these models are made using episodic representations of text structures and meanings since we can only comprehend a text if we have a model of the context in which it is being used. An author of a newspaper article will generalize and abstract using numerous groups of related models. These models serve as fundamental representations in our understanding processes.

The more intricate, higher-level characteristics of newspaper texts include sentence coherence, overall thematic structure, schematic organization, and a variety of stylistic and rhetorical elements. This method provides a thorough analysis of the overall structure and unique characteristics of newspaper texts. In the study of mass communication, a detailed structural examination of a newspaper report's text is crucial in and of itself. However, what matters most in this case is a deeper comprehension of the contextual perspective of newspaper discourse. A social environment that provides information about the participants in communication and their traits, as well as the processes of message production and reception, is also a part of this complex communicative phenomenon. A publicistic statement typically includes a specific author who is viewed as a generalized person, and it is stressed in the addressee description that this is not a specialist but rather any native speaker. The speaker simultaneously appeals to a person's feelings as well as their mind. Every scholar also emphasizes how current events and problems are always addressed in newspaper articles. The logical order of the syntactic organization of statements and the entire text, the variety of connecting elements used, the careful division of texts into paragraphs, the brevity of thought expression, as well as the combination of logical argumentation and emotionality, the latter of which is achieved by using emotional vocabulary, imagery, and other stylistic devices, are the main stylistic characteristics of the publicistic style. According to experts in the field of publicism theory a publicistic speech is "always a politically and ideologically clearly oriented impact, with the purpose of a true socially transformational effect". [4, 75].

Information is not only conveyed but also interpreted in newspaper discourse. This leads to the conclusion that the information-content function and the persuasion and emotional effect functions are intertwined in newspaper writing [3, 67].

A newspaper article is made for the most active perception, interpretation, and reaction, which is an additional aspect that should be noted. The diversity of the readership on a national, social, political, and other basis, the absence of rigid social or other dependence between the communicator and the addressee, the absence, as with any written text, of direct contact between communicants and operational feedback between them, a lack of rigid social or other dependence between the communicator and the addressee, and a broad, simplified diagram representing the author's perspective on the traits of the recipient [7, 123].

The research of newspaper discourse reveals the relationship between linguistic and extralinguistic characteristics not only as the dependence of the former on the

latter, but also as interdependence. In other words, a publicistic text is considered both as a derivative of a certain set of extralinguistic circumstances, and as a linguistic correlate of these circumstances. Thus, newspaper discourse occupies a special place among other styles due to the fact that the means of printing are a reflection of the current state of the language. This is a system of interrelated, interdependent and interdependent language elements aimed at fulfilling a specific goal – to convey information to the reader in the most accessible form.

Discourse (text in a communication setting) is examined from the perspective of text production, with the text itself being the primary concern as opposed to “non-text”. As a result, institutional discourse emerges as a very broad concept that encompasses text, speech activity (as the sum of linguistic and extra-linguistic variables), and language system (that portion of it that is explicitly dedicated to servicing a given field of communication).

Different institutional discourse types can be identified by their historical roots, field structures, and degree of conventionality. This is a discussion on politics, business, the general public, advertising, science, education, religion, sports, and medicine. The nuances of contemporary newspaper discourse were also noted. Newspaper language has altered significantly as a result of extralinguistic causes, particularly the perestroika. It altered the focus and format of newspapers.

References:

1. Baxtin, M.M. Problema teksta v lingvistike [Tekst] / M.M. Baxtin //Vestnik Moskovskogo universiteta. Seriya 7 – 1991 – № 1.
2. Kotov, A.A. Mexanizmy rechevogo vozdeystviya v publitsisticheskix tekstax SMI [Tekst]: dis. ... kand. filol. nauk / A.A. Kotov. – M., 2003.
3. Lukanina, M.V. Gazetniy tekst cherez prizmu teorii kommunikatsiy [Tekst] / M. V. Lukanina // Vestnik Moskovskogo universiteta. Seriya 19.
4. Tokareva, I.I. Funktsional'naya struktura gazetnogo teksta [Tekst] / I.I. Tokareva // Lingvisticheskie yedinit'sy raznyx urovney v yazyke i rechi. – Krasnodar, 1988.
5. Golubeva N.A. Word. Text. Discourse. Precedent units. Nizhny Novgorod, 2009. 401 p.
6. Beketova S.V. Cognitive and pragmatic and semantic characteristics of the means of expression of the author's thinking in newspaper discourse (based on modern English). Abstract of thesis ... PhD.in philology. Pyatigorsk, 2013. 28 p.
7. Lukanina M.V. Newspaper text through the prism of communication theory // The Bulletin of Moscow University. Series 19. Linguistics and cross-cultural communication. 2003. № 2. P. 123-133.
8. Bobrovskaya G.V. Cognitive and elocative potential of newspaper discourse. Volgograd, 2011. 319 p.