



# Journal of Academic Research and Trends in Educational Sciences

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## SPECIFIC PROPERTIES OF THE PRESS

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### KEYWORDS

specificity of the periodical,  
language and style, language  
and style of materials in the  
field, systematic approach,  
information, industry, Internet,  
site

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### ABSTRACT

The article deals with the title and application in specialized publications, studies of language and style, analysis and editing of specialized publications. In particular, the activities of newspapers specializing in education have not yet been studied. In this study, we talk about the importance of specialization in the field of education and try to study the specifics of the "Ma'rifat" newspaper, including language, style, and selection of headlines and analysis of newspaper texts.

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DOI: 10.5281/zenodo.6647140

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The media serve to illuminate reality from an analytical, critical and informational point of view. Newspaper stories provide general information and coverage of current events. Journals rely on somewhat observational analysis.

We cannot always involve them in reading fiction and scientific journalism, "decorated" with luxury, beautiful word games. In addition, what should we do now?

Based on the principle of selection, we need to adapt the development of online and specialized publications to the needs of the audience. Among the specialized printed publications in our country, newspapers and magazines specializing in education are of particular importance. The role of educational newspapers in the activities of specialized publications in the field of diploma work and the issue of specialization in this area. It is not easy to capture the attention of today's audience, especially in our media age. This requires research, knowledge and experience, the skills of a journalist. Journalists working in specialized publications should be more qualified. In other words, he must know the language and style of specialized materials, special lexical rules, and most importantly, analysis and editing, pay attention to the effectiveness of the text, as well as to actual, factual evidence.

In particular, the activities of newspapers specializing in education have not yet been studied. In this study, we talk about the importance of specialization in the field of education and try to study the specifics of the "Ma'rifat" newspaper, including language, style, headline selection skills and analysis of newspaper texts as scientific research methods, methods of analysis, a systematic approach.

Journalistic specialization - the factor of mass media effectiveness is extremely relevant and important. Because the intensity of the "information age" sets us a task that requires a wide range of knowledge and skills. A lot of work has been done in this direction in our country over the years of independence. To be able to timely inform the world community about democratic reforms and cardinal changes taking place in the political, socio-economic, cultural and educational life of our country, as well as promptly and objectively respond to events taking place in the context. Significant work is being done to train and retrain highly qualified personnel.

A specialized journalist is not limited to the field of journalism, but is also subject to the requirements arising from the social nature, functions and principles of the profession in which he or she specializes. A professional journalist must be able to put his "I", to have his own point of view, to fight for the interests and goals of society, the people, the nation, the homeland, not just a passionate account of social reality. Among them, along with the traditional media, newspapers and magazines, television and radio channels, the most modern and advanced media networks - digital and mobile television, Internet, radio, in general, Internet journalism has an increasingly strong place in the national information space. It should be noted that if we look at the press in our country, we see that the number of publications specializing in one field is growing. "It's important to note that more than 40

percent of the media now specializes in a particular field" <sup>2</sup>.

Although the Internet appeared in our country not so long ago, today a lot of our compatriots use this network. Every day, the Internet travels to different parts of the country, making life easier for people from different walks of life.

The role of specialization in a deep and comprehensive study of any sphere of public life is invaluable. If there is an upsurge in any area of society, it is important to remember that specialized journalistic skills also play a role here. A specialist journalist is not only a specialist in the field of journalism, but also a specialist in the field in which he specializes.

The end of the 18th century and the beginning of the 20th century were marked by great changes in the world of literature. In particular, a number of well-known poets and writers appeared by this time, such as Gulkhani, Makhmur, Ogakhi, and as a result, literature was further developed. Along with literature, there have been great changes in the art of subtitling. <sup>3</sup> As we know, the title performs such functions as name, name, information, link, reference, influence and advertising. The word plays an important role in revealing these features of the title. The use of a word as a separate headline depends on the characteristics of the newspaper. The information in the newspaper should be very brief, but meaningful and effective. The word has a wide range of possibilities for expressing information expressed in newspaper material in a concise and fast form, performing the function of naming, nominative case. One word can also be emotionally expressive.

Advertising that is important to a newspaper can be summed up in one word.<sup>4</sup> The title of the material is the headline. We follow the headlines not only in newspapers and magazines, but also in works of art and science. The title conveys the essence of the article in terms of content. You can also read interesting articles under the heading "Letters to Enlighteners" under the heading "Gurung", literary translations (mainly from the works of students). On the last page of the newspaper advertising and photo reports. Almost all genres can be seen on the pages of newspapers. It consists of materials of informational, analytical and artistic-journalistic genres. If we talk about the topics of articles in the newspaper, then basically these are articles on spiritual and educational, moral issues, analytical materials about the life of educational institutions, news, comments on legislation in this area. Therefore, it is necessary to pay attention to the task assigned to the title, to provide a strong emotional impact. Of course, the methodological use of language art in headings is very important. Creators choose a title for a topic they cover in two different ways. Some first choose a heading and then write the text, while others write the text first and choose the appropriate heading based on its essence. The choice of such a name is made by each journalist or artist, based on the professionalism of the writer and his own path. In my opinion, the choice of title is self-limiting, that is, the title does not go beyond the pattern, a certain circle. This, of course, leads to intellectual ambiguity, which negatively affects the

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<sup>2</sup>Yunusov A. Ommaviy axborot vositalari ixtisoslashuvining dolzarb ahamiyati // Oliy jurnalistika kurslarida ixtisoslashuv masalalari. — T.: Gʻafur Gʻulom, 2013. 4-bet

<sup>3</sup>Toshmuhammedova L.I. Sarlavha uslubiyati. T.: Universitet. 2012-yil, 12-bet.

<sup>4</sup>Abdusaidov A. Gazeta sarlavhasi (Gazeta sarlavhalarining struktur-grammatik va leksik-stilistik xususiyatlari). — Samarqand:SamDU nashri, 1995. - 120 bet.

level of work. Newspapers also have headlines that explain the meaning of the headline. Such headings are written in small lower case letters below the main title. Headlines, chosen with the effective use of linguistic and stylistic devices, also occupy a special place on the pages of newspapers. Linguo-stylistic arts are also widely used to find many of the headlines that appear on the pages of periodicals. In fact, although few of these arts, which can be distinguished in some respects in poetry and prose, have made their way into journalism, they play an important role in creating compelling and impressive headlines, publication and its specifics, the skill of choosing a name, we tried to study the issue of specialization of education in the field of journalism and the special role and achievements of the newspaper "Ma'rifat" in this regard.

Attempts have been made to answer questions such as the language and style of the trade press, headline requirements and related problems. The coverage of articles on education in the press, the relevance of the topic, opinion, fact in articles written on this topic are studied on the basis of an analysis of the charm of the first sentence. The unique style of the newspaper "Ma'rifat", which is the object of the work, is reflected in the skill of journalists. Their experience serves as a model for other educational publications in the field. Others in the industry or viewers don't notice. The lack of critical material probably indicates that education reform is under way. In the releases we have seen, these genres may have been rare. Due to the fact that the newspaper specializes in education and is a publication of the intelligentsia, it is not true that it has spelling and methodological shortcomings. Recognition of achievements is the first task of journalists to study and eliminate shortcomings. We hope that the above study will serve as both a practical and theoretical guide for journalists who want to work in specialized publications.

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