

## LINGUISTIC AND STYLISTIC GENRE FEATURES OF THE MEDIA TEXT

**A. Shakirova\***

\*Master Student,  
Faculty of Print Media,  
University of Journalism and Mass Communications of UZBEKISTAN  
Email id: a\_shakilova@umail.uz

**DOI: 10.5958/2278-4853.2022.00050.7**

---

### ABSTRACT

*This article discusses the issues of stylistic and linguistic features of Internet publications, using the example of a specific electronic publication, are presented the forms of information submission. Mass media on the Internet are modern media platforms that are in priority among the audience today for a number of objective reasons: due to efficiency, accessibility on any electronic device, the ability to observe what is happening in real time, visibility, and interactivity, multimedia.*

**KEYWORDS:** *Media Text, Hypertext, Convergent Journalism, Online Media.*

---

### INTRODUCTION

Today's mass media is not the same as it was in the early noughties. Traditional journalism is being transformed into convergent, multimedia, electronic. Mass media on the Internet are modern media platforms that are in priority among the audience today for a number of objective reasons: due to efficiency, accessibility on any electronic device, the ability to observe what is happening in real time, visibility, and interactivity, multimedia. Online publications strive for the utmost informativeness, giving priority to the speed of broadcasting and reliability. In turn, print media prefer a style that expresses attitude, emotion, and presupposes an expert assessment of the event.

As Alan Rusbridger, the former editor of The Guardian newspaper, said, the online publication's policy is based on the principle of 24/7, when the main priority and key factor in creating content is the continuous updating of materials presented on the source of information [1].

Along with the methods and techniques of presenting information, the language and style of journalistic materials are changing. Consequently, the features of online media are manifested in the distinctive format and style of the text, which should have a number of qualities: brevity, a clear structure of the text sorted by importance, with the ability for the user to start reading from anywhere in the article, interactivity of content, hypertext, illustrated materials.

On the example of the online version of the traditional and influential Uzbek newspaper «Narodnoe Slovo» [www.xs.uz](http://www.xs.uz) it is possible to give analytical conclusions on the characteristic features of the language and style of the online publication. We must pay tribute to the developers of the online version of the newspaper - in addition to the print edition, it successfully

works as a mobile and computer application, as a website and as a public channel in social networks.

Website xs.uz works in seven languages – Russian, Uzbek and English versions broadcast news promptly, but the French, Spanish, Arabic, Chinese versions are sometimes late with the release, but this does not allow them to keep the audience. The newspaper's telegram channel itself consists of almost 56,000 subscribers. The site has all the possibilities for an effective combination of both text and visual information. The pages attract users with calm, not too bright illustrations, which often feature close-ups of people or objects.

In addition to the main headings about politics, society, sports, the site covers news of industrial enterprises and the financial sector, auto news, articles on educational and social topics. Multimedia materials are presented in detail – video reviews, photo reports, audio tracks, which enable users to visually familiarize themselves with the materials, to have a visual idea of the events. The information of each section is updated daily with the exact time. Almost every publication is available for comment. Users can offer their vision of the issue, express their wishes or supplement the information. In addition, the Internet resource integrates with social networks, allowing you to share the publication with friends. Of course, this is a great advantage of online publications, compared to their printed counterparts.

Here it is necessary to include the opinion of Academician V.G.Kostomarov, who noted: "The current generation of people is already accustomed to the "text of three dimensions", to receiving information in the fusion of sound, speech, image ..." [2, 41].

The analysis of the electronic version of the printed edition showed that it has its own peculiarities of typology of texts and genre originality. Among the features of journalistic techniques in working on the text, one can single out a way to react as quickly as possible to the most significant events, a clearly stated and logical text, the absence of complex structures, a background for deep immersion in the topic. Analyzing the structure of the text in the mass of news reports, such elements in the construction of the text as background, lead, help, title, subtitle, quote are indicated, each of which occupies a certain place and has its own meaning. Thus, we can note that in the practice of online journalism, clear formats of text construction have already been identified, which, however, may differ in style and genres depending on the type of online publication. The authors of the materials use conversational, journalistic, artistic styles in order to vividly and colorfully describe the event, to achieve a "presence effect".

Today's Internet users are already used to receiving and transmitting a large amount of information. Therefore, the network language has been greatly simplified to a large extent. Online authors, as well as authors of modern print journalism, are driven by the desire to save language resources. Unfortunately, now electronic media abounds in colloquialisms [3,155]. Even the official text can be written using elements of colloquial speech. Foreign words and colloquial phrases intensely penetrate the language of the media: in headlines, in lead paragraphs. We often read or hear foreign words that have already penetrated into the texts and materials of some electronic publications. For example, the English words content, skills, deadline, life hack, challenge and others are partly entrenched in the articles of youth publications and have become common.

It is important to emphasize here that the transformation and modification of traditional genres of journalism is taking place in the Internet environment. New ones appear, many old ones die. In print journalism and online journalism, the concept of genre is different. The differences are due to the fact that the basis of online publication is hypertext. Traditional journalistic genres such as reportage, correspondence, essay and others can be collected in one online publication. Finding an interactive publication that includes one genre is not so easy.

Frequent updates, the use of hypertext, communication with databases and archives, multimedia, multilingualism, interactivity and geographical accessibility — according to all these characteristics, online publications significantly benefit compared to traditional ones, therefore they will increasingly displace them [3]. "One of the distinguishing features of the coming century will be a new, most valuable, non-consumable product — automatic databases. Paper media will fade into the background," notes V.G. Malyshkin [4, 95].

The future of electronic publications seems positive to many prominent researchers of communication studies. So R.S. Gilyarevsky, reflecting on their merits, writes: "Now it is easier to find the necessary special information in an automated information system than in a multi-volume reference publication or several hundred titles of special journals. The modern electronic edition still retains the appearance of a printing one, although it has new features" [5, 76].

But according to experts, the more the document involves careful study, the less it is designed for screen perception, the more difficult it is to understand, only a small amount of information is correctly perceived on the screen. For example, news bulletins. But it is better to read a large-sized article (review, analysis) in paper form — a newspaper, magazine or computer printout. Paper newspapers are more reliable, documentary, and factual for readers than purely online ones due to psychological bias. It should also be added that many of the processes taking place today in online journalism have a negative impact on the national language. "The Internet has turned into a kind of laboratory for testing natural language: there the language is stretched, compressed, mixed, diluted and many other wonderful (with emphasis on the first syllable) and wonderful (with emphasis on the second syllable) operations are performed on it," writes A.E. Voiskunsky [6]. The degree of influence of the Internet language on off-network reality is clearly manifested through the frequency of use of computer-network vocabulary units in publications of traditional, paper media. "The danger lies in the fact that speech practice is increasingly mastering untranslated foreign words, behind which there is an increasing, gross intrusion into the ethno-cultural picture of the world of an alien mentality. The results of such a process often turn out to be the development of someone else's (borrowing) and alienation of one's (ancestral).", - notes Professor R.A. Vafeev [7, 396]. Therefore, Internet journalists face a difficult task. On the one hand, it is necessary to respond to the latest language trends emerging and transmitted on the web, and on the other hand, to fulfill the cultural mission of protecting the traditional values of the national language.

## LIST OF USED LITERATURE:

1. "Features of the organization of Internet news discourse"  
[https://studbooks.net/2099053/literatura/osobennosti\\_organizatsii\\_novostnogo\\_internet\\_disk\\_ursa](https://studbooks.net/2099053/literatura/osobennosti_organizatsii_novostnogo_internet_disk_ursa)

2. "Journalism and culture of Russian speech", V.G. Kostomarov. - M.: Publishing house of Moscow.univ., No. 58. - p. 41.
3. "The language of youth online newspapers" Grozdanov F. T. dis. candidate of Philological Sciences: 10.01.10 - Journalism. Moscow. 2007. 155 p.
4. "European information space" Malyshkin V.G. - M.: Nauka, 2001. -95 p.
5. Gilyarevsky R.S. Introduction to intellectual communication. Uch. pos. - M.: Russian Open University, 1992. - 77 p.
6. "Psychological research of human activity on the Internet", A.E. Voikunsky [http://www.psy.msu.ru/science/public/voyskunskiy/voyskunskiy\\_2005.pdf](http://www.psy.msu.ru/science/public/voyskunskiy/voyskunskiy_2005.pdf)
7. Vafeev R.A. Features of the language of modern mass media // Mass media in the modern world. Petersburg readings: Abstracts of the interuniversity scientific and practical conference / Edited by V.I. Konkov. - St. Petersburg: Rosa Mira, 2005. - 396 p.