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POLITICAL DISCOURSE AS A SPECIAL FORM OF JOURNALISTIC STYLE

Annotation

Political speech as a type of political communication is dynamic, including various events, different themes and others elements, i.e. the most effective and appropriate methods. The role of journalism, especially public speech, is not only to convey a message, but also to influence audience in order to achieve some goal, for example, change public opinion on any issue or the public's belief in anything; this is the goal of political discourse is to conquer and retention of power. In this article I will outline of political discourse as a form of journalistic style.

Key words: Political speech, public speech, journalistic style, political discourse, political text, communication.

SIYOSIY NUTQ JURNALISTIK USLUBNING O'ZIGA XOS SHAKLI SIFATIDA

Annotatsiya

Siyosiy nutq siyosiy muloqot turi sifatida dinamik bo'lib, turli hodisalar, turli mavzular va boshqa elementlarni, ya'ni eng samarali va mos usullarni o'z ichiga oladi. Jurnalistikaning, ayniqsa ommaviy nutqning o'ziga xos nafaqat xabarni yetkazish, balki qaysidir maqsadga erishish uchun auditoriyaga ta'sir o'tkazish, masalan, har qanday masala bo'yicha jamoatchilik fikrini yoki jamoatchilikning biror narsaga bo'lgan ishonchini o'zgartirish; ya'ni siyosiy nutqning maqsadi – hokimiyatni zabt etish va ushlab turish hisoblanadi. Ushbu maqolada men siyosiy nutqni jurnalistik uslubning bir shakli sifatida tasvirlab beraman.

Kalit so'zlar: Siyosiy nutq, ommaviy nutq, publitsistik uslub, siyosiy nutq, siyosiy matn, muloqot

ПОЛИТИЧЕСКИЙ ДИСКУРС КАК ОСОБАЯ ФОРМА ПУБЛИЦИСТИЧЕСКОГО СТИЛЯ

Аннотация

Политическая речь как вид политической коммуникации динамична, включает в себя различные события, разные темы и другие элементы, то есть наиболее эффективные и целесообразные методы. Роль журналистики, особенно публичной речи, заключается не только в передаче сообщения, но и в воздействии на аудиторию для достижения какой-либо цели, например, изменения общественного мнения по какому-либо вопросу или веры общественности во что-либо; в этом цель политического дискурса – завоевание и удержание власти. В этой статье я опишу политический дискурс как форму публицистического стиля.

Ключевые слова: Политическая речь, публичная речь, публицистический стиль, политический дискурс, политический текст, коммуникация.

Introduction. Language as an important social phenomenon is used in various fields human activity, having as its main functions communication, message and impact. To implement various functions a variety of language has emerged that has its own lexical, phraseological and syntactic means, etc. [1; pp18]. In accordance with this, since the 60s. Last century scientists began to engage in functional-stylistic research, then in the late 70s. XX century a functional style appeared as the central direction of stylistics that studies patterns of language functioning in various spheres of speech communication.

Literature review. In the linguistic tradition, the following styles are distinguished: scientific, journalistic, official business, conversational, art. According to the functions of the language D.E. Rosenthal identifies three styles:

- 1) conversational (communication function);
- 2) scientific and official business (communication function);
- 3) journalistic and literary-artistic (function of influence) [1, pp76].

Journalistic style is one of the functional styles which is widely used in various areas of social relations: political, economic, cultural, sports and many others.

In addition, the terms "newspaper-journalistic style", "newspaper style", "newspaper-magazine style" and "political style" are often used in as a synonym for the term "journalistic style". Linguists note that the newspaper-journalistic style has two sub-styles – newspaper-informational and actually journalistic; newspaper and newspaper and magazine reflect the style of periodicals in the specified sphere of communication; political emphasizes the important role of the political aspect in the process of life of states. With language positions, in many cases the journalistic style has unique specificity, being between colloquial speech, scientific and official business styles, and having linguistic features and artistic and literary language - such as means of expression and etc. Journalistic style is a style interspersed with other styles. According to the reasonable opinion of the academicians, "the constructive principle of organizing language means in newspaper and journalistic style, ensuring the implementation of the main functions of the media, the principle of alternating standard and expressive segments of the text" [4; pp 57].

Research methodology. The role of journalism, especially in public speech, is not only to convey a message, but also to influence audience in order to achieve some goal, for example, change public opinion on any issue or the

public's belief in anything, this is the goal of political discourse - to conquer and retention of power. Journalistic style widely used in socio-political literature, in political speeches, speeches at meetings, etc. Accordingly, political discourse includes different genres – pre-election, inaugural speech, message, interviews and responses to questions from journalists, etc., which have features of institutional discourse. In view of this, political discourse has the following characteristics that differ from other discourses: theatricality, persuasiveness, influence, manipulation. As noted by , the structure of public political discourse is characterized by the following components: 1) motivation for creating a political message; 2) psychology of the speaker and listeners of the text; 3) channel feature transfer of information; 4) specificity of oral/written form of speech; 5) the psychology of filling a political text with facts and arguments; 6) stages of text generation and implementation; 7) stages and psychology of perception information by the audience; 8) effectiveness of the message; 9) discursive political resonance of the text" .

Indeed, it is especially important that political discourse as a special form of journalistic style in political activity leaders of states not only uses the language standard, but also reveals itself in all its characteristics, having only its own specifics of the performance. Thus, in order to create the provided effects of general intelligibility of political speeches, heads of state inevitably use some linguistic techniques and means, e.g., emotionally charged words, expressive syntactic constructions and other expressive means language. Of course, various linguistic means (lexical, morphological, syntactic, phraseological, etc.) help implementation of informative and influencing functions, also having certain meaning in political discourse to achieve the set goal of communication. Of course, in the process of political communication, the addressee selects linguistic means for the purpose of the task communication. Thus, in our work, political discourse is characterized as a special form of journalistic style, which is a form expressions of the verbal part of the discourse.

Due to the fact that political discourse is interdisciplinary phenomenon in modern political linguistics can divide the study of political discourse as in at least four directions: 1) from a purely philological point of view – like any other text, when considering which, however, the researcher “with peripheral vision” looks at the background – political and ideological concepts that dominate the world of the speaker and the interpreter; 2) with socio-psycholinguistic position – when measuring effectiveness achieving hidden or explicit (but undoubtedly political) goals speaker; 3) in the individual-hermeneutic aspect - when identifying personal meanings of the author and/or interpreter of discourse in certain circumstances; 4) within the framework of political science - within the framework of political science interpretations on the basis of which political science conclusions are drawn character [8].

The famous linguist R. Vodak believes that political discourse is formed on the basis of functional language in a certain environment and ideology of behavior of a certain group [15]. According to her, the use of political discourse is limited by two factors – functional language and ideology. Ideology creates causality connection between production and political activity. Also, political discourse by its nature stands out from the multitude other discourses in that it has the functions of persuasion and influence. As Parshin notes, “every text has an impact on consciousness of the addressee from a semiotic point of view. But for the political text, speech influence is the main goal of communication, on the achievement of which is oriented by the choice of linguistic means” [9].

V. Bell believes that political discourse should be studied from the perspective

structures, i.e. you need to focus on analyzing the form, tasks and the content of discourse used in political situations. Moreover, in his opinion, the study of political discourse should be characterized a combination of methods from different disciplines [10; pp46]. Indeed, in real activity, political discourse represents a very a broad and voluminous process, and the result of perception and generation political activity. V.A. Maslova believes that political discourse has “extralinguistic factors influencing its generation and perception” [7].

According to the degree of centrality or marginality of a particular genre in field of political discourse E.I. Sheigal believes that what degree depends on the main intention of political communication – the struggle for power. In this regard, parliamentary debates, public speech slogan and voting are defined as prototypical genres, however, in addition to the leading intentions, the primacy of the text is a criterion of proto-typicality[11]. Today, there are various approaches to studying political discourse:

1) narrow approach (analysis of texts formed directly politicians) and a broad approach (analysis of any texts on political topics);

2) field approach (in this case, the object of research is transcripts, public speeches and interviews of political leaders, and also texts generated by journalists and transmitted through Mass Media);

3) comparative (studies general and own national characteristics in political reality as features mentality and political culture);

4) cognitive (dedicated to the study of political concepts, frames, mental schemes and tactics of speech behavior);

5) descriptive (pays attention to identifying linguistic means and methods of persuasion and manipulation);

6) critical (subject to analysis of implementation methods social inequality, which is expressed in language or discourse);

7) rhetorical (analyzes language units as means transmission of thought) .

Thus, a combination of certain types of situation and statements within the framework of political discourse in the presence of open communicative situation can enhance pragmatic effects political discourse. In turn, statements within political discourse, presented in open communicative situations may produce the additional impact required to special political goals.

In the study of political discourse, one must combine actual use of the language environment and take into account a variety of factors such as background knowledge of the speaker and listeners, extra-linguistic elements of conducting time, place, purpose, etc.

Analyses and results. As follows from the analysis, the suggestive meanings of many words and sentences can only be accurately described and interpreted in conjunction with use of a specific situation. The speaker can regulate his speech to emphasize some information or to involve or impact on listeners. Taking into account extra-linguistic factors, the speaker adjusts registers and modes of utterance to give understand something to the listeners or convey important information to them, and to successfully obtain a figurative connection with listeners, to achieve an effect the impact of speech acts in political discourse. Accordingly, the addressee wants control the field of discourse, in this regard in interviews or in responses to journalists' questions "topic" occupies an important place. Sporadic—unexpected or predetermined themes influence the speech behavior of the speaker, thus the topic as a significant element must be taken into account in real political communication. In real communication, the political communicative situation

including addresser, addressee and context has an implicit influence on statements within political discourse.

Political discourse is one of the important concepts political linguistics has its own specificity and function. Political statement within the framework of political discourse (public speech of a politician) functions as a central form of political communication; different genres of political discourse are actively used in political speech activity, they have informative, influencing and another function in communication. Political speech by a politician as one of the most important types of political discourse is of great interest for research. The choice of lexical, syntactic and text units during the formation political discourse is closely related to a specific communicative situation. Effective language means in political discourse (in the speeches of presenters politicians) is the use of adjectives with the political marker position, adverbs of degree and parallel syntactic constructions. As a result of the analysis of adverbs in political discourse, it was established that these linguistic units within the framework of this also reflect the subjective emotions of speakers. With the help of such linguistic means, the addresser can influence addressees, involving them in joint communicative interaction, influencing their consciousness, as well as exercising control over them. As a result, achieve the set political goal.

The analysis of linguistic means in real political discourse of presenters politicians give grounds to identify similar and specific features speech acts in political discourse that arise both from the difference linguistic features, and from general patterns of development public speech, depending on the mentality of the politician.

In every political speech has motivations and persuasion. Speeches help to politicians to gain their good aims. Based on the results of the analysis, we can conclude that, thematic factors in political media discourse potentially influence on the nature and function of political discourse.

Analyzing sporadically unexpected and pre-established themes, we came to conclusion that they, to some extent, cause change psychology, and this leads to changes in the parameters of speech acts within the framework political discourse. Political discourse can be studied not only from the In real communication, the meaning of words and sentences is accompanied by additional connotative meaning in depending on the influence of extralinguistic factors, especially in political reality. Thus, in order to realize speech impact in real communication, the speaker inevitably has to address attention to related factors: communication situation, ideology, mood of the target audience, thematic factors (sporadic surprise of the topic), etc., which really influence the linguistic features of the construction of political discourse. Taking into account the influence of these factors, the speaker subjectively chooses words, phrases, and regulates speech structures.

Conclusion. I can conclude that political speech is the most aspect of journalistic style which analyses in parallel system. We can encounter political speeches on a daily basis on TV and Mass Media with full of information. The results of the study can open up broad prospects in the development of a theory of political discourse. Political discourse refers to a special type of communication, for which is characterized by a high degree of manipulation, and therefore the identification mechanisms of political communication seem significant for determining the characteristics of language as a means of influence. In this sense the importance of studying political discourse is dictated by the need searching for politicians the optimal ways of speech influence on the audience, on the one hand, and the need for the audience to understand true intentions and hidden techniques of linguistic manipulation, on the other hand sides. Therefore, political speech has a basic place in journalistic style and makes a great contribution to its development.

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