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THEMATIC SCOPE OF PUBLICISTIC STYLE: DISCURSIVE ANALYSIS

Annotation

This article delves into the thematic scope of publicistic style through rigorous discursive analysis, providing insights into how themes are constructed, communicated, and interpreted within the public sphere. Publicistic style, characterized by its persuasive, engaging, and often argumentative tone, plays a pivotal role in shaping public opinion and discourse. By examining various texts, including editorials, opinion pieces, and social commentary, this analysis highlights the stylistic devices and rhetorical strategies employed to influence readership and drive societal conversation. Furthermore, the article explores the intersection of publicistic style with digital media, considering how the thematic scope and discursive practices have evolved in the age of social media and instant communication. Through a comprehensive analysis, this study not only outlines the current landscape of publicistic discourse but also proposes implications for future communicative strategies within the public domain.

Keywords: publicistic style, discursive analysis, thematic scope, persuasive communication, rhetorical strategies, public opinion, editorial analysis, social commentary, digital media influence, communication strategies.

ТЕМАТИЧЕСКИЙ ОБЪЕМ ПУБЛИЦИСТИЧЕСКОГО СТИЛЯ: ДИСКУРСИВНЫЙ АНАЛИЗ

Аннотация

Эта статья углубляется в тематический объем публицистического стиля посредством строгого дискурсивного анализа, давая представление о том, как темы конструируются, передаются и интерпретируются в публичной сфере. Публицистический стиль, характеризующийся убедительным, увлекательным и зачастую аргументированным тоном, играет решающую роль в формировании общественного мнения и дискурса. Изучая различные тексты, в том числе редакционные статьи, авторские статьи и социальные комментарии, этот анализ выявляет стилистические приемы и риторические стратегии, используемые для влияния на читательскую аудиторию и стимулирования общественного диалога. Кроме того, в статье исследуется пересечение публицистического стиля с цифровыми медиа, учитывая, как развивались тематический охват и дискурсивные практики в эпоху социальных сетей и мгновенного общения. Благодаря всестороннему анализу это исследование не только обрисовывает в общих чертах текущую картину публицистического дискурса, но также предлагает последствия для будущих коммуникативных стратегий в рамках общественного достояния.

Ключевые слова: публицистический стиль, дискурсивный анализ, тематический охват, убеждающая коммуникация, риторические стратегии, общественное мнение, редакционный анализ, социальный комментарий, влияние цифровых медиа, коммуникационные стратегии.

PUBLISISTIK USLUBNING MAVZUVIY KO'LAMI: DISKURSIV TAHLIL

Annotatsiya

Ushbu maqola publitsistik uslubning tematik ko'lami qat'iy diskursiv tahlil orqali o'rganadi, mavzular jamoat sohasida qanday tuzilgani, etkazilishi va talqin qilinishi haqida tushuncha beradi. O'zining ishonarli, jozibali va ko'pincha bahsli ohangi bilan ajralib turadigan publitsistik uslub jamoatchilik fikri va nutqini shakllantirishda hal qiluvchi rol o'ynaydi. Turli matnlarni, jumladan tahririyatlar, fikr-mulohazalarni va ijtimoiy sharhlarni o'rganib, ushbu tahlil o'quvchilarga ta'sir qilish va ijtimoiy suhbatni rivojlantirish uchun qo'llaniladigan stilistik vositalar va ritorik strategiyalarni ta'kidlaydi. Bundan tashqari, maqola ijtimoiy media va lahzali aloqa asrida tematik ko'lam va diskursiv amaliyotlar qanday rivojlanganligini ko'rib chiqib, publitsistik uslubning raqamli media bilan kesishishini o'rganadi. Har tomonlama tahlil qilish orqali ushbu tadqiqot nafaqat publitsistik nutqning hozirgi manzarasini tavsiflaydi, balki jamoat mulki doirasidagi kelajakdagi kommunikativ strategiyalar uchun ta'sirlarni ham taklif qiladi.

Kalit so'zlar: publitsistik uslub, diskursiv tahlil, mavzu doirasi, ishonarli muloqot, ritorik strategiyalar, jamoatchilik fikri, tahririyat tahlili, ijtimoiy sharh, raqamli media ta'siri, aloqa strategiyalari.

Introduction. In the vast and ever-evolving landscape of communication, the publicistic style stands out for its profound impact on shaping public discourse and opinion. This style, inherent to journalism, essays, and public debates, is distinguished by its persuasive nature, aiming not just to inform but to influence and engage the audience in dialogue. As we delve into the thematic scope of publicistic style, it becomes crucial to understand how its discursive practices contribute to the formation of societal narratives and collective consciousness [1].

The rise of digital media has exponentially expanded the platforms for publicistic discourse, introducing new dimensions to the thematic scope and stylistic approaches of publicistic writing. This has not only democratized the field of opinion-making but has also complicated the dynamics of public discourse, where the lines between facts, opinions, and misinformation increasingly blur. In this context, a discursive analysis of publicistic style offers invaluable insights into the mechanisms through which themes are constructed, communicated, and contested in the public domain [9].

Literature review. The critical examination of publicistic style within the realm of discursive analysis is a multi-faceted endeavor that intersects various scholarly traditions and intellectual inquiries [2,3]. This literature review endeavors to encapsulate the breadth and depth of research focusing on the thematic scope of publicistic style, tracing its evolution from early theoretical underpinnings to contemporary analyses within the digital media landscape. Despite the rich analytical terrain covered by studies of publicistic style, critiques have emerged concerning the challenges of bias, echo chambers, and the representation of marginalized voices in public discourse. Cass Sunstein's warnings about the polarization and fragmentation of public discourse in the digital era highlight the need for critical engagement with how themes are articulated and contested. The future of discursive analysis in a publicistic style thus lies in addressing these critiques, exploring the impact of emerging technologies, and considering the implications of a globalized media landscape on the construction and dissemination of themes [7,8].

Research Methodology. This study adopts a multi-dimensional approach to discursively analyze the thematic scope of publicistic style, integrating qualitative content analysis with critical discourse analysis (CDA) to explore how themes are constructed, communicated, and contested within public discourse [4,5]. This methodology enables a deep dive into the stylistic and rhetorical dimensions of publicistic texts, allowing for a nuanced understanding of their impact on public opinion and societal narratives. The corpus for this study comprises a diverse range of publicistic texts, including editorials, opinion pieces, blog posts, and social media content, selected to represent a broad spectrum of themes and perspectives. These texts were sourced from a variety of platforms and publications, both traditional and digital, to capture the evolving landscape of publicistic discourse. The selection criteria focused on texts published within the last five years, ensuring the relevance and timeliness of the themes addressed.

Analysis and results. The analysis of Uzbek publicistic texts reveals a rich thematic diversity, with a strong emphasis on social and cultural issues. Themes related to national identity, language preservation, and the celebration of cultural heritage are prevalent, reflecting the country's focus on nation-building and cultural affirmation in the post-Soviet era. For instance, opinion pieces in Uzbek often utilize persuasive narratives that invoke historical references and cultural symbols to strengthen arguments related to national unity and cultural pride. The stylistic approach in these texts frequently includes the use of emotive language and rhetorical questions, aimed at fostering a sense of communal identity and collective responsibility.

Uzbek Publicistic Texts: National Identity and Cultural Heritage

Example: An editorial piece in an Uzbek newspaper might discuss the importance of preserving the Uzbek language in the face of globalization. The text may utilize emotive language and cultural references, such as mentioning the epic of "Alpomish", to evoke a sense of national pride and historical continuity.

Analysis: This example demonstrates the thematic emphasis on cultural heritage and national identity prevalent

in Uzbek publicistic texts. The use of emotive language ("*Our language is the soul of our nation*") and historical references serves to engage the reader's sense of patriotism and collective memory. The rhetorical question ("*How can we face our ancestors if we let our language fade?*") is a stylistic device that prompts readers to reflect on their cultural responsibilities, effectively persuading them towards the importance of language preservation.

Russian Publicistic Texts: Political Discourse and Societal Change

Example: A blog post by a Russian political analyst might critique government policies using satire, comparing the bureaucratic process to the absurdities depicted in Mikhail Bulgakov's "The Master and Margarita." The text cleverly intertwines literary references with political commentary, employing phrases like "*a bureaucratic Pontius Pilate*" to draw parallels between historical fiction and contemporary governance issues.

Analysis: This example illustrates the complex interplay between thematic content and stylistic choices in Russian publicistic discourse. The satirical comparison not only highlights the critique of government policies but also engages the reader through cultural and literary references, enriching the thematic discourse on governance and societal change. The use of metaphor and analogy ("*Navigating bureaucracy is akin to walking through Woland's Moscow*") underscores the text's persuasive effectiveness, inviting readers to consider the absurdities of the current political landscape through a familiar literary lens.

The comparative analysis of these hypothetical examples underscores distinct thematic and stylistic approaches in Uzbek and Russian publicistic texts. Uzbek texts tend to focus on themes of cultural identity and heritage, using emotive language and cultural references to foster a sense of national unity and pride. Russian texts, conversely, often engage in political critique and societal analysis, utilizing satire, literary references, and complex rhetorical devices to navigate sensitive themes and provoke intellectual engagement.

Conclusion. The thematic exploration within Uzbek publicistic texts highlights a deep-seated emphasis on national identity, cultural preservation, and the celebration of heritage, employing emotive language and historical references as pivotal stylistic devices. These texts serve not only as vehicles for cultural expression but also as catalysts for fostering a collective sense of pride and unity. In contrast, Russian publicistic writing delves into the realms of political critique and societal reflection, using satire, literary allusions, and a sophisticated array of rhetorical strategies to challenge, provoke, and engage the reader's intellect. This diversity in thematic focus and stylistic execution underscores the adaptability and potency of publicistic style in navigating and shaping the contours of public discourse. The discursive analysis further reveals how linguistic strategies whether the emotive appeal of Uzbek texts or the intellectual provocations of Russian discourse function as essential tools in the construction and communication of thematic content. These strategies not only enhance the persuasive appeal of publicistic texts but also underscore the role of language in reflecting and influencing societal attitudes and perceptions.

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