

THE PECULIARITIES OF JOURNALISTIC STYLE

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ABSTARCT

In journalism, image and imagery have their own characteristics, which arise from the requirements imposed on journalism. Image and imagery, which can find expression in a broad sense in fiction and art, are somewhat limited and distinctive in journalism. This is due to the need to reflect the present day, which is the main task of journalism, to reflect the present, to form public opinion about the problems in it, to analyze life from a journalistic point of view and to draw the necessary conclusions. In the informational part of journalism, image and imagery are partially limited, and in most cases redundant. Because the main task of this part of journalism is to inform the public about facts, events and happenings, to deliver news. In this case, the interference of image and imagery leads to a distortion of the notion of message, news. The use of images and imagery is also limited in analytical journalism, which is the second most important part of journalism and is aimed at revealing the essence of facts, events and happenings in life through the assessment and analysis. But in some cases, a certain degree of imagery, animation, imagery can be used to illuminate the activities of people. At the same time, in a sense, imagery and figurativeness can be introduced to reveal the essence of life events and happenings, to animate, to awaken people's senses. It is well known that a genre is a type of work of art that has its own characteristics in terms of form and content. The genres of journalism also have their own characteristics in terms of form and content, which, like genres in literature and art, grow from small to large, from individual to general, from simplicity to perfection. Genres related to the artistic type of journalism include sheets, essays, feuilletons, and pamphlets. In subsequent years, each of the functional styles in English linguistics has been studied separately. Recognized by most of the functional styles today obtained views - scientific, formal, popular, artistic, conversational styles and their lingvostylistic features are analyzed as a separate object of study. E. Johnson, A. Hopkins, M. Mac Carty, in classifying styles, first approach according to whether they are oral or written, and distinguish between two - oral speech style and written speech style. They point out that there are two types of speech (literary speech and simple speech) as the speaking style belongs to the oral speech style. Written speech style includes artistic, scientific, journalistic, formal style of work, and artistic style includes prose, poetic, dramatic, scientific style, scientific technical, scientific popular, journalistic style, newspaper, socio-political, official style, official-informational style networks. The textbook "English Stylistics" created by A. Shelley and others shows the existence of five types of functional styles of English (speech style, formal style, scientific style, journalistic style, artistic style) and reveals the lexical and grammatical features of these styles. given. The same approach to the classification of methods is observed in other works: a) scientific style, b) style of official papers; v) journalistic style; g) oral style.

The journalistic style is rich in genres, in which information is provided that applies to all areas of our social life. Popular (popular, journalistic) style is the language of the press, radio, television. The journalistic style is the style of periodicals, socio-political literature, lectures on public policy. This method is widely used in advocacy. Generally, newspaper articles and journalistic character, their daily life, educational, economic and political issues are discussed. In journalistic speech, influential words and phrases, proverbs and wise sayings, rhetorical interrogative utterances, repetitions, appeals, exhortations, widespread urges, appeals are used. In

the journalistic style, socio-political words such as congress, conference, deputy, council, heads of government, state are often used. Pieces of speech are often in the usual order, with parts of speech represented by verbs in the imperative and message moods. The novelty of works written in the journalistic genre, their informative and propagandistic nature, and the fact that they immediately inform the public about the events taking place in the world or in our country, naturally lead to the use of new socio-political terminology and causes normalization in our language. In other words, the popular style helps the language to be enriched at the expense of new words and phrases. The popular style is in a sense an intermediate style. Texts formed in this style approach the artistic style with its figurativeness, expressiveness, productive use of pictorial means, while dialectisms, historisms, slang and jargon do not use it. The clarity of expression and the specificity of the journalistic genres and the use of socio-political terminology are similar to the scientific style. At the same time, such qualities as brevity, conciseness, brilliance in the expression also put it side by side with the scientific style. It is known that journalism is a large field that covers the eternal, political, scientific spheres, and includes news, news, reports, analysis, headlines, articles, essays, feuilletons, pamphlets, radio and television, newspapers and magazines, advertising. The breadth of the scope of, in turn, requires that language units be standardized separately in each genre. Here it is possible to talk about the general aspects of standardization. Some appearances on radio and television show that elements of speech style can also sometimes interfere in a text of this style. Therefore, it is important to study the language and style of the newspaper.

In conclusion, it can be stated that journalism is a tool for human beings to know life, to understand it, to be aware of what is happening in the world and to draw appropriate conclusions for themselves. The novelty of the works written in the journalistic genre, their informative and propagandistic nature, and the innovations that result from the immediate informing of the public about events in the world or in a country, naturally lead to the emergence of new socio-political terminology and our language.

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