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**Abstract:** The publicistic style became a separate style in the middle of the 18<sup>th</sup> century. It falls into three varieties. Unlike other literary styles, the publicistic style has a spoken variety – the oratorical sub-style. The development of radio and television has brought into being a new spoken variety of the radio and television commentary. The other two sub-styles are essay (moral, philosophical, literary) and journalistic articles (political, social, economic) in newspapers, journals and magazines. In this article there is given information about the main features of publicistic style in English language.

**Key words:** functional style, stylistics, oratory speech, essay, articles, advertisement, editorials, announcements, scientific prose style, style of official documents.

**Аннотация:** публицистический стиль стал отдельным стилем в середине 18 -го века. Это делится на три разновидности. В отличие от других литературных стилей, публицистический стиль имеет разговорное разнообразие-ораторский суб-стиль. Развитие радио и телевидения стало новым разговорным разнообразием комментариев на радио и телевидении. Двумя другими подтипами являются эссе (моральные, философские, литературные) и журналистские статьи (политические, социальные, экономические) в газетах, журналах и журналах. В этой статье приведена

информация о основных особенностях публицистического стиля на английском языке.

**Ключевые слова:** Функциональный стиль, стилистика, ораторская речь, эссе, статьи, реклама, редакционные статьи, объявления, научный стиль прозы, стиль официальных документов.

**Annotatsiya:** Publitsistik uslub 18-asr o'rtalarida alohida uslubga aylandi. U uchta turga bo'linadi. Boshqa adabiy uslublardan farqli o'laroq, publitsistik uslub og'zaki xilma-xillikka ega - notqlik uslubi. Radio va televideniyeining rivojlanishi radio va televidenie sharhlarining yangi og'zaki turlarini keltirib chiqardi. Qolgan ikkita kichik uslub - gazeta, jurnal va jurnallarda insho (axloqiy, falsafiy, adabiy) va publitsistik maqolalar (siyosiy, ijtimoiy, iqtisodiy). Ushbu maqolada ingliz tilidagi publitsistik uslubning asosiy xususiyatlari haqida ma'lumot berilgan.

**Kalit so'zlar:** funktsional uslublar, stilistika, notqlik nutqi, insho, maqolalar, reklama, tahririyat, e'lonlar, ilmiy nashr uslubi, rasmiy hujjatlar uslubi.

Publicistic style has spoken varieties, in particular, the oratorical substyle. The new spoken varieties are the radio commentary, the essay and articles.

The general aim of publicistic style is to exert a constant and deep influence on public opinion, to convince the reader or the listener that the interpretation given by the writer or the speaker is the only correct one and to cause him to accept the point of view expressed in the speech, essays or article. Due to its characteristic combination of logical argumentation and emotional appeal, publicistic style has features in common with the style of scientific prose, on the one hand, and that of emotive prose, on the other. Its emotional appeal is generally achieved by the use of words with emotive meaning; but the stylistic devices are not fresh or genuine.

Publicistic style is also characterized by brevity of expression.<sup>1</sup>

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1. Galperin I.R. Stylistics of the English language. 3rd quest. / I.R. Galperin. – Publisher: M.: Vysshaya shkola, 2018. - 316 p.

### ***1. Oratory and speeches***

Oratorical style is the oral subdivision of the publicistic style.

Direct contact with the listeners permits the combination of the syntactical, lexical and phonetic peculiarities of both the written and spoken varieties of language. Certain typical features of the spoken variety of speech present in this style are: direct address to the audience (ladies and gentlemen, honorable member(s), the use of the 2nd person pronoun you, etc.), sometimes contractions (I'll, won't, haven't, isn't and others) and the use of colloquial words.

The stylistic devices employed in oratorical style are determined by the conditions of communication. Repetition can be regarded as the most typical stylistic device of English oratorical style. Almost any piece of oratory will have parallel constructions, antithesis, suspense, climax, rhetorical questions and questions-in-the-narrative.

### ***2. The essay***

The essay is a literary composition of moderate length on philosophical, social, aesthetic or literary subjects. It never goes deep into the subject, but merely touches upon the surface. Personality in the treatment of theme and naturalness of expression are 2 of the most obvious characteristics of the essay. An essay is rather a series of personal and witty comments than a finished argument or a conclusive examination of any matter. This literary genre has definite linguistic traits which shape the essay as a variety of publicistic style.

In the 19th century the essay as a literary term gradually changed into what we now call the journalistic article or feature article which covers all kinds of subjects from politics, philosophy or aesthetics to travel, sport and fashions. Feature articles are generally published in newspapers, especially weeklies and Sunday editions.

In comparison with oratorical style, the essay aims at a more lasting, hence at a slower effect.

### ***3. Articles***

Irrespective of the character of the magazine and the divergence of subject matter – whether it is political, literary, popular-scientific or satirical, all the features of publicistic style are to be found in any article. The character of the magazine as well as the subject chosen affects the choice and use of stylistic devices. There are popular scientific articles, satirical articles, political magazine articles, newspaper articles, etc.<sup>2</sup>

Literary reviews stand closer to essay both by their content and by their linguistic form. More abstract words of logical meaning are used in them, they more often resort to emotional language and less frequently to traditional set expressions.

#### Newspaper style

English newspaper style may be defined as a system of interrelated lexical, phraseological and grammatical means which is perceived by the community speaking the language as a separate unity that basically serves the purpose of informing and instructing the reader.

Since the primary function of newspaper style is to impart information, only printed matter serving this purpose comes under newspaper style proper. Such matter can be classed as:

1. brief news items and communiqués;
2. press reports (parliamentary, of court proceedings, etc.);
3. articles purely informational in character;
4. advertisements and announcements.

The most concise form of newspaper informational is the headline. The headlines of news items, apart from giving information about the subject-matter, also carry a considerable amount of appraisal (the size and arrangement of the headline, the use of emotionally colored words and elements of emotive syntax), thus indicating the interpretation of the facts in the news item that follows.

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<sup>2</sup> Arnold I.V. Stylistics. Contemporary English language [Electronic resource]: uchebnik dlya vuzov/ I.V.Arnold. – 10th edition, -M.: Flinta, 2010. -384p.

a) Brief news items

The function of a brief news item is to inform the reader. It states only facts without giving comments. Newspaper style has its specific vocabulary features and is characterized by an extensive use of: 1. special political and economic terms; 2. non-term political vocabulary; 3. newspaper cliché; 4. abbreviations; 5. neologisms.

The following grammatical peculiarities of brief news items are of paramount importance, and may be regarded as grammatical parameters of newspaper style: 1. complex sentences with a developed system of clauses; 2. verbal constructions; 3. syntactical complexes; 4. attributive noun groups; 5. specific word order.

b) The headline

The headline is the title given to a news item of a newspaper article. The main function of the headline is to inform the reader briefly of what the news that follows is about.

Syntactically headlines are very short sentences or phrases of a variety of patterns: 1. full declarative sentences; 2. interrogative sentences; 3. nominative sentences; 4. elliptical sentences; 5. sentences with articles omitted; 6. phrases with verbals; 7. questions in the forms of statements; 8. complex sentences; 9. headlines including direct speech.

*c) Advertisements and announcements*

The function of advertisement and announcement is to inform the reader. There are 2 basic types of advertisements and announcements in the modern English newspaper: classified and non-classified(separate).

In classified advertisements and announcements various kinds of information are arranged according to subject-matter into sections, each bearing an appropriate name.

As for the separate advertisements and announcements, the variety of language form and subject-matter is so great that hardly any essential features common to all be pointed out.

***d) The editorial***

Editorials are an intermediate phenomenon bearing the stamp of both the newspaper style and the publicistic style.

The function of the editorial is to influence the reader by giving an interpretation of certain facts. Emotional coloring in editorial articles is also achieved with the help of various stylistic devices (especially metaphors and epithets), both lexical and syntactical, the use of which is largely traditional.

***e) Scientific prose style***

The language of science is governed by the aim of the functional style of scientific prose, which is to prove a hypothesis, to create new concepts, to disclose the internal laws of existence, development, relations between different phenomena, etc. There are following characteristic features of scientific style:

1. the logical sequence of utterances;
2. the use of terms specific to each given branch of science;
3. so-called sentence-patterns. They are of 3 types: postulatory, argumentative and formulative.
4. the use of quotations and references;
5. the frequent use of foot-note, of the reference kind, but digressive in character.

The impersonality of scientific writings can also be considered a typical feature of this style.<sup>3</sup>

***f) The style of official documents***

In standard literary English this is the style of official documents. It is not homogeneous and is represented by the following substyles or variants: 1. the language of business documents; 2. the language of legal documents; 3. that of diplomacy; 4. that of military documents.<sup>4</sup>

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<sup>3</sup> Warner A. A. Short Guide to English Style. Oxford University Press, 1975

<sup>4</sup> Arnold N.V. Stylistics of the contemporary English language. Leningrad. Prosveshchenie. 1973

The main aim of this type of communication is to state the conditions binding two parties in an undertaking. The most general function of the style of official documents predetermines the peculiarities of the style. The most noticeable of all syntactical features are the compositional patterns of the variants of this style.

The over-all code of the official style falls into a system of subcodes, each characterized by its own terminological nomenclature, its own compositional form, its own variety of syntactical arrangements. But the integrating features of all these subcodes emanating from the general aim of agreement between parties, remain the following: 1. conventionality of expression; 2. absence of any emotiveness; 3. the encoded character of language; symbols and 4. a general syntactical mode of combining several pronouncements into one sentence.

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