

ASPECTS OF NEWSPAPER LANGUAGE LEARNING

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Annotation

The newspaper, which was the first large, fast-moving network of mass media, plays an important role in the development of society. Changes in socio-political, economic and cultural life are reflected in it in the first place. The newspaper informs the public about the achievements in politics, economics, science and technology and culture, and plays an advocacy and organizational role. Language and style play an important role in the newspaper's fulfillment of such a responsible task. Scientific research on such a serious issue has scientifically substantiated the theoretical study of the media and propaganda as a science. This is the focus of our research.

Keywords: newspaper language, aspect, media, functional-methodological direction, linguistic-methodological features.

Introduction

Currently, a number of research institutes are engaged in the study of media and propaganda theory, including the language of the newspaper. In particular, the issue is being studied in the United States, France, England, Germany, Japan, Poland and other countries. In the former Soviet Union, interest in the issue had begun much earlier. For example, G. Vinokur studied the language of newspapers in the 1920s on the basis of sociolinguistic and functional-methodological approaches.[17-286]

As early as the 1920s, a number of works were devoted to the study of the peculiarities of the language of the newspaper, to the elimination of its shortcomings and to the culture of the language of the newspaper. By the 1930s and 1950s, some articles had been published in journals examining specific issues in the language of newspaper journalism (e.g., word usage criteria, lexical-grammatical and methodological deficiencies, and the use of expressive means to ensure effectiveness). The book “Язык газеты”, published in 1941 under the editorship of Russian scientist N. Kondakov, became of great practical importance.[18-44-48]

By the 60s and 70s, the issue of studying the language of the newspaper in two aspects, in two main directions, namely, functional-methodological and normative-methodological, began to rise to the stage of its development. In the first direction, the language and style of the newspaper are studied as an integral part of the functional-journalistic style. In the second direction - in the normative-methodological study, the interaction of theory and practice is ensured. Studying in this way also reveals the

shortcomings and of newspaper language. In this case, the errors are classified according to the type. Recommendations are given to address methodological shortcomings.

It is known that the social-propaganda power, language and style of the press have always been of great importance. In particular, special attention is paid to the promptness, responsiveness of the language of the press, the prompt, accurate and effective coverage of the most important issues. [10-43]

Characteristically, in the 1920s, the social study of the newspaper and its audience was combined in world linguistics, in many cases, with linguistic observations. For example, Ya.Shafira studied newspaper language in socio-linguistic (sociological and linguistic) aspects.

G. Vinokur studied the language of the newspaper in the 1920s in the socio-linguistic (sociolinguistic) and functional-methodological directions. It is very important and noteworthy that G.Vinokur believes that it is necessary to choose the means of speech in order to accurately and effectively express an idea aimed at a specific goal.

Over the past period, a number of scientific and theoretical studies have been conducted in linguistics and journalism on the characteristics of press language, including newspaper journalism speech, types and genres of journalism, their specific linguistic and methodological features, function, structure, content and methodology of newspaper headlines. In these works, which are devoted to the in-depth study of the language of the newspaper, all the features of modern newspaper speech are very coherently and clearly covered. The genres of journalism have also been studied one by one. Their specific features, commonalities and differences, functional functions are clearly indicated. In particular, the scientific research of V. Kostomarov and G. Solganik, major specialists in this field, is particularly noteworthy. Also, the scientific work of many researchers on this topic is of great theoretical and practical importance, as it shows the various features of the language of the newspaper, the skill of journalists in using the vernacular, the achievements and shortcomings in this area.

There have been a number of scientific studies on the language of the newspaper in Turkic studies, including Uzbek linguistics and journalism. They analyze the types, genres of journalism and the functional and methodological features of newspaper speech, newspaper headlines and their function, grammatical structure and other issues. For example, B.Abilqosimov, S.Isaev, A.Axabaev, N.Karasheva, A.Orudjev, G.Aliev, M.Adilov, Dj.Mamedov, I.Mamedov, M.Mamedov, E.Berdimuratov, G.Salmanova, A.Borovkov, V.Khakov, I.Kissen, M.Mirzaev, A.Shomaqsudov, I.Toshaliyev, P.Rustamov, M.Rahmonov, S.Muhamedov, R.Muhammadiyev, V.Reshetov, B.Turdialiev, O. Tog'ayev, M. In the works of Husainov, A.Boboeva, A.Abdunazarov, T.Kurbanov, A.Abdusaidov, B.Yuldashev and other researchers, the language of the newspaper is studied in various aspects.

Professor V. Kostomarov, who studied the language of the newspaper in the functional-methodological direction, believes that the language of the newspaper is a whole, integral, constructive basis for the structure of the language of expression and standard newspaper. Professor G. Solganik also confirms this opinion of V. Kostomarov. The interchangeability of expressive means with standard means of speech emerges as a dialectical unit in the language of the newspaper.[13-90; 19]

N.Shvedova's article analyzes the development of wording and sentence structure in the newspaper from a linguistic point of view, while A.Popov, V.Ronginsky, B.Vyazemsky and others study the characteristics of genres in newspapers, the syntactic structure of headlines and the way of their development in the newspaper.

A.Bessonov and B.Vyazemsky think about the general features of newspaper headlines, the technique of heading, the grammatical and methodological features of headlines, their advantages and disadvantages, P. Vovchok, V.Muraveva and others talk about some lexical-morphological, syntactic-methodological and spelling errors that appear in the pages of newspapers, and so on.

Newspaper language serves an important socio-communicative function as an example of the journalistic style of literary language. Consequently, it is closely connected with socio-political, economic and cultural life, it is always in harmony with the period. Therefore, the study of the language of the newspaper, which reflects the various spheres of our modern social life, is one of the urgent tasks. It is important to pay attention to the appropriate and effective use of language opportunities, such as the means of ensuring publicity, in particular, clarity and conciseness, simplicity and fluency, the ability to express large content in a small image, concise forms.

In the process of reflecting reality, the language of the newspaper interacts with live speech, various forms and forms of written speech, different styles, professional speech.

“This is the task facing researchers today”, he wrote D.Rozental. – continues to study the language of the newspaper in a scientific-theoretical functional-methodological direction. There are two main tasks before us in studying the language of the newspaper from the normative-methodological point of view. The first task is purely practical, to conduct research aimed at further improving the accuracy, precision, fluency and effectiveness of newspaper speech. The second task is to study both theoretically and practically, revealing that the language of the newspaper is much broader than the language of journalism”.[18-44-48]

The functional-methodological study of the language of the newspaper is aimed at showing how the literary language operates in the pages of the newspaper, what function it performs, the manifestation of originality in the newspaper speech, the development of criteria for objective assessment of newspaper achievements and shortcomings.

The main task of the newspaper speech is not only to provide information about the real being, social reality, but also to react and evaluate things from a civic point of view. The newspaper is a mass medium that quickly carries out such a responsible task. Therefore, we reiterate that the main task of the study of newspaper speech is the in-depth study of these means of speech in functional-methodological and normative-methodological aspects. It is also a leading task of the study of speech in modern newspaper journalism. Accordingly, it is necessary to pay attention to the study of the function and activity of words, phrases and sentences, neutral means, which express a social attitude to events, evaluate them. At the same time, it is necessary to study the necessary issues, such as the informative and expeditious function of newspaper speeches, the use of ready-made standard tools to ensure their responsiveness in an interconnected way with effective tools, revealing their specificity.

Newspaper speech, on the one hand, continues the tradition of written speech - to a certain extent biblical, on the other hand, it absorbs the features of oral speech. At the same time, it is one of the important tools in the development of oral culture, the order and consistency of written speech, the influence of literary language on the speech of the people. ensures continuous effectiveness.

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