

## THE DISCOURSE OF THE PUBLICIST TEXT

*Gulrukh Gafurova Bakhtiyorovna*  
*Jizzakh state pedagogical institute*  
*E-mail address: [gafurova@jspi.uz](mailto:gafurova@jspi.uz)*

Follow this and additional works at: <https://uzjournals.edu.uz/tziuj> Part of the Higher Education Administration Commons

This Article is brought to you for free and open access by 2030 Uzbekistan Research Online. It has been accepted for inclusion in Mental Enlightenment Scientific-Methodological Journal by an authorized editor of 2030 Uzbekistan Research Online

## THE DISCOURSE OF THE PUBLICIST TEXT

**Gulrukh Gafurova Bakhtiyorovna**

**Jizzakh state pedagogical institute**

**E-mail address: [gafurova@jspi.uz](mailto:gafurova@jspi.uz)**

**Abstract:** In this article the author's appeal to the pragmatics of a publicist text as the least explored space for the existence of a linguistic sign is caused not only by the desire to fill in the gaps in scientific research, but also to try to "rehabilitate" the journalistic style in the eyes of those who associate it with the shortcomings of the socio-political system in which it functions. In connection with the goal set in the article, it is supposed to solve a number of tasks: to characterize the publicist text as a multidimensional object of study, identify relevant stylistic parameters of a journalistic text from the standpoint of pragmatic adequacy.

**Key words:** publicist, text, journalistic, newspapers, percentage ratio, slag, discourse, communication, pragmalinguistics, pragmatic, stylistic, predetermination, cognitive-sensory, phenomena.

## INTRODUCTION

Language is the most important means of human communication. In a number of cases, the use of language is the main component of action. Therefore, it is quite justified to study language as an instrument of action. It is in this aspect that linguistic phenomena are considered within the framework of the emerging modern direction of linguistics - linguistic pragmatics, or pragmalinguistics. Today, pragmalinguistics is a field of linguistic research that has as its object the

relationship between linguistic units and the conditions for their use in a certain communicative-pragmatic space.

The pragmatics of a journalistic text implies an active position of the addresser in relation to the addressee, because the assessment of certain events and the main persons involved in these events, as a rule, is included in the intentions of the author [4, p. 136]. The pragmatic orientation of the press is characterized by universality on the one hand and specialization on the other. Based on differences in style, subject matter, and content, the English-language press is classified as “quality” (news press), “medium” (opinion press), and “mass” (tabloid, “yellow” press) [1, p. 77]. The study analyzes the “quality” press, designed for the addressee, who, having read the news report, the position expressed in the newspaper, develops and forms his own opinion and vision of the modern world around. The sources of practical material were language units extracted from English-language newspapers and magazines.

## **MATERIALS AND METHODS**

One of the most important components of newspaper discourse is the headline. Headings are focused on the reader and his background knowledge, and hence the pragmatic focus, which consists in informing the addressee of some information about the text, influencing him, arousing the desire to read the article. The headlines in English and American newspapers are the most diverse in function, form, and the use of lexical means. The connection between the title and the text is realized with the help of keywords that carry special pragmatic possibilities and contribute to the achievement of the intended pragmatic effect.

One of the most important text-forming categories closely related to pragmatic adequacy is modality. In the expression of the author's modality, the artistic means of the language play a decisive role. They influence the effectiveness of contacts with the reader and predetermine the achievement of high pragmatic adequacy.

The wide representation of metaphor in the English publicistic discourse gives grounds to consider it as the most frequently used way of developing linguistic semantics, which allows not only to designate new realities, but also to characterize already known phenomena in a more original way.

To create a journalistic image, a journalist resorts not only to metaphor, but also to other artistic means, such as metonymy, synecdoche, oxymoron, litote, hyperbole, paraphrase, irony, etc.

The specificity of the syntax of newspaper discourse lies in the use of repetitions, parallelism, ellipsis, parcellation, alternation of the length of statements and grammatical constructions characteristic of this style.

The phenomenon of English-language newspaper discourse lies in the presence of discursive actualizers - lexical neoplasms that are not currently described lexicographically and present a certain difficulty in translation.

In the modern English language of newspaper discourse, hyphenated multicomponent chain formations are also frequent, indicating a strict economy of the language, as well as the process of democratization of the language throughout the world.

It should be noted that in addition to a large number of foreign borrowings, in modern English discourse, the influences of the colloquial version of the language, vernacular, dialectisms and youth slang are noticeable.

The system of introductory elements deserves special attention. It can be considered as a communicative-pragmatic category with the general content of the subjective, evaluative attitude of the speaker to the statement. The inserted elements introduce into the main statement a pragmatic comment that is significant for the author, without which an adequate perception of the transmitted information is impossible [11, p. 18].

Studying and taking into account pragmatic maxims makes it possible to increase the efficiency and effectiveness of a journalistic text and ensures its high information content.

Cogitative activity is determined by a pragmatic orientation, corrects the understanding of the subject-logical component of the discourse. Journalistic discourse is a flexible mobile system of the emergence of linguistic signs in speech.

The pragmatic aspect of the functioning of journalistic discourse is due to the perceptual orientation of the producer and recipient in the world around, as well as their mental and axiological priorities. The implementation of phraseological transforms from the standpoint of this aspect correlates with the creative-phatic activity of individuals, which is based on the public thesaurus of the individual, i.e. body of knowledge obtained from publicly available sources of information. Therefore, the semiosis of journalistic discourse explicates the psycholinguistic cognitive structural knowledge of the participants in communication.

The sphere of determination of linguistic pragmatics is the living functioning of language units associated with the speech activity of the society in general and the individual in particular. Any desire for a person to express his thoughts and feelings, an attempt to influence another person, to evoke a certain reaction in him (verbal, emotional, behavioral, etc.) is correlated with pragmatics. Of particular interest in connection with the pragmatic conditionality of the units of language and speech is the journalistic discourse and the phraseological transforms functioning in it.

For journalistic discourse, the pragmatic orientation is the most significant, which is determined by its special informational and stylistic assignment and goal setting as one of "the constitutive features of any style" [3]. The significance of a journalistic work is determined by the role played by the media in the life of every person. The media actively influence the mass consciousness, contribute to the dissemination and approval of social and public ethical norms of behavior, form the linguistic priorities of the society and at the same time reflect all the changes taking place in the language and speech of the society. Thus, journalistic discourse and its pragmatic aspect are closely related to the characteristics of the impact on

the recipient. Journalistic discourse consists of a set of certain intentions, “the perception of which is achieved through the mental representation of the relevant concepts” [7, p. 156], therefore, the methods of influence within the framework of journalistic discourse are mainly based on the functioning of emotionality, expressiveness and evaluativeness.

Any communication pursues certain goals, therefore, the producer needs to activate certain mechanisms of speech influence on the recipient so that his actual reaction is more or less adequate to the author's intentions. In such a situation, the presupposition is updated, which, in the process of forming “a qualitative-quantitative orientation of information ... ensures the economical rational use of communication mechanisms, contributes to the transfer of a significant amount of information with a minimum implementation of language units” [1, p. 70-74]. Thus, the most effective mechanisms are the ways of creating and implementing phraseological transforms, which in content correlate with various figurative nominations, metaphors, comparisons, as well as paralinguistic (graphic) means. Phraseological transforms present in the text stratify the labile representations of the recipient who perceives the text, correct them, but still allow variation in the reader's interpretation of the content of the text.

The creation and implementation of expression largely reflect the author himself: his individual value system, way of thinking, the authenticity of the knowledge structure, reflection, the nature of personal emotions, critical (evaluative) perception of pictures of the surrounding reality.

Journalistic discourse has developed a whole system of means that create conditions in its semantic structure for the functioning of the pragmatic aspect. Such means include phraseological units (PU) and their transforms; pragmatics of phraseological units allows us to consider them from the standpoint of situational conditioning, status and personal orientation and representativeness. The implementation of phraseological units and their transformation in a newspaper

article is subject to the general scheme of the author's intention, which, in turn, is corrected by the pragmatics of journalistic discourse.

## **RESULTS AND DISCUSSION**

The analysis of newspaper material showed that emotionality, expressiveness and evaluativeness arising from the use of phraseological units and their transforms have an invariant sign of encoding information, which is determined by the producer and projected by the recipient in the form of specific mental pictures. Information decoding, its interpretation (and then reproduction as the highest stage of perception) form the reader's empathic projection field adequate to the author's. In this case, the role of phraseological units becomes especially significant, since the individual perceives the phenomena of the external world through the prism of the system of cognitive-sensory guidelines and assessments created by him.

The perception of phraseological units makes it possible to streamline this system, "bring to a common denominator" the cognitive structure of knowledge of both the producer and the recipient, as a result of which mutual understanding arises and one can speak of communicative successes. The phraseological units extracted from the thesaurus of the personality of the communicants (journalist and reader) are included in speech activity, which makes it possible to identify the pragmatic intentions of the author, on the one hand, and on the other hand, the degree to which the addressee reflects the embodiment of these intentions. As a result, a situation of concretization of phraseological units in the process of speech communication is created, which acquires special significance in the perception of transformed phraseological units. Phraseological units in a newspaper (obeying the requirements of the genre) must express a special, elevated, connotative content, while their maximum approximation to the text, the situation described, i.e. modification taking into account the requirements of the pragmatic conditionality of additional meanings.

The pragmatic approach to the construction of discourse determines the implementation of verbal blocks, interconnected by paralinguistic means; each

sentence is built according to a certain scheme, each subsequent sentence is somehow connected with the previous one by lexical-structural means. Consequently, the external form for the recipient is not unexpected and does not have a semantic effect on him. In this regard, phraseological transforms and methods of their decoding become relevant.

But the number of such units, given their cascading nature, should be limited in use within a particular journalistic discourse, because expressive means are rheme, and rheme cannot be denoted by most of the discursive senses. Otherwise, individual expresseemes are lost in the general flow of figurative means, i.e. can go into "slag" (the term of Yu.M. Lotman [5]), and the effectiveness of their appointment is weakening, and the content is blurred. Thus, the "percentage ratio" ("balance") of expressive and non-expressive means of language in journalistic discourse should be preserved.

Pragmatic information, considered as an expression by the producer of "his perception and evaluation of specific objects, phenomena, any of their properties or relations between objects of linguistic reflection, as well as in achieving a pragmatic effect designed to influence the addressee of speech" [4, p.138.], is based on the isomorphism of the features of the actual process of cognition through the conditionality of specific logical-theoretical constructions of additive meanings. The additivity of meanings is created through axiological representations that determine the mentality of the communicants, and a system of reflexive information structures, which are characterized, first of all, by contact-establishing (phatic) features.

The pragmatic aspect of the discourse contributes to the formation of phraseological transformations, as they are represented by non-standard combinations in conjunction with additional explicated or implied meanings of various emotional and evaluative orientations. An isolated (out of discourse) phraseological transformation in terms of imagery significantly loses its significance and can even be perceived as a linguistic error. Consequently, from

the point of view of pragmatics, discourse can be regarded as a kind of attempt to "justify" the use of phraseological transforms and explain the prediction ("maturing") of new similar expressive units.

A creative approach to the perception of pragmatically directed language units contributes to the stratification, stratification of their syncretic content, highlighting the dominant and peripheral components. The role of the dominant is given, first of all, to phraseological transforms, which, due to their psycholinguistic nature, are perceived as heuristic signs, a product of the author's extraordinary apperception of the world around him (including himself) and a consequence of the "growing analyticism of the linguistic system" [6, p. 24]. Phraseological transformations that correspond to the author's pragmatic intentions express a different (meliorative or pejorative) assessment of the facts of reality, which has access to the linguistic embodiment of emotions and, first of all, contextual emotiveness.

Contextual emotiveness is associated with the ability of a transform to designate a specific situation, outside of which it is thought of as a violation of linguistic norms (erroneous use of phraseological units in the structure of the text). [9, p. 145] The contextual conditionality of phraseological transforms, determined by the pragmatics of journalistic discourse, allows the producer to demonstrate the act of incorporating new content, derived from the usual phraseological unit through its structural and semantic change, into the system of existing knowledge and, above all, one's own.

The pragmatic orientation of the journalistic text, and, consequently, its units allows solving important psycholinguistic problems related to attracting reader's attention to this publication, optimizing its understanding and creating a projection of the text in the mind of the recipient. Many researchers [2, 8, 9,] name the connotation of its elements as one of the aspects of text pragmatism. Naturally, the components of the connotation do not express the subject-logical component of the meaning of any object of reality: they are related to the mental activity of the individual. But it is the mental activity, determined by the pragmatic orientation,

that is able to correct the understanding of that very subject-logical component. The pragmatic conditionality of phraseological transforms is based on their ambivalent nature, which is manifested in the simultaneous complexity and simplicity of the emergence and functioning of these units in the speech flow: firstly, the phraseological transform seems to be a kind of substitute that contributes to the transposition of complex (in terms of cognitive, scientific, social, etc.) e.) phenomena of reality into the category of simplified, accessible (very often primitive and even distorted) symbols.

Here we can talk about the concept of "archetype" as a kind of concentration of symbols, and since any phenomenon can be interpreted ambiguously (depending on the cultural, humanistic positions of the author, his intentions, etc.), the archetype contributes to the creation of a significant number of symbols, naturally, combined common theme. Secondly, the emergence of expression in discourse is a consequence of the heuristic activity of a journalist as an individual, which correlates with the sense-creating perception of the world.

## **CONCLUSION**

The pragmatic orientation of journalistic discourse allows the author to approach the units of the language selectively, varying the implicitness or explicitness in the implementation of their content. For his part, the reader, relying on the pragmatism of the newspaper material, begins the semantic analysis of its text, comprehension and assimilation of its units immediately after reading the headline, when it becomes necessary to anticipate the still unknown material.

The content aspect of the anticipation of the pragmatic predetermination of the text and its perception is the extraction from long-term memory (and, accordingly, translation into short-term memory) of information about the described objects, phenomena and situations that correspond to the content of the text.

Thus, understanding and comprehension of the material contribute to the meaning of the terminals in accordance with the information obtained in the linear

perception of the text and its pragmatic conditionality. So, in the aspect of human activity in the functioning of language units in purposeful speech actions and the expression of author's intentions, journalistic discourse plays a very important role as a flexible mobile system for the emergence of language formations in speech, which has a pragmatic assignment that regulates the selection of linguistic means that ensure their pragmatic conditionality.

### **REFERENCES:**

[1]. Cherednichenko A. Some features of the use of connecting phraseological units in the language of the newspaper // Functioning of phraseology in the text during the crisis of ideology and culture: Sat. Art. Olomouc, 1995. - P. 77.

[2]. Gadzhieva Zh.A. The role of presupposition in historical novels by S. Zlobin // Contensive typology of natural languages: Proceedings of the Intern. scientific-pr. conf. linguists (April 26-27, 2007). Makhachala, 2007. - P. 181.

[3]. Gridneva T.V. Pragmatic aspect of the connotative element of the semantic structure of phraseological units // Communicative-pragmatic aspects of phraseology: abstracts of reports. International Conf. (September 20-29, 1999). Volgograd, 1999.

[4]. Kamenskaya O.L. Text and communication. - M., 1990. - p. 136-138.

[5]. Kobozeva, I. M. Linguo-pragmatic aspects of the analysis of the language of the media // Language of the media as an object of interdisciplinary research: Proc. allowance // I. M. Kobozeva; Moscow state un-t. - M.: MGU, 2003. - 460 p.

[6]. Lebedeva L.A. Communicative-pragmatic functions of stable comparisons // Communicative-pragmatic aspects of phraseology: abstracts of reports. International Conf. (Sep 20-29, 1999). - Volgograd, 1999. - p. 24.

[7]. Lotman Yu. M. Semiosphere. - SPb., 2000. - p. 156.

[8]. Maidanova L.M., Soboleva B.G. Pragmatics and modality of the text // Stylistics and pragmatics: abstracts of the Intern. scientific conf. (25-27 Nov. 1997). - Perm, 1997. - P.15.

[9]. Mednikova Yu.I. "Field of meanings" and other factors in the process of understanding the text // Problems of Applied Linguistics. International scientific-pr. conf. Dec 27-28 2005 Sat. Art. - Penza, 2005. - P. 165.

[10]. Nikonov V.M. Connotative word (phrase) in language and pragmatic-communicative act // Communicative-pragmatic semantics: Sat. scientific tr. - Volgograd, 2000.

[11]. Panteleeva, E. A. Communication and pragmatic means of introductory and plug-in elements in the modern language: author. dis. ... cand. philol. Sciences: 10.02.01 / E. A. Panteleeva; Volgograd state ped. un-t. - Volgograd, 2005. - 18 p.