
Linguistic Construction of Journalism

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ABSTRACT

This article is devoted to the importance of language in the area of journalism. The language that journalists use has an influence on the way how interview goes on and can interact to the listeners and viewers. Linguistic elements are part of the structure of news language. It plays a crucial role in using a correct language according to the situation. The article will discuss the different forms of questions that are used in journalism.

KEYWORDS: The Language of Journalism, Linguistic Construction, Expanded Vocabulary, A Degree of Interactivity, Community, Analysis, Interview, Linguistic In Journalism, Journalistic Linguistic Style

Introduction

What makes us human is language. We try to communicate with the world by using language and improve new skills and enlarged vocabulary in order to associate with people from the earliest month of life. We need to understand that writing and speaking are distributions of the language we are using. "Language can be used to persuade, argue, inform, and expose: it is never altogether neutral". Journalism's language always contains layers of meaning as journalists expresses and speaks to communities of understanding with the help of this language. A degree of interactivity between journalists and individual readers is characterized by language. Journalists use language strategically in fulfilling the distribution and exercise of power. We will find out that in the language of journalism power and identity are essential components. According to Gandon & Purdey (2013), language needs to serve and is regarded as instrument that can be shaped according

to material circumstances and used to empower as well as disempowered. How journalism sets stories, how these stories function as arguments, and how the linguistic structure of the story shapes the way in which it is to be understood are studied in the analysis of journalism's language. Journalists are able to use language with creativity and style and this is the essential mark to use the required language. There would be no more than a picture book or a silent movie without the language of journalism. This is the reason why studying language that is used is important for us, (Smith & Higgins, 2013).

The Social Function of Journalism

According to David and Jenna (2003), the primary function of journalism is to inform the public by reporting on local, national and global news and events. Journalists strive to write articles that have wide appeal and can be easily understood. You'll remember that one of the obvious characteristics is short sentences and paragraphs, which are intended to make the article easy to read and understand. In most cases, journalistic writing is objective, meaning that it relies on facts and evidence, rather than opinions or emotional appeals. Many journalists view their work as a public service, and journalistic ethics set a very high standard for objectivity and fact-checking. Journalists are tasked with providing readers with accurate information on an event as it happened, including the different and sometimes conflicting opinions on the subject. Moreover, a strong news article will present the facts of the story, sometimes including charts or graphs, and take the time to explain the numbers or contributing factors so the reader better understands the material.

Although the majority of traditional journalism strives for objectivity, many news outlets do offer opinions or arguments in a specific format known as an editorial column or section. These columns often focus on controversial social issues, like gun control or education, and they give the journalists and outlets the opportunity to make their position on these issues known to their readers.

The emphasis on verifiable evidence is the foundation of good journalism, which brings us to another important characteristic: quotes. Journalists often use quotes extensively because they provide credibility. Additionally, because they are attempting to be unbiased, most journalists will try to include quotes from all involved in a story, regardless of whether or not they agree with the individual. This can be particularly important when the story reports controversial or dangerous events. For example, if you were writing about a public safety issue like safety officials who readers are likely to trust more than they would an unfamiliar journalist.

Linguistic in Journalism

According to Simona (2008), mass communication is a process in which a person, group of people, or an organization sends a message through a channel of communication to a large group of anonymous and heterogeneous people and organizations. You can think of a large group of anonymous and heterogeneous people as either the general public or a segment of the general public. Channels of communication include broadcast television, radio, social media, and print. The sender of the message is usually a professional communicator that often represents an organization. Mass communication is an expensive process. Unlike interpersonal communication, feedback for mass communication is usually slow and indirect. Journalism language is perfectly reflected in mass communication as concerns its organization within the journalistic system.

Do journalists have their own methods of writing and presenting events? Can we speak about certain own recipes or patterns specific to journalists? Does the journalistic text have certain features which set it apart from other types of texts, giving it a distinct status among various types of writings? We will try to provide answers in this article, enlarging upon the approach from journalistic language perspective as an individualized language among other languages.

Learning to write is a hard and solitary work, which requires, beyond the talent and skill, a longer expertise. And that means listening, reading, studying and writing as much. All good journalists know this, as they know that all of quality writings have several common points: they are clear, easy to read, they use a common language, stimulate interest and entertain the readers. Meanwhile, writing well is to write appropriately: adequacy to public, to the media channel, as well as to the genre's requirements (Goumovskaya, 2007).

Journalistic or publicist style is specific to mass media because it is intended for a heterogeneous audience, with a different professional training or various levels of culture. This style includes a wide variety of texts. The aim it pursues is a public information one, but also of commenting different aspects related to social life, aspects of economic and political interest, explained for a general comprehension.

A professional, civic and even patriotic duty of all journalists is to use and promote the language in an exemplary manner. In other words, to draw the text or talk on the radio and television in a literary language, as it is orderly set by grammars and normative and academic dictionaries (Preda, 2006). The publicistic style is used in public speeches and printed public works which are addressed to a broad audience

and devoted to important social or political events, public problems of cultural or moral character.

It falls into three varieties, each having its own distinctive features. Unlike other formal styles, the publicist style has spoken varieties, in particular, the oratorical sub-style. The development of radio and television has brought into being a new spoken variety – the radio and television commentary. The other two are the essay and articles in newspapers, journals and magazines.

The general aim of the publicist style is to exert influence on public opinion, to convince the reader or the listener that the interpretation given by the writer or the speaker is the only correct one and to cause him to accept the point of view expressed in the speech, essay or article not merely by logical argumentation, but by emotional appeal as well (Goumovskaya, 2007).

Specific Features of Journalistic Linguistic Style

Harmonization of the journalistic text is matching the style, tone and rhythm of the article and its subject. Naturally, not all topics require a special treatment, but some need to be addressed with sensitivity. Issues of life and death, for example, should always be treated seriously. The language and construction should be cohesive, the verbs active and direct sentences-reduced, with just a few adjectives.

Coherence is understood in relation to the reader's language skills, communication situation, its social and psychological status, communication purpose and other situations (sickness, inner experience etc.). It finds that a text is coherent for some readers and anomalous for others, which is explained by everyone's ability to accede or not to the world of the text.

A text is not coherent in itself as abstract entity, it awakens expectations and is consistent with respect to a receiver or a community of receptors to whose expectations the text does respond. The coherent journalistic text circulates messages which consistently meet the expectations and needs for information and entertainment. Cohesion can be defined as a link between linguistic units that make up a text, link that is expressed by grammatical and semantic features and relationships (e.g. a table in the middle based on calculations and probabilities) is a proper formulation in terms from grammar rules view, but aberrant in meaning from the perspective of the terms' meaning associated in the enunciation (Randal, 2007).

There are features as a sine qua non condition for a journalistic text written in a correct and accurate language:

- The use of the literary language alongside everyday language use, a mixture of elements coming from the other functional styles: administrative, scientific, fiction (artistic) or colloquial.
- The variety and richness of vocabulary caused by the diversity of the thematic area which was approached.
- Using accessible language determined by the variety of the target audience to whom it is addressed.
- Using linguistic clichés such as (Bucharest – the little Paris or Russia- the Mother country)
- Calls to processes designed to capture reader's attention such as: exciting titles and subtitles, usage of pictures and graphics (the color)
- Exclusion of personal and scientific concepts and explanations of strict specialization
- Accuracy - is style' ability to use words strictly necessary to communication, to find the words to perfectly express the idea that the speaker wishes to transmit. Deviations: tiring crowding of words and digression (deviation from the topic);
- Purity - is given by the strict usage of the words admitted by the cultivated style of language. Deviations arise from ignorance, lack of reading, unconscious imitation and abusive use of neologisms and barbarisms.
- Naturalness - a clear expression with a connection. Deviations lead to a theatrical and affected style.
- Simplicity - is obtained by the use of accessible words, common terms, an ordinary everyday style and by choosing the word that best expresses the idea.

Languages are made up of a sum of texts, languages contain texts and any text has the language features it represents. In this optic, the journalistic text has the journalistic language features, namely an amount of verbal expressions, characteristics of this area. Journalistic texts (press articles) generally have a narrative structure, characterized by the introduction of the informative subject within the presentation, its development and conclusion of the text of the press.

The introduction in the text of the press (which some specialists call attack) is extremely important because of this sequence depends the capture of readers' attention. The beginning from the very first words must be like a gunshot, as an attack, that causes astonishment or raise a question mark. The beginning of the journalistic text should be interesting, concise, provocative, intelligent, informative and incentive. It must contain a paradox, a smart meaning overturning or an extremely powerful image. In the introduction (attack) the most important element

of the article is directly or indirectly (suggestive) stated, in writing journalistic texts techniques, there are stated, as introduction forms, the attacks in the form of interrogation, storytelling, quotation, description or as observant, humorous, philosophical and paradoxical form, directly and significantly addressable, counting on reader' curiosity. The first sentence is the most important, because if it does not urge us to read the rest of the text, the article may be considered dead.

Many of journalistic style characteristics are determined by the fundamental need of publishers to provide new elements, to produce surprises in order to arouse the reader's interest and to continue a communication always threatened by haste, boredom and overtraining. As novelty does not always occur in ideas or information, few and repetitive in the sphere of everyday life, seeking novelty often transfers on the language (Zafiu, 2003). There's nothing new in saying that speakers may refer in many ways to the same person or to the same events and that the selection of a designation or a description of several possible, is a manifestation of subjectivity in language.

Media communication has several particularities which distinguish it from face-to-face communication and offer advantages to the linguist: multiple originators, a mass simultaneous audience, a fragmented audience, absence of feedback and general accessibility to the public. All these particularities have a deep effect on the shape of media language, on how it is produced, on audience's ability to perceive media content and on communicators' ability to make themselves understood. Media generate a lot of the language that is heard in society. Media language is often criticized and the presumed bad effects are common in the public debates ironically conducted in the newspapers' own columns. Media language is the most essential tool and expression of its messages and offers lexical advantages over face-to-face communication. It is intended for mass public consumption and offers the potential for good quality recording of spoken language in radio or television situations.

After you have finished managing to set your interview, the next step is about to find out the way which is suitable to carry out your interview.

A combination of the followings aims will relate to the interview you do:

- To collect information when a news story breaks.
- To secure the proof of people at the center of a story.
- To get a view on a particular story or issue.

The questions you ask of your interviewees can reflect the way you speak whether you select an appropriate form to the situation. Look at the examples below:

- (a) Aren't you concerned by what's going on?
- (b) Didn't you see what was going to happen?
- (c) Couldn't you have reacted earlier?

Analysis: Parts of everyday conversational language are the shortened forms of speech or contractions – with the apostrophe. You may be using them in both broadcast and print. It is possible to use them if you are working in radio and television in order to sound more natural.

To frame your questions, there are a variety of grammatical constructions:

- (a) When did the earthquake strike?
- (b) How did the authorities react?
- (c) Where did it cause most damage?

Analysis: Interrogative questions have been used to introduce these questions.

Interviewing

- (a) What do you think of the way the government reacted to the earthquake?
- (b) How do you think the government handled the situation?
- (c) When do you think that the buildings will be made safe?

Analysis: The interrogative pronoun what? the interrogative adverbs how? when? as the subject of the sentence. In instructing these questions we often use the verbs think and say.

- (a) To what extent is the government to blame for what has happened?
- (b) How much is the government to blame for what has happened?

Analysis: To get opinions these two are useful.

You cannot always make your interviewees what you most want them to do. To bring back the interview under your control there is a language you can use:

With respect, you haven't answered my questions. Let me put it to you again. Your plan hasn't succeeded, has it?

Analysis: The phrases are firmly polite.

For presenters of television and radio programmes

Before introduce guests and formulate questions, you have to begin an interview. There a number of standard phrases that you can say:

With me is John Smith.

Or:

I'm now joined by John Smith.

Or:

Joining me now is John Smith.

If your interview on the telephone, you can say:

On the phone from Washington is John Smith.

To end a live interview that the time is about to run over, you can interrupt politely with:

There, I'm afraid, I must stop you because we've run of time.

To summarize, the oxygen of public life is the service of journalism. The competence of journalism is not just search for stories that has criteria for news. However, being able to design accounts of these events gives the prominence to their substantial characteristics.

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