

THE PARTICULARITIES OF THE VOCABULARY OF THE JOURNALISTIC STYLE

Olima B. Negmatova

neolbah@gmail.com

Prof. Sh. Imyaminova

Scientific supervisor, National University of Uzbekistan, Tashkent, Uzbekistan

Abstract: The presented article defines the style of journalism and press and deals with its lexical peculiarities in German with examples from the German-language press.

Keywords: journalism; style; feature; lexicon; use.

The style of journalism and press is a functional linguistic style, which is used in such genres as: article, news, essay, report, feature, interview, commentary, pamphlet, etc. The journalistic style is used to influence people through media (newspapers, magazines, television, radio, posters, brochures). It is characterized by the presence of the political-social lexicon, which should be logical, emotional, evaluative and exhortative. It is widespread to use, besides the neutral or solemn vocabulary and phraseology, emotionally colored words, beautiful prose, rhetorical questions, exclamations and repetitions. [1, p. 205] The linguistic characteristics of this style are influenced by the breadth of the subject matter: there is a need to include a specific lexicon that requires explanations. Among these topics, politics, economics, education, health, criminology, military topics should be highlighted [3, p. 66] The combination of expression and standard is the most important unit of the journalistic style. In journalistic style, words are often used: with affixes a-, anti-, de-, inter-, with suffixes -tion, -ism, -ist; with stems close to the prefixes, all-, general-, super-, etc. 2, p. 25] The peculiarity of the journalistic style is the wide range of the lexicon of literary language: from scientific and technical terms to the words of ordinary colloquial language. Here one could give the following examples in relation to lexical peculiarities of the journalistic style: Literary (neutral, book, conversation), as well as colloquial and jargon vocabulary (super, total, cool, parties, etc.) are used. There is also the use of language tools that have an emotional-expressive colour, evaluative semantics

(totalitarian, stupid, layman, thug, etc.). Typical for journalism, one can also consider the political-social lexicon: Society, democracy, patriotism, constitution, parliament, citizens, legitimate, consensus. Besides the neutral one, a high book lexicon is used, which has a solemn, pathetic colour: Fatherland, serve, chariot, proclaim, creation, achievements. The colloquial lexicon plays an important role in the journalistic style. The evaluation it contains promotes the democratization of the style, and ensures the necessary journalistic contact with the addressee in order to have an effect on him. For example: Hype, hater, like, post, tweet. The language standards are used - sustainable in their composition and reproducible language means that do not cause a negative relationship, as they have clear semantics and express the thought sparingly, which promotes the speed of transmission of information: humanitarian aid, commercial structures, domestic workers, employment service, information sources, etc. Characteristic is also the lexicon, which makes it possible to give accurate and quick information: Election campaign, ratification of the Treaty, political thinking, return visit, peaceful coexistence, arms race, yellow press. [2, p. 24; 4]

In conclusion, it should be noted that the journalistic style serves political-ideological, socio-economic and cultural relations. Therefore, its importance in the modern world has increased. This style has its own peculiarities and has a characteristic lexicon, which is assigned to the basic topics in the media. In it fundamental ideologies are formed, which are replicated by the media and then influence mass consciousness.

References:

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