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Nagina Ibragimova

Journalism and mass communication University of Uzbekistan
Teacher, Uzbekistan, Tashkent

INTERPRETING THE LANGUAGE AND STYLE OF ANALYTICAL GENRES

Abstract: According to the classification of academician V.V. Vinogradov, in the theory of linguistics there are five styles of speech: colloquial, fiction, scientific, official-business and journalistic. This article provides a rationale for the fact that with the advent of the Internet, the sixth, Internet style of speech arose. It is characterized by a special lexical composition that does not fit the previous classification.

Key words: style, genre, linguistics, language, media text, blogger, print, internet, audience.

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Introduction

This problem is considered in the monographs and manuals of M.K. Barmankulov, D.G. Bekasov, V.I. Vlasov, S.M. Gurevich, B. Dustkoraev R. Mukhammadiyev, A. Nurmatova, V. D. Pelta, Khelta

Let us turn to some of the sources. Authors of the classical manual "Theory and Practice of the Soviet Periodicals" allocate six genres: correspondence, article, review, review press review and letter. (13, 256). The textbook Analytical Genres of the Newspaper lists the same six genres. (1, 43). Petersburg scientist V.V. Voroshilov called correspondence, an article, a review and a review. (3, 68).

S. M. Gurevich described dialogical genres (interviews, dialogue and conversation-polylog), situational-analytical genres (commentary, correspondence, article, review), epistolary (writing and its varieties). (4, 189).

Professor of the National University of Uzbekistan named after Mirzo Ulugbek Y.M. Mamatov refers to analytical genre's commentary, article (problematic and thematic), letter, press review, sociological summary, rating, review, journalistic investigation, journalistic experiment. (6, 237).

Many types of analytical genres are cited by A.A. Tertychny: analytical report, analytical

correspondence, analytical interview, analytic survey, conversation, commentary, replica, questionnaire, sociological summary, rating, monitoring, review, article, review, media review, letter review, version, prediction, experiment, epistole, essay, confession, recommendation (advice), analytical press (12, 204).

The electronic version of the list was cited by V.S. Nam. He writes: "Publications on the V Kontakte social network can be conditionally divided into two categories: 1) materials that are published in communities represented by professional journalists or representing print media, for example, RIA Novosti; 2) materials that are published by ordinary users on their pages or in communities of interest.

Since ordinary users do not have knowledge of the traditional system of analytical genres, their publications from the point of view of genre-forming factors combine the characteristic features of several analytical genres at the same time. So, for example, publications from the sociotics community can conditionally be attributed to the genre of a general research article, since it considers issues of psychological aspects... It is found in the expanses of the network and such a genre as "review." Quite often, such publications use obscene or colloquial vocabulary... The genre of "recommendations/advice" can be met in specialized communities... Publications bearing signs of the "rating" genre are found quite

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often... The genre of "analytical conversation" or "interview" is mainly represented by copied materials from professional media sources. Or it is ordinary dialogues or screens of SMS correspondence... In the social network "V Kontakte" surveys are often conducted on various topics, but it is impossible to fully attribute them to the analytical genre "survey," of course... Almost no publication can be attributed only to a specific analytical genre, all materials combine the features of several genres, which distinguishes them from the texts of professional media. " (7, 139). The author is largely right. But his observation that no publication can be classified as a familiar genre is especially valuable. This reasoning shows how much the world of each genre that migrated to the Internet is changing.

Having considered these sources, we came to a conclusion that would be correct in classical option (it demands scientific approach) to allocate the following analytical genres: correspondence, article, review, review, review and letter. They should be considered further in terms of the transformation of the language and style of these genres by bloggers.

We believe that it is very important to note the following pattern characteristic of bloggers, most of whom can be referred to as electronic bumblebees - the main tradition of blogging is the destruction of all traditions and the establishment of the informational domination of chance - a random event that accidentally reflected his blogger, a random assessment (albeit subsequently turned out to be wrong). Previously, it was considered a pattern that was repeated three times, now the random becomes logical, that is, what was said by someone somehow only once, but quickly repeated by dozens of different transmitter sites. And the more implausible, more amazing, more desirable news is for the audience, the more sites are recruited that want to duplicate it. Because, in fact, it's not about the content of the news - in fact, in reality, a high rating is needed, i.e. attention and interest in the site, this is the decisive law of the information era. This is the main criterion, everything else obeys this iron, or rather, diamond-shiny law. Therefore, it would be naive to expect from bloggers that they will adhere to the traditions of previous journalism.

In the final part of the monograph, entitled "Linguistic and stylistic features of newspaper and magazine texts," Y.M. Mamatova writes: "Thus, the language and style of periodical printing are due to the social essence of journalism itself. The newspaper-journalistic style dynamically and effectively interacts with scientific, official-business, literary and artistic styles. There are, however, two divergent trends in the press in Uzbekistan:

- 1) Tendency to maintain the official style, mainly in the press of the official and party;
- 2) In business, infotainment periodicals, preference is given to the synthesis of various styles,

which is explained by the mass nature of human communication and the desire of the press to work for this mass. " (6, 254). Speaking of the object of our study more specifically, we approach the Internet as the third wave of Alvin Toffler. He writes that each next wave with a powerful stream erases previous laws and traditions. (13, 36). We add from ourselves that the previous norms of word use, language and style are also overcome. Attempts to hold on to them are justified only in moderation, it is also necessary to take into account new trends and learn to work in the new conditions. At the same time, it should be recognized that classical linguistics has a centuries-old, justified history and methodology, so it will undoubtedly remain the legislative basis for word use on the Internet.

We believe that in the information sphere, the Internet has become an important component of the third wave. Surprisingly, the form has become both more and less significant compared to the content. Moreover, because it has many species and immediately catches the eye, but it is due to the abundance of form species that it loses its significance for an experienced user who pays more attention to the content. In other words, it used to be considered valuable something that fully met literary standards. The information era has overcome this stereotype, now the message itself is more valuable, its essence.

We do not set the task of fully analyzing the lexical and stylistic resources of the Internet, our task is to study the language and style from the point of view of network genres. The Internet is wider and more extensive than media, the language and style of the Internet is wider and the volume of the language and style of online media. Therefore, we must distinguish, firstly, the language and style of the Internet; secondly, the language and style of the traditions of media on the Internet, i.e. electronic versions of media; thirdly, the language and style of the media messages themselves. The object of this paragraph is the second and third.

Each object, each social institution inevitably influences the language used in it with the help of its essence as a social institution. The same happens with the social institution of the Internet. The time of the Internet dictates to the norms of its language and style a slightly different linguistic-stylistic and literary code, or rather, the unscripted rules of an insufficiently literate majority that dictates and imposes its conditions on the literate part of users. Today, this plan has its own practice, its own set of real linguistic and stylistic behavior of users. In other words, in the use of language and style, users behave much more freely than would be acceptable for normative media behavior. There were contradictions between normative scholars (scholars in the field of language and style) and between writers before, writers always interpreted their rights to use the language and style more broadly than normative

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scholars prescribed them. Creativity cannot be driven into a certain framework, even if it is academic. As for users, they often bring this freedom to absurdity, often elementary not knowing the standards.

In fact, the language of Internet materials is very diverse, from ads and advertising to art novels and scientific articles. But if we take the usual sphere of the Internet, media messages, then we can say that this is a global and powerful newspaper and magazine language resource. The usual language of the newspaper and magazine, once on the Internet, changes in the direction of brevity and business, in the direction of haste and telegraph style. Brief chronicles are more characteristic of the Internet than detailed messages. The off-Internet media language is often closer to the journalistic and artistic language. The Internet language is a high-speed language, a proverb-talk style usually prevails here. And at the same time, he is trying to be free from standards, up to frequent violations of them.

The literary language appears as a result of borrowing the corresponding formation from the national, its processing and stylization, fitting to the established standards. What cannot be said about the language of bloggers who feel very free to choose language tools. If the language of the work of art is characterized by the aesthetic orientation of its vocabulary and the lex used by it, then the blogger language on the Internet is characterized by a more informative and emotionally expressive orientation of the vocabulary used by it. You can also list what came into the language of the Internet in the information era: 1) the expansion of colloquia; 2) jargonism; 3) borrowed vocabulary; 4) evaluation of the fact; 5) speech simplicity and naivety; 6) speech extremism.

Perhaps it is not an exaggeration to say that the language and style of analytical genres on the Internet experience some generic and fatal predestination, expressed in the fact that the Internet is doomed to illiterate speech. There are a lot of people and events, literacy does not keep up with them. The blogger does not speak the language, but knows the information. This is an objective difficulty that network users face.

This raises a very important question, the essence of which is as follows. Is it possible to evaluate the language and style of the Internet as one, albeit essential, but only as one of the sections (parts) of the newspaper-magazine (journalistic) style, one of the five functional styles highlighted by academician V.V. Vinogradov? We think that this would be narrow, because both the Internet itself, both the object and its style and language, respectively, are much wider than the media.

In this regard, we would like to make one fundamental addition. In our opinion, the sixth, Internet language should be added to the distinguished famous scientists of the five functional styles of the Russian language. It is noticeably different from other functional styles in its universality, universality and

difference. Perhaps this sixth style will be the first object style in the history of the Russian language, that is, a style related to one particular object.

This idea is confirmed by the following observation. Speaking about the internalization of journalism, one of the authors writes: "The study we conducted aimed at determining the key factors that, according to journalists themselves, influenced professional practices in the past five years, as well as the nature of these changes. As a research method, a deep semi-structured expert interview was chosen... One hypothesis of the study suggested that over the past five years, the professional practices of journalists have undergone significant changes at almost all stages of activity, not least because of the influence of the Internet. We emphasize that we are talking about journalists of traditional print media, because in the case of Internet journalism we can even talk about the emergence of a separate area with its inherent characteristics. During the study, the hypothesis was confirmed." (5, 65).

Turning to the origins of blogging, it turns out that the primacy of such a movement existed several centuries ago. According to Professor V.V. Tulupov, "bloggers" and "social networks" existed even in those days that scientists attribute to proto-or Prague journalism. In Russia, they were called kalik passers-by, abroad - wanderers who eventually became professional novelists...." (14, 12).

The conditions of word use and emotional use are dictated by the specifics of the Internet era, which, in turn, is the origin of a powerful system of new information technologies, when technology solves a lot. The most important phenomenological quality of the Internet is speed. Everything on the Internet today predetermines speed, this is due to both the volume and quality of the material. Speed is a key condition for transforming everything on the Internet: presentation and matching, language and style, etc. The announce ability of language and style is a direct result of speed and volume. As a result, the network crowds out the artistic, aesthetic beginning, thoroughness, mindfulness, rechecking of facts, that is, the traditional classics of news writing. Their place is occupied by speed, documentality (including audio-video recordings), emotionality.

The work of bloggers forces us to return once again to French structuralism, or rather to the philosophy of neo-Freidism by J. Lacan, who explains language as a transcendental reality, which is as if it were a thing in itself and cannot be fully analyzed in its entirety.

It is impossible to deny that each historical era has its own sense and taste for language and literature. There are many expressions that in antiquity were revered as a high style, and today they are attributed to a highly ardent or ironic style. In general, the evolution of human consciousness and thinking occurs according to the law, which academician V.V.

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Vinogradov called "an increment of meaning." The meaningful content of each word increases and becomes more complicated from generation to generation, the concept takes on additional shades and assessments, which are indicated by new words that were written from the first, which becomes the head of the word family, a generic word.

The following study was based on ten competencies adopted in European journalism. I.P. Vishnyakova-Vishnevetskaya writes: "Interesting data on this issue are contained in the materials of a study conducted by the European Association of Journalism Teachers (EJTA) from the mid-2000s to 2011. According to the results of an online survey of leading professionals and Russian representatives of the media industry, three competencies turned out to be the most popular in the next 10 years: to identify the main information; be responsible for journalistic work; teamwork." (2, 71).

This is what bloggers do - reveal information. It's not a beating card. Thus, we see that the supply of new and operational information at all times has been and remains the main task of forms of mass communication.

It is known that genres are universal forms of journalistic works, which to a large extent predetermine the author's informational and creative behavior. But it's good that many bloggers do not know the theory of genres and write freely. Because not the artistic merits and not the aesthetics of the text, but the high speed and author's image (the latter is one of the fundamental elements of the style) become prevailing in mass network information activities. Therefore, the author's image is one of the most important qualities of online blogging communication. Blogger catharsis is experienced today by all society, and especially those who believed in the infallibility of traditional journalism and literature. Now they have to cleanse themselves of these stereotypes using blogger methodology, or rather, abandoning any methodology for presenting material.

About what serious transformations genres undergo in the network, writes E.M. Pak: "Sound, video, animation help to clearly record the relevance of the event, influence emotionally and strengthen the influence of the message. And finally, the modification of print genres, the ability to create creolized texts. The fact is that in the electronic sphere, publication becomes multidimensional, multi-channel, paralinguistically active, hypertextual due to non-linear reading of the text. Hypertext navigation leads to polychanicity of hypertext, creolization, and verbal and non-verbal elements form one visual, structural, semantic "functionally whole, aimed at a complex effect on the addressee." (8, 115). This is a very important idea, we believe.

It is necessary to express our opinion on such a new concept as the destruction of the text. Those who

deal with the Internet often hear that during the course of creativity in a virtual network, text is destroyed. Is that so?

First of all, what does the destruction of the text mean? This is often said, including in connection with the concept of the destruction of the genre. It's not the same thing. The destruction of the genre means the creation of a new form, unusual, maybe more attractive than the traditional genre form. Everything is much easier here. Much more difficult with the destruction of the text. In our opinion, the destruction of the text is the neutralization of its positive influence on the audience, its elimination as a value. That is, this is a case where an incorrectly created text is simply not perceived by the reader, since it warps his consciousness.

What exactly can the decay of the fabric of the work manifest itself and does the process take place on the Internet? We think so. The destruction of the text occurs when there is a breakdown of thinking behind it, when after it, as a result of a reaction to such a text, there is a degradation of consciousness, for example, frequent use of mat, indulging in low-lying instincts or declination to suicide. But in principle, arbitrary or distorted presentation and even parody of classics, is not a destruction if it leads to new thoughts and to new creativity, albeit unusual. Which happens quite often, for example, in postmodernism.

Some experts consider the abundant frequent use of colloquial style, unusual genres and colloquialism to be a destruction of the text. This can only be accepted if the destruction of consciousness is behind such a decay of the text tissue of the work. So, we believe that the destruction of the text is the use of swear vocabulary and other mind-breaking revolutions.

Undoubtedly, the formation of the type of genre is also influenced by the audience. Unfortunately, this factor is often forgotten, especially in countries with regulated journalism. At different stages of the blogging movement, the effectiveness of its activities can be decided by a variety of individuals, from journalism leaders nationwide to individual bloggers. But ultimately, in the historical future, this can only be done by the audience, that is, the population of the country itself. We write "the population of the country" because it is it that makes its verdict - if not directly, as users, then indirectly, as people who communicate with users or public opinion as the common denominator of analyzing online journalism. The audience of the Internet, the audience of an individual blogger and the audience of an individual work - these audiences are united and different at the same time.

The question arises - how does the audience perceive the linguistic and stylistic norm on the Internet and the deviation from it. On this score, you should not be mistaken - she perceives the linguistic-stylistic (as well as genre) norm as the blogger

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presents to her. New trends are only initially perceived by her as unusual, they soon become familiar. The method of communication is the method of formation of consciousness. As the blogger will say, the audience will understand. That is, here the unconditional law of neurolinguistic programming works.

Thus, the main linguistic and stylistic features of the use of analytical genres on the Internet are that materials in these genres are presented by bloggers very freely, with the introduction of a

multidimensional and diverse identity into them. In print, two reports are not similar, but what to say about the blogger Internet... The very transformation of genres is multidimensional and limitless. This is due to journalistic technology and its numerous capabilities, so we can only talk about it in a generalized form. It should be recognized that in the virtual conditions of a traditionally holistic genre, there are very few uniform forms and criteria for creating genre texts.

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