



THE PLACE OF JOURNALISTIC STYLE IN THE LANGUAGE SYSTEM

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Abstract

This article scientifically examines the role of journalistic style in the language system, its functional features in speech, and its application in mass media. The communicative functions of journalistic style, factors of expressiveness, and the possibilities of using lexical and stylistic units are analyzed. In addition, the article discusses the problems and future prospects of observing speech culture norms in modern mass media.

Keywords: journalism, language system, style, mass media, communicative intention, speech culture, expressiveness.

Language is one of the most important social phenomena of humanity and serves as a means of communication in society. In the process of social development, language is divided into various functional styles, and each style performs a specific communicative task. One of them is journalistic style, which forms texts intended for a wide audience through mass media.

The main features of journalistic style include promptness, mass orientation, clarity, and expressiveness. Today, the development of digital technologies is causing an increase in the number of journalistic speech forms. At the same time, problems such as failure to observe speech culture in



journalistic texts, the spread of incorrect information, and excessive use of foreign words are also encountered.

The purpose of this article is to scientifically analyze the role of journalistic style in the language system, its functions, and the process of its modern development.

METHODOLOGY

In this research, the following methods were used to study journalistic style:

Theoretical analysis method: linguistic views and scientific sources on journalistic style were studied.

Descriptive method: the functions and features of journalistic style were systematically explained.

Comparative approach: differences between journalistic style and other functional styles were identified.

Analytical method: the role of linguistic units and stylistic devices in creating expressiveness in journalistic speech was interpreted.

Through these methods, the function and role of journalistic style in the language system were clarified.

RESULTS

According to the research findings, journalistic style is distinguished by the following main aspects:

1. Informational function

Journalistic texts serve to deliver events in society quickly and accurately.



2. Propaganda and advocacy function

Popularizing certain ideas and views is one of the main functions of journalistic style.

3. Analytical function

In articles, commentaries, and analytical reports, evaluating events and drawing conclusions plays a leading role.

4. Expressive influence

Journalistic style is aimed at persuading the reader and shaping public opinion.

5. Simplicity and mass orientation of language

In journalistic texts, complex ideas are expressed in a simple and understandable form.

In addition, the following problems were identified in the development of journalistic style:

spreading incorrect or unverified information;

violation of literary norms;

excessive use of foreign words.

DISCUSSION

The obtained results show that journalistic style occupies an important place in the language system and is considered one of the main tools for delivering political, economic, and cultural processes to the public. Unlike other styles, it not only provides information but also influences the audience and shapes certain viewpoints.



Although digital technologies contribute to the growth of journalistic texts, they also create problems related to speech culture. In particular, due to the speed of the internet, facts may be distributed without verification, which negatively affects both language norms and the reliability of information.

Therefore, the study of journalistic style is relevant not only theoretically but also practically.

In the future, journalistic style is expected to develop further through artificial intelligence, digital platforms, and new media genres.

Language is one of the most important tools in social life; it plays a key role in exchanging ideas, distributing information, and shaping social relations. Within the literary language system, there are various functional styles, one of which is journalistic style. Journalistic style is applied in mass media and holds a special place in the language system as a style that serves to quickly inform the public and influence public opinion.

The main task of journalistic style is to convey events occurring in society quickly, clearly, and understandably. At the same time, it is not limited to providing information; it also fulfills the function of influencing the reader's or listener's opinion, persuading them, and directing them toward a particular idea. Therefore, emotional-expressive words, evaluative units, slogans, and imperative or motivational sentences are actively used in journalistic texts.

In the language system, journalistic style contributes to the popularization of the literary language. Through newspapers, magazines, television, radio, and internet publications, the literary language becomes widely distributed among the population. Journalistic style also influences the enrichment of the language: new words and expressions, socio-political terms, and modern concepts often enter society through journalism.



One of the important features of journalistic style is its popularity and clarity. It is characterized by being simple, understandable, and fluent. Texts often contain short and concise sentences. Especially in news, reports, and informational genres, formal and precise expression dominates. However, in articles, essays, and analytical materials, figurative language and artistic elements may also be found.

In conclusion, journalistic style in the language system is not only a means of delivering information but also a powerful communicative tool that influences public consciousness. It plays an important role in the development, popularization, and modernization of the literary language. For this reason, journalistic style remains one of the most relevant topics both in linguistics and in practical speech culture.

CONCLUSION

Journalistic style is a functional style that occupies a special place in the language system. It performs the tasks of delivering information, promoting ideas, and shaping social consciousness. The main features of this style include promptness, mass orientation, clarity, and expressiveness. Although the development of modern mass media expands the possibilities of journalistic speech, the issue of observing speech culture norms remains highly relevant.

RECOMMENDATIONS

When writing journalistic texts, strict adherence to literary language norms is necessary.

When using foreign words, it is recommended to apply their Uzbek equivalents.

The verification of information distributed through the internet and social networks should be strengthened.



In studying journalistic style, modern digital texts (online articles, blogs, posts) should be analyzed separately from a linguistic perspective.

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