

THE ROLE OF PUBLICISTIC STYLE IN THE ENGLISH LANGUAGE

Xidirova Mahfuza

O'zbekiston Davlat Jahon Tillari Universiteti

Magistratura bo'limi Lingvistika (ingliz tili) yo'nalishi

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Annotation: English language involves 5 styles, such as: the belles-lettres style, the publicistic style, the newspaper style, the scientific prose style, the official documents style among them which publicistic plays an important role. The article intends to explore the role of publicistic in the English language on the basis of introducing the definition of publicistic style.

Key words : Oratory, rhetorical question, essay, the stylistic device, articles, newspapers, journals

Publicistic style has spoken varieties, in particular, the oratorical substyle. The new spoken varieties are the radio commentary, the essay and articles.

The general aim of publicistic style is to exert a constant and deep 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, essays or article. Due to its characteristic combination of logical argumentation and emotional appeal, publicistic style has features in common with the style of scientific prose, on the one hand, and that of emotive prose, on the other¹.

Publicistic style is also characterized by brevity of expression.

1. Oratory and speeches. Oratorical style is the oral subdivision of the publicistic style.

Direct contact with the listeners permits the combination of the syntactical, lexical and phonetic peculiarities of both the written and spoken varieties of language. Certain typical features of the spoken variety of speech present in this style are: direct address to the audience (ladies and gentlemen, honorable member(s), the use of the 2nd person pronoun *you*, etc.), sometimes contractions (I'll, won't, haven't, isn't and others) and the use of colloquial words².

The stylistic devices employed in oratorical style are determined by the conditions of communication. Repetition can be regarded as the most typical stylistic device of English oratorical style. Almost any piece of oratory will have parallel

¹ Galperin I.R. Stylistics of the English language. 3rd quest./ I.R. Galperin.-Publisher:M.: Vysshaya shkola, 2018.-316 p

² Arnold I.V. Stylistics. Contemporary English Language.I.V. Arnold-10th edition, - M.: Flinta, 2010.-384 p

constructions, antithesis, suspense, climax, rhetorical questions and questions-in-the-narrative.³

2. The essay : It is a literary composition of moderate length on philosophical, social, aesthetic or literary subjects. It never goes deep into the subject, but merely touches upon the surface. Personality in the treatment of theme and naturalness of expression are 2 of the most obvious characteristics of the essay. An essay is rather a series of personal and witty comments than a finished argument or a conclusive examination of any matter. This literary genre has definite linguistic traits which shape the essay as a variety of publicistic style. In comparison with oratorical style, the essay aims at a more lasting, hence at a slower effect.

3. Articles: Irrespective of the character of the magazine and the divergence of subject matter – whether it is political, literary, popular-scientific or satirical, all the features of publicistic style are to be found in any article.⁴ The character of the magazine as well as the subject chosen affects the choice and use of stylistic devices. There are popular scientific articles, satirical articles, political magazine articles, newspaper . Moreover, publicistic style's overarching goal, which distinguishes it as a distinct style, is to exert a consistent and persistent deep influence on public opinion, to persuade the reader or listener that the author's or speaker's interpretation is the only one that makes sense, and to persuade him to accept the point of view expressed in the speech, essay, or article not only through logical argumentation but also through emotional appeal. Its brain-washing function is especially successful during speeches since the human voice, which is the most potent persuasion tool, is used in these situations. Publicistic language shares characteristics with both scientific and emotive prose due to its distinctive blend of rational argumentation and emotional appeal. With an extensive system of connectives, its syntactical structure is logical and cogent. Its meticulous paragraphing, extended system of connectives, and consistent and logical syntactical structure give it characteristics of scientific prose. Its emotional appeal is typically attained by the use of emotively charged language, vivid imagery, and other stylistic elements similar to those found in emotive prose; nevertheless, the stylistic methods used in publicistic style are not original or sincere. There is typically minimal evidence of the unique aspect that defines the belles-lettres style in this work. This fits with the overall essence of the fashion .But, the way that concepts are presented makes this style more similar to belles-lettres, or in this case, emotive prose, because it is to some part unique. Essays and speeches, of course, are more distinctive than other types of writing. compared to newspaper or magazine articles, where each individual aspect is typically muted and constrained by the style guidelines. Also, publicistic style is distinguished by expression that is brief. It takes on a dominant quality and becomes a significant

³ Warner A.A. Short Guide to English style. Oxford University Press

⁴ Ravshanovna , G.N. Training the primary school teachers to innovation activities in higher education.

linguistic tool in some variants of this style. Shortness can occasionally become epigrammatic in essays. The oral subset of the publicistic style is known as the oratorical style of language. The most obvious goal of oratory is persuasion, as has previously been mentioned.

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