

**PUBLITSISTIK MATNING LISONIY TAHLILI VA TARJIMA
MUAMMOLARI (INGLIZ MATBUOTI ASLIYATI VA TARJIMALARI
MISOLIDA)**

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Kalit so'zlar: publitsistik uslub, leksik taraqqiyot, so'z o'zlashtirish, ichki manbalar, faollashgan so'zlar, shevaga xos so'zlar.

**LINGUISTIC ANALYSIS AND TRANSLATION PROBLEMS OF
PUBLICISTIC TEXT (EXAMPLE OF ENGLISH PRESS ORIGINAL AND
TRANSLATION)**

Abstract: This article provides information on the main roles of journalistic texts in the use of language and speech, the importance of using rhetorical tools, the importance of using words and adjectives, and the importance of journalistic texts in the purpose of learning and speech. Linguistic aspects are related to the structure of journalistic style texts and the way of conveying meanings. The article explains the successful structure of journalistic texts and the method of conveying meanings.

Key words: journalistic style, lexical development, word acquisition, internal resources, activated words, dialectal words.

A certain part of appropriations used in journalistic and other styles did not appear in Uzbek linguistic culture as the names of new concepts, but, as N.S. Valgina said, they entered due to the need to differentiate existing concepts and to specialize a concept. For example, recently, the word innovation has become very active in journalistic style. A separate ministry was established to support the development of

innovative activities in the country. The press has a special place in the field of mass media. Also the following tasks are also important: information, promotion, organizational, educational, campaigning, advertising, influence. Effectiveness is related to the creative process of the press. In order to ensure effectiveness in the newspaper, the following features are considered: publicness, imagery, emotionality, debate, expressiveness, conciseness, concreteness. [1, 17-p] Linguistic aspects of journalistic style texts are related to their characteristics and invariance in the use of language and speech. These aspects should be as follows can:

1.Expression through words: The choice and practice of words and phrases are important in journalistic style texts. Also, words and expressions represent the purpose of the text, the meaning and the method of conveying the meaning. The choice and use of words and phrases in journalistic texts is very important. Texts written in this language are communicated to many people, so it is important that they are properly communicated to teachers and learners. The choice of words and phrases in journalistic texts ensures that the text is understandable, clear and correct. The scientific, spiritual or social acceptability of words and phrases in texts written in this language is very important. Therefore, the writer must choose the words and phrases used in the text very carefully. Ability to practice and provides understanding of the text to the reader, brings understanding and clearly expresses the ideas and information in the text. In order to have a high level of performance, the writer must choose the words and phrases used in the text correctly and effectively. Also, practice skills are important in conveying the words and phrases used in the text to the teacher or the learner. Along with these, the choice and practice of words and phrases in journalistic texts increases the quality of the text and ensures that the text is delivered in accordance with its purpose.

2. Rhetorical tools: It is very important to use rhetorical tools in journalistic texts. Rhetorical devices are used to make an article or saying stronger, more interesting, or to make a decision. Rhetorical devices are essential for enhancing thought, purpose, and impact in journalistic texts. These tools help to increase the writer's interest in the text and to present the ideas and information in the text to the teacher or learner in a simple and effective way. Some examples of the use of rhetorical devices are:

1. Usage: Usage is used to increase interest in the text. The purpose of the usage is to strengthen the idea in the text and make it more interesting.

2. Topic popularity: The relevance and interest level of the text can be increased through the tool of topic popularity in the text. The Topic Prominence Tool helps the teacher or learner convey the importance of the text by highlighting the point of the text.

3. Power words: Power words are used in rhetorical texts because they help the teacher or learner to present the ideas and information in the text in an effective and interesting way.

4. Review: By using the tool of review, the discussion and debate point of view can be strengthened in the text. The review tool helps to reinforce the idea in the text and take it more interesting.

The use of rhetorical devices makes journalistic texts powerful, effective and interesting. These tools help express the writer's ideas and goals clearly and help the teacher or learner understand the text.

3. Meaningful structure: The method of conveying meaning in journalistic texts is very important. Meaningful structure helps you think about the structure, meaning, and purpose of a text. The method of conveying meaning in journalistic texts aims to convey a certain idea, purpose or message of the author or speaker to the teacher or learner. This method helps convey the idea, information or message presented in the text to the teacher in a clear and simple way.

The method of conveying meaning can consist of the following steps:

1. Setting the purpose: The beginning of a journalistic text usually begins with setting the purpose. This purpose clearly states the importance and purpose of the idea, information, or message presented in the text.

2. Defining the idea: The idea, information, or message presented in the text is described in a clear and simple form. This helps to understand the importance, specific qualities, and purpose of the idea.

3. Reinforcing with evidence: The idea, information, or message presented in the text is reinforced through reviews, examples, or arguments in the text. These arguments strengthen the idea and help the teacher or learner understand the idea.

4. Logical devices: In journalistic texts, strengthening the idea, information, or message is usually done with logical devices and arguments. These logical devices help to understand the idea and make it more interesting.

5. Words and rhetorical devices: Words and rhetorical devices are very important in the method of conveying meaning. Rhetorical devices help to present the idea in the text in an impressive and interesting way.

The method of conveying meaning is the most effective and simple way to present an idea, information or message in journalistic texts. This method helps to understand the meaning presented in the text, make it more interesting and convey it to the teacher or learner.

4. Using the qualities of language: In journalistic texts, attention is paid to the qualities of language. It is important what changes are made in the language to convey meanings through words, phrases and expressions.

In journalistic texts, the qualities of language are of great importance in how the meaning is conveyed and how it is understood. The correctness, simplicity, meaning-consistent, interesting, logical, practical and enriched with rhetorical devices help to convey the idea in a clear and simple form.

5. Purpose and audience: It is important that the language and speech of publicistic texts correspond to the purpose and audience. The purpose of the text and the audience to which it is directed determine the choice of language and speech. These linguistic aspects are related to the structure of texts in the publicistic style and the method of conveying meanings. The correct structure of the text and the method of conveying meanings are important for the successful implementation of the purpose of the text. Speaking about the lexical development of the Uzbek publicistic style, of course, it is necessary to dwell on the reactivated words used in this style. Because the main part of the reactivated words are words expressing socio-political concepts, and the place of their active use is publicistic texts.

It is advisable that the form of the periodical press, regardless of the essence of the content, does not deviate from the norms of the literary language. Although today, in the conditions of globalization and acceleration of information, specialization is taking place in the press according to the needs of the times. Now specialization is also having an impact on the language of newspapers. In whatever field a newspaper or magazine specializes, its language contains terms, combinations, and constructions belonging to that field to a significant extent. Accordingly, in addition to dry formality and political (party) nature, newspaper language is also characterized by emotionality. Emotionality and natural textual expressiveness ensure memorability.

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