

## Features of Newspaper Text

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**Annotation:** The modern press style has changed dramatically in recent years. Journalists are now more comfortable using the term. Previously, only terms from the literary language were used in articles; currently, authors are permitted to utilize jargon, barbarism, and highly specialized terminology. In this article we examined the features of newspaper texts.

**Key words:** neologisms, journalistic, press style, newspapers, magazines, radio, television.

Because the analytic neologisms are culled from articles in the Anglo-American press, it's important to pay attention to the journalistic style's characteristics.

The modern press style has changed dramatically in recent years. Journalists are now more comfortable using the term. Previously, only terms from the literary language were used in articles; currently, authors are permitted to utilize jargon, barbarism, and highly specialized terminology.

Despite the rapid expansion of media such as radio, television, and the Internet, the newspaper continues to play a vital role in modern society. The language of the newspaper has a significant impact on the general public.

It is not by chance that neologisms are studied in newspaper articles. As a result, the newspaper sphere generates optimal conditions for the development of new words by being the sphere that reacts the fastest to the appearance of new objects, phenomena of the surrounding reality. At the same time, the newspaper's language and style have particular traits that allow it to be contrasted with other linguistic realms. As a result, the criteria for using neologisms in a newspaper text have their own unique characteristics. [Zabotkina 1989: 15]

The journalistic style (newspaper and journalistic, newspaper, political, newspaper and magazine) is one of the functional styles used in public relations, and it covers a wide range of topics such as politics, economics, culture, sports, and more. In political literature, the journalistic style is used, and it is represented by the media - newspapers, magazines, radio, television, and documentaries. Politics, ideology, philosophy, economics, culture, sports, ordinary life, and current events are all topics covered by journalistic style.

The journalistic style's core responsibilities include news reporting and commentary, as well as evaluating facts and events. This style uses language to do two functions: influencing and informing. The linguistic distinctiveness of the journalistic style is the interaction of these functions. The informative function results in the construction of a neutral layer of language, speech standards, and speech vocabulary that is required for message verbal design. The presence and creation of evaluative vocabulary are determined by the influencing function. This is the most essential category of journalistic style, with key terms defining the newspaper's and journalistic text's socio-political direction [Kozhina 1993: 313].

According to current scientists, the following are the primary reasons for the adoption of new terms in modern media:

- 1) Improving the quality of the information. The majority of the new words are used in fields where there isn't yet a system of terms and designations in the local language.
- 2) It is necessary to distinguish between many highly specialized ideas.
- 3) The availability of international terminology that is consistent.
- 4) Adherence to "linguistic fashion," that is, the use of foreign borrowings to elevate the text and bring freshness.

The action of social evaluativeness is evident primarily in the structure of speech. The nature of the publicistic subject - the author - determines the specificity of publicistic speech. Unlike fiction, a publicistic text's author is a real person, a true, actual, "private person." As a result, publicistic speech is documentary, emotional, and subjective.

There are a variety of reasons why neologisms appear in modern English-language newspaper articles. One of these is that neologisms give some energy to the text, as well as give imagery to journalistic work, in addition to changes in social, state, and political situations, cultural rapprochement of different countries, and a technological boom. Journalists frequently utilize new terms to produce a fascinating title in order to capture the reader's attention and, as a result, improve newspaper circulation, ensuring the newspaper's survival and increasing its popularity.

The mass media's word-formation practice allows for the development of neologisms that are simple in morphological structure yet diversified in semantics. When it comes to the importance of neologisms in modern media, it's important to remember that new words refresh the language, make journalistic materials more contemporary, and help the author to avoid speech cliches and patterns. The use of new words, on the other hand, is not always successful. We're talking about instances where neologisms are utilized in a public-facing document to satisfy the "linguistic" trend.

The need to deliver the most up-to-date information in the shortest amount of time is reflected in both the nature of communication activities and how they are delivered. The publication is intended for a wide variety of readers and should be noticed. Because a non-specialized mass newspaper reader does not want to spend a lot of time reading it, newspaper material is ordered in such a way that the message is presented in a concise manner in order to create an emotional impression on the reader. And, as the newspaper's original information purpose is progressively pushed aside in favor of another - influencing - the style of the newspaper's language is rapidly morphing into a journalistic style. However, the unique circumstances of newspaper publication - tight deadlines for preparing material that prevent it from being thoroughly stylistically worked out, topic repetition, and a limited range of topics - lead to the journalistic style in the newspaper being simplified, standardized, and experiencing a lexical decline. The presence of a standard also leads to newspaper cliches, which are so common in newspaper discourse [Kozhina 1993: 397].

New words are an important aspect of the language's vocabulary. Neologisms offer energy to the language by constantly replenishing the vocabulary as it develops through time. According to experts, extralinguistic factors influence the development of new words, one of which is the breadth of themes covered by journalists.

Newspaper messages have a number of similar qualities that alter from century to era, as well as numerous unique features inherent in different newspaper genres and publications, which are historically created in the English literary language system. [Romanova, 2000:7]

However, regardless of how diverse the system of linguistic means utilized in various newspaper genres is, the newspaper style still stands out among other styles of speech due to a number of

important shared characteristics. Because newspaper reports are typically written and read rapidly, it is convenient for both the journalist and the reader to utilize repeating jargon, which over time becomes newspaper stamps or clichés. However, we must not overlook the fact that it is in newspapers that we might find new words and combinations that the author creates and later incorporates into the language's vocabulary. We're talking about neologisms in this case.

The nature of the publicistic subject - the author - determines the specificity of publicistic speech. Unlike fiction, a publicistic text's author is a real person, a true, actual, "private person." As a result, publicistic speech is documentary, emotional, and subjective.

Of course, the language of the newspaper is distinct from that of fiction or scientific writing, as well as from that of everyday conversation. This is the result of a long list of language expressions that are best suited to the social function that the newspaper serves as the primary mass medium.

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