



## Stylistic features of Uzbek media texts

*Xudoyberdiyeva Shirinoy,*

*English teacher of Foreign languages and literature department  
at Angren univernity*

**Annotation:** *Today, mass information delivery, influencing people, and sharing news through the media are becoming widespread. In Uzbek content also, the electronic press has different stylistic features, this article presents the main purpose of the media language, its lexical-stylistic features in the Uzbek press and their examples.*

**Keywords:** *journalism, media languages, colloquial language, Journalistic resources, Discourse Markers.*

The language used by the media to communicate its objectives through journalism, radio, television, the internet, and other channels is made up of private languages. Expressing information in the most efficient, educational, and engaging way possible is the primary goal of media language. One of the key ways to communicate core objectives, efficiently convey information and assistance, and provide training, regulation, and education is through media language.

In particular, the language of the press has its own place and features in the journalistic style. K. Yusupov, A. Boboyeva, A. Abdusaidov have shown the following as features of the press language:

- The language of the press is a written literary language. It has its own linguistic features.
- Materials related to all task styles are printed in the press. In some materials, they come in a mixture. This is one of the special features of the press language. Materials related to other functional styles (for example: poems, stories, excerpts from works of art, decrees, decisions, etc.), if they are not included in the



materials of the press, should be studied within their own styles, that is, they cannot be related to the language of the press. .

- Press materials vary in style and expression. If the message, main article, correspondence, report, comment, etc. are written in a purely literary language, elements specific to the artistic style are widely used in the board, essay, open letter, reportage, critical article, feuilleton. Elements of dialect are sometimes used in these genres.

- The language of the press is close to the language of artistic, colloquial styles, and differs from the language of scientific, official styles.

- The use of standards (templates) and stamps (moulds) is characteristic for the language of the press<sup>1</sup>.

- The peculiarity of the language of the press comes from its functions such as informativeness (giving information), organization, propaganda and influence. These features of the press language are taken into account when using language tools.

- In the language of the press, expressiveness is expressed in a unique way. In order to ensure effectiveness, special attention is paid to mass, imagery, emotionality and expressiveness, accuracy and concreteness, brevity, controversy.

- The state of using the possibilities of the language in the genres of the press is different from each other. The use of expressive-methodical possibilities of linguistic, phraseological, grammatical tools in informational, analytical and artistic-journalistic genres has similar and different aspects. Different methods are used in using the stylistic features of language tools.

- The orthographic, linguistic, grammatical, punctuational and stylistic norms of the literary language are strictly followed in the language of the press. Deviations from the literary norm (for a certain methodological purpose) can be

---

<sup>1</sup> Dobroslońska T. G. Medialinguistics: a systematic approach to the study of media language: modern English media speech [Electronic resource]: textbook. manual [2014, PDF, RUS]: <https://medialing.ru/issues/medialingvistika-2015-s4.pdf>



found in the language of a film, an essay, a critical article, and a feuilleton. If the general norm is followed in the artistic style, then work is done within the literary norm in the language of the press.

- The language of the press contributes to the enrichment of the literary language, especially its lexicon. Changes related to socio-political, economic, spiritual and household life are first reflected in the press. As a result, new or introduced words from other languages are widely used through the press. The press functions as a "creative laboratory", especially in the use of lexical units<sup>2</sup>.

In addition, the essay looks at media text as the primary area of study in media linguistics. A discrete item of the media stream that combines the verbal and media series sign units is called a media text. The idea that a media text is a three-dimensional, multi-level phenomena makes it possible to combine a wide range of media goods, including Internet advertisements, radio broadcasts, newspaper articles, and television news. The authors provide a set of factors that enable the description of any media text in terms of its language-format features, distribution channel, and production: 1) author-collaborative method of production; 2) oral versus written form of creation; 3) oral versus written form of reproduction; 4) media versus carrier as the distribution channel; 5) functional-genre type of media text (news, analysis, and commentary, journalism, advertising); 6) thematic dominant (belonging to a certain stable mediatopic).

As it is mentioned in the research of D.Teshabayeva, Yu.V. Rozhestvensky's "text-making activities" are broader than the concept of "speech activities", compared to the work of a journalist with material intended to be published or transmitted. The unit of analysis of speech activity is a specially expressed reasoning and, as an object of study, "is a movement of speech that is reflected in communicating with the hearer and speaking by the speaker. "The

---

<sup>2</sup> Yuldashev B., Qurbonov T. Issues of the language and style of the work of art. Specialization course (elective subject). Instructional manual. - Samarkand: SamDU publication, 2006, p. 88



text of journalism is "copyright"; No matter how objective it is, the reader always receives information interpretation. As a result, along with communicative influence tools such as persuasion and influence, the main character of the journalist's text will continue to be its assessment.<sup>3</sup>

As V. I. Konkov stated: "We see the influence of artistic, scientific, official and oral discourse in the speech structure of the newspaper text. In this case, the hypothesis that the texts are synthetic finds their own confirmation." Today, journalists are interested in text linguistics, which is involved in the creation, modeling of text, and studying such an activity process. This is due to the modern state of the living language by linguists, from a wide spectrum of linguistic and speech traditions, to be described by various factors.<sup>4</sup> And it is true that in publicistic style the features of all other styles can be found as it can express every field of our life. Let's concentrate on the following examples that are taken from uzbek electronic press:

1. Scientific style features in media texts:

- *Gaz metrik sistema qabul qilingunga qadar ming yillar davomida amalda bo'lgan o'lchov birligidir. Gaz so'zi forshadan o'zlashgan. Asliyatda taxminan 105 santimetrغا teng uzunlik o'lchovi va shu uzunlikdagi cho'pni anglatgan. Lekin hozirgi O'zbekiston hududlarida 0,71 metrga teng bo'lgan. U arshin deb ham atalgan<sup>5</sup>*

Scientific words in uzbek language, such as gaz, metrik sistema, arshin, o'lchov birligi, santimetr, uzunlik o'lchovi can be seen here.

2. Official style features in media texts:

- *Huquq-tartibot idoralari xodimlari tomonidan o'tkazilgan tezkor tadbir davomida U.T. ushbu oliygohda tahsil oluvchi mahalliy fuqarodan 4 ta fanning*

<sup>3</sup> D.Teshabayeva. "Functional-Stylistic Position of the Media Language". Best journal of innovations in science, research and development, 2024. www.bjsrd.com

<sup>4</sup> Klushina N.I. Writing mechanisms formirovaniya otsenki in SMI. http...www.expertizy.garod.ru

<sup>5</sup> <https://t.me/Daryo/94801>



*yakuniy test imtihonlaridan o`tkazib berish uchun 2 000 AQSh dollari talab qilganligi aniqlanib, oldindan kelishilgan 1.500 AQSh dollari miqdoridagi pul mablag`larini olayotgan vaqtda ashyoviy dalillar bilan qo`lga olindi.*<sup>6</sup>

Wide usage of passive voice (o`tkazilgan, aniqlanib, kelishilgan, qo`lga olindi) that is one of the features of official style can be seen here.

3. informal style features in media texts:

*-“Shaharlarda uylar kengaydi, ammo insonlarning bag`ri toraydi”... “Ming afsus, bugun odamlarning 20 xonali uyi bo`lishi mumkin, uyi huvullab yotibdi, u yerga 4 nafar talabani joylashtirishni o`ylab ko`radi”.*<sup>7</sup>

The features of informal style –metaphors (bag`ri toraydi, huvullab yotibdi) and discourse marker (ming afsus) can be seen in this example.

The above mentioned examples again show that in publicistic style the features of all other styles can be found as it can express every field of our life.

Additionally, in Uzbek linguistics, important studies have been made in the field of studying artistic style in the form of prose, poetic and dramatic works, examples of folk oral creativity, as well as in the form of each literary genre<sup>8</sup>. In media press the features of artistic style can be found, too:

*-““Xudoyinning ishlari qiziq. Boyagina, O`zbekiston Yozuvchilar uyushmasida ko`rishgan edik. Odil Yoqubovning yubileyini o`tqazishda birga bo`lamiz deb suhbatlashgan edik. Ammo, hozirgina noxush xabar eshitdim. Mirpo`lat akamizni berib qo`yibmiz. Muhtaram do`stlar. Joylari jannatdan bo`lsin. Tilla inson edilar. O`zbek she`riyatining zabardast pahlavoni edilar. Ertaga peshinga saloti janozaga”, - deb yozgan M.Ismoil”.*<sup>9</sup>

Here, we can see the metaphors ( tilla inson, she`riyatning pahlavoni); metonymy (peshinga janozaga, Yozuvchilar uyushmasida, Yoqubovning

<sup>6</sup> <https://darakchi.uz/uz/186133>

<sup>7</sup> <https://t.me/Daryo/79510>

<sup>8</sup> Media text as a polyintentional system:[ed. by L. R. Duskaeva, N. S. Tsvetova] - St. Petersburg State University, 2012. - 250 p.

<sup>9</sup> <https://kun.uz/news/2018/02/22>



yubileyini); Phraseological units (Joylari jannatdan bo'lsin, berib qo'yibmiz) which is considered as one of the main features of artistic style.

In addition to the comprehensiveness in the use of language tools, certain norms are followed in their use within the framework of this style, phonetic, grammatical, lexical and phraseological features are more clearly manifested than in other styles. The predominance of anthropocentrism in the humanities, as well as the rapid development and spread of mass media, determined the manifestation of linguists' interest in studying mass media as a product of human activity. This was also due to the fact that in the late 20th and early 21st centuries, media-discourse became the leading translator of world knowledge, the main environment of the world. For instance,

-“Jizzaxda yo'lovchi talashgan Lacetti haydovchisi taksichilardan birini kapotda sudrab ketdi”.<sup>10</sup>

Modern mass media remains the main source of formation of new language norms, an indicator of the language culture of the society. The various features of the media language identified by scientists contributed to the emergence of a new direction of modern linguistics - medialogistics, within which today the features of the media and its separate components: the language of the press, television, radio, advertising, PR activities, Internet connection<sup>11</sup>.

### References:

1. Dobroslonskaya T. G. Medialogistics: a systematic approach to the study of media language: modern English media speech [Electronic resource]: textbook. manual [2014, PDF, RUS]: <https://medialing.ru/issues/medialingvistika-2015-s4.pdf>

---

<sup>10</sup> <https://t.me/Daryo/73767>

<sup>11</sup> Barnoyeva Sh. R. (2023). Stylistic characteristics of the language of media. International scientific journal, 9 (100). Pp 1316-1319



2. Yuldashev B., Qurbonov T. Issues of the language and style of the work of art. Specialization course (elective subject). Instructional manual. - Samarkand: SamDU publication, 2006, p. 88
3. D.Teshabayeva. "Functional-Stylistic Position of the Media Language". Best journal of innovations in science, research and development, 2024. [www.bjisrd.com](http://www.bjisrd.com)
4. Klushina N.I. Writing mechanisms formirovaniya otsenki in SMI. [http...www.expertizy.garod.ru](http://www.expertizy.garod.ru)
5. <https://t.me/Daryo/94801>
6. <https://darakchi.uz/uz/186133>
7. <https://t.me/Daryo/79510>
8. Media text as a polyintentional system:[ed. by L. R. Duskaeva, N. S. Tsvetova] - St. Petersburg State University, 2012. - 250 p.
9. <https://kun.uz/news/2018/02/22>
10. <https://t.me/Daryo/73767>
11. Barnoyeva Sh. R. (2023). Stylistic characteristics of the language of media. International scientific journal, 9 (100). Pp 1316-1319