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PRESS LANGUAGE: TEXT ANALYSIS

Abstract: All language tools in the newspaper serve the purpose of persuasion and propaganda. The use of a particular linguistic tool is determined by the characteristics of their social assessment. Because every word, phrase, addition, sentence, paragraph in the text must have an impact on the audience. It is this feature in linguistic media that is the most important and fundamental to them, and distinguishes press texts from other types of style. The print media and the mass media newspapers, magazines, radio, television, news agencies — do this every day, every hour, every minute. In carrying out this task, different views of the press are involved differently depending on their characteristics and capabilities. Newspapers play a key role in this regard, the main part of any newspaper activity, the main place in its pages is devoted to information.

Key words: mediatext, linguistics, stylistics, syntagmatics, media language, semema, information, news, discourse, standardity, expression

Language: English

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Introduction

Mass communication is seen as a new entity that is at the center of modern linguistic processes. In it the literary and non-literary spheres are in a state of constant interaction. Because mass communication is inherently absorbing and permeable, it encompasses all of the linguistic means by which socially important topics and plots, as well as the meanings of social evaluation, are acquired.

The standardization of speech reflects the tendency of the language to form automated, regular, stable means of expression, the usual, socially reinforced methods of naming and evaluation.

Another area that opposes and interacts with the tendency to automatism and regularity is the tendency to disrupt the automation of speech formulas, to update them, to strive for expressiveness. The process of interaction of these tendencies encompasses the whole literary language, all its styles. However, in each of them, this interaction occurs in its own way, according to existing factors and laws. The process described in the language of journalism is manifested as “the obligatory and direct - regular interaction of the standardized and expressive links of the speech chain, their exchange and contrast. This will depend

on the specifics of the reality of the newspaper being modeled” [Teshabaeva D.M., 2012; 112].

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.

It is no secret that the standard is associated with the negative features of the language and reflects the negative factors such as uniformity, repetition. However, the standard is not only contrary to the diversity of a language, but also implies diversity, implying individual skill, uniqueness, taste and other qualities from the use of a language. The skill lies in the richness of ready-made phrases (the greater the stock of speech formulas, the richer the language), the skillful selection of them, the use of new, influential standards, rather than outdated, expressive-evaluative patterns. Obviously, the standard is also of great aesthetic importance. It is the basic building material of any speech, including speech intended for aesthetic and journalistic influence. The aesthetic role of the

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standard is to create individual, unique works from “unified details”.

The pragmatic (i.e., direct propaganda,) significance of the standard is no less. Because it is used in the newspaper as its direct evaluator, it is used to express and reinforce slogans, appeals, political assessments, and so on. For example: «ИНСОН

According to French linguist Sh. Bally stereotypes are caused by the speed of journalism, the repetition and periodicity of topics and situations [Bally S., 1961;109]

Responding to a chosen topic, evaluating it, in other words, looking for ways to express emotions, leads to the fact that language tools that serve such communicative purposes soon fall into the category of patterns and templates. G. Vinokur said that, stereotyping in press speech is a natural and progressive process. It aims to create ready-made speech forms for a variety of communication areas and purposes [Vinokur G.O., 1928; 182-184].

Researchers also have unique ideas about patterns and templates, phrases and words. According to it, excessive “molding” can make a text or speech dry, stencily, boring. However, the mold does not contradict the linguistic diversity and richness, but at the same time requires from the author individual skill, peculiarity, originality and high taste.

The tendency of standardization in press language was analyzed in the news texts. News in Arabic means to convey an information. News intended for the public are called media or social information.

It should be noted that news is a short information published in the press or broadcast by radio, television and news agencies. Of course, in the task of informing the press these small genres play a key role. But this social function of the press is not limited to news, on the contrary, also includes various other genres. In other words, the task of informing press covers all aspects of society, its socio-political, economic-industrial and cultural-spiritual spheres. For instance:

So, the image, that is, the broad, complete delivery of the events of social life to the public, is the main social function of the press, the most important work it constantly performs.

News text is a type of a text that quickly conveys to the public the events that take place in the environment and reflect the real world scene. It is no coincidence, of course, that the total volume of news text in the media space is significantly larger than other mass communication texts.

Every day the number of news prepared through the media channels is constantly growing compared to every year. This fact is the result of the rapid development and improvement of methods of mass dissemination of information, the emergence of new digital media technologies. The news that form the basis of a single media stream, the structure of the

modern information space, reflect today's worldview. This type of a text presents all the basic features of the field of speech use in a fully concentrated form. This makes it possible to define it in the media system as a whole, in particular, as the main texts of the English and Uzbek media.

The main purpose of the text of the news is to inform people about socially significant events in the country and abroad, to inform about the events and their characteristics. The objective form of information presentation is achieved through the approach of the journalist or reporter, interviews of interlocutors, participants of the event, the presence of several layers in the texts of speeches of experts emphasizing the reliability of the transmitted information. Thus, the text of news is a “synthesis”, “fusion” type of many individual texts.

V.N. Demyankov developed the concept of the semiotics of the media text and described it as follows: “For the semantics of the media, reality, that is, how news are created and in what order they are placed, is very important” [Demyankov V.N., 2004; 68]. The semantics of the word news also includes the semantics of “information”. The higher the level of realism in the news, the more effectively the text also performs the function of conveying the news in life. The factual approach to the media is marked by its relevance to the latest media [Bakieva G.X., Teshabaeva D.M., 2019; 48].

News texts have a number of factors that predetermine linguistic-stylistic features. When it comes to the linguistic features of this type of a text, despite some differences in the language of news in individual media, researchers point out that the method of news distribution is formed mainly on the basis of the printed word.

In the analysis of certain material, such as novelty texts in some English presses, all of them are distinguished by certain stable characters at the linguistic and stylistic levels. At the same time, each of these features reflects the dynamics, informativeness, objective coverage and neutral style of the news text, and other important features.

The cases of using different forms of the passive ratio are different and varied. Attempting to systematize news contexts using this has made it possible to distinguish the following most typical categories.

The first and most common are the use of passive forms, which constitute a group, in which information is transmitted without reference to any source and transmitted directly on behalf of a publishing editorial or news agency. The intensive use of passive forms here is largely due to the pursuit of objective neutrality: the style of news texts must be extremely neutral, authorless. It is therefore natural to give preference to the passive proportion in its development or “creation”.

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The second group consists of news in which the source of the information is not directly indicated and contains a hidden link: but its existence is implied by the use of certain expressions.

Here some passive structures in which the verbs *to inform, to report, to know, to say, to be reported, to be said, to be known* are used: “*The World Meteorological Organization said Thursday, adding that it was “concerned about the increasing impact” on weather forecasts worldwide*” (“New York Times”. 18.05 2020). In this special group we can include news telling stories about ceremonies, earthquakes, floods, man-made disasters, and other similar events [Dobrosklonskaya T.G., 2005].

The analysis shows that there is a much higher concentration of passive forms in news on *weather, climate, sports, compared to political texts, economic problems, cultural news*. For example, “*Humanitarian officials are worried that by packing people into shelters, coronavirus infections could spread even further*” (“New York Times”. 18.05 2020).

It should be noted that the special role of passive proportions in novelty texts is due to the fact that the replacement of active forms of prediction with passive also allows to distinguish the political and ideological significance of the news. This feature of the passive has been noted by many English authors, especially those working in the field of “critical linguistics”. They make the important point that the choice of different language means to express a particular content in news texts is ideologically determined.

Thus, “Information is in a sense “necessary” information in a news, which is perceived by the audience as knowledge, norms, values, and thus affects the audience”. Media language has dominated among all functional types of national language. It combines the resources of all functional styles. In other words, the language in the media space today is a composite image of the national language.

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.

The speech structure of a journalistic text also depends on the proportionality of the linguistic units that contain the conceptual words, the meanings of the assessments. The propensity for social evaluation is one of the main features of press texts.

Clearly, the language of the newspaper, by its very nature, is not merely the narration of objects,

events, but the ability to evaluate them on behalf of any social group, stratum, or society. This law has existed since the appearance of the first newspapers and magazines and has also determined the semantic development of its lexicon. It is from a social point of view that evaluation requires the selection of appropriate words from common language and other sources, the press expands the vocabulary (e.g., as a result of democratization), and determines the general stylistic features of lexical units.

The principle of social evaluation of the language of journalism determines the form, type of speech, which is reflected in its structure. Hence, the structure of the journalistic type of speech is fully consistent with its most important task - the task of direct exposure to the reader. The main feature of journalistic language is that the position of the creator of speech corresponds to the author's “I” with the openness, authenticity, subjectivity and one-sidedness of journalistic speech [Language and style of media and propaganda., 1980].

It is necessary to study the expressive language tools in the language of the newspaper from the speech-cultural aspect.

In order to increase the effectiveness of the language of the newspaper, it is often the case that words and phrases that do not correspond to the culture of speech are used as a result of the misuse of a language. The only way to prevent such mistakes is to increase the speech culture and experience of journalists.

CONCLUSION

In any media verbal text, along with the norms of universal language, it is also required to follow the norms of literary style, which is a manifestation of it. Within the framework of this method, oral communication is carried out in formal situations. The use of visual aids depends on the characteristics of the press language genre. They help to move away from standardization in a language and make press language more effective.

Speaking of the newspaper-journalistic style, it should be noted that the formation and development of the newspaper-journalistic lexicon is determined by two main factors, two main tasks: on the one hand, the news, information, on the other hand, propaganda is an important necessity.

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