

COMMUNICATIVE AND PRAGMATIC FEATURES OF COLLOQUIAL VOCABULARY IN NEWSPAPER STYLE

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Abstract

The article describes issues on the communicative and pragmatic features of colloquial words in newspaper style. At present, the main source of updating the literary norm is the mass media, including periodicals. It actively responds to the events of each day and thereby reflects changes in the vocabulary of the language. As we know, the newspaper style is currently characterized by a irony, emotional intensity and expressiveness, which makes the language of journalism mobile, subtly responsive to situations in society. At the same time, the opposite phenomena are also observed - the loss of literary purity and a general decline in the style of the mass press. Consequently, while selecting lexical means, a journalist must remember that he/she is responsible for the future of the language, for developing the language taste of readers.

Key words: *literary, colloquial vocabulary, mass media, newspaper style.*

INTRODUCTION.

Currently, the text is considered as a product of the communicative process and is nominated as a discourse, which is understood not only as written types of texts. In the information space, there are many speech works (completed and recorded on audiovisual means of verbal messages), which can be united by the concept of "text": newspaper articles and books, radio reports and television plots, advertising texts and reports. In material terms, the external integrity of the text is expressed by placing it on a separate page of the newspaper or on a special medium (flash card, disk, cassette), as well as by the presence of a title and an indication of the author. However, today in the media space there are also unfinished texts, texts without a headline complex (social and commercials on television). In linguistics, the text is considered as a sequence of verbal signs, the most important categories of which include cohesion (cohesion), semantic integrity (coherence), information content, modality, communicative completeness, discreteness, articulation (structuredness), situationality (the text is related to a certain situation), intertextuality.

The most important category for the text is the category of coherence, which determines the structural and compositional design of the text, logically and grammatically connecting the internal elements of the speech work. Thus, each new sentence is built on the basis of the previous one: the interpretation of the next ("new") additional element of the text that develops the author's thought depends on the interpretation of the previous ("given") element. As well as, the traditional text has been replaced by new types of texts that promptly inform the audience using new technologies (image, video, sound, graphic and non-linguistic elements). Mass media, whose addressee is a mass audience, create a single media space. Any developed literary language is characterized by a plurality and variety of functional-style registers. One of the registers is colloquial speech and, in particular, such a section of it as relatively closed, reduced colloquial genres (vernacular, jargon, argot, slang). colloquial genres have a vivid national, linguistic and social specifics, therefore, these elements are often used in works of fiction, as well as in publicistic text.

The stability of the colloquial vocabulary is based on the normative contrast and denial of the

linguistic norm. However, the strength of normative negation in individual layers of colloquial vocabulary may differ depending on the language in question. Difficulties often arise when translating such vocabulary: what is unacceptable (but can be used from time to time) in one language turns out to be communicatively acceptable (acceptable) in another, and vice versa. Normative (structural, linguistic and stylistic) inconsistencies between languages are of great importance. All these circumstances make colloquial vocabulary a highly characteristic object of linguistic and translation analysis.

For a full understanding and consideration of colloquial vocabulary through lexicology and stylistics, we will use the following definition.

Colloquial vocabulary is much more widespread these days than before, and is understood almost as well as neutral. Although not recognized by normative dictionaries, today it is an active component of the language. By its nature, it is predominantly a language of oral rather than written communication. This is contemporary folklore, addressed primarily to the listener and not to the reader.

The colloquial vocabulary reflects the general tendency of maximum conciseness of feeling in the word - laconicism, reaching conventionality, faster than other layers. In such heightened emotional communication, the promptness that clichés give is important. There is concentration, condensation of lexical (informational) units - colloquial vocabulary "prefers" short words, relative thoughtlessness and often symbolic use of them. Sometimes words do not convey thoughts themselves, but rather become their substitutes. Details that can reveal differences in perception and disrupt communication are omitted. By this time, philologists realized the need for a detailed classification of the lexical fund of the language and when trying to classify in the register of colloquial vocabulary, abusive vocabulary, jargons and even taboo vocabulary appear.

The stylistic and functional significance of the colloquial vocabulary lies in its belonging to a special communicative sphere - colloquial familiar speech. This function of stylistically colloquial vocabulary is differential, that is, distinguishing it from codified literary speech. When reproduced in a journalistic text, it retains its functional and stylistic features that act in real communication, and acquires additional stylistic functions, being placed in another sphere or context of a journalistic work.

Slang units quite often become common. Newspapers and magazines play an important role in this, since slangisms are very intensively seeping into the language of the press and the average reader has an objective opportunity to judge their frequency.

Features of the modern language of the media (including the language of newspapers), the meaning in it of certain thematic layers, genres, plots are associated with the multilateral processes of urbanization, the specifics of the functioning of the language in the world. Newspaper materials contain not only the vocabulary inherent in this particular functional style, newspapers contain special speech phenomena dictated by the socio-economic, political and cultural conditions of regional life.

At the present stage of development, the language of the media began to play a rule-making role. But if earlier it was inherent in the unity of expression and standard, i.e. in printed materials, the basic functions were equally manifested informational and influencing - now the desire for expression has clearly predominated. The language of many mainstream newspapers is freed from the constraints of the standard, and the vocabulary of newspapers is extremely heterogeneous from different points of view.

First, the vocabulary of newspaper texts differs thematically: on the pages of journalistic

materials one can find socio-political, scientific, business vocabulary, etc.;

Secondly, this vocabulary is also heterogeneous in its stylistic composition: colloquial, vernacular, playful, etc.

The lexical system of the newspaper-journalistic style is open, which explains its active interaction with elements of oral speech (i.e., with colloquial marked vocabulary). Spoken language is the most natural means of communication for city dwellers. Thanks to the use of vocabulary in the press, which is familiar to the average person, a native speaker feels a sense of involvement in all the events that are taking place. Accordingly, functioning on the pages of newspapers, the literary language acquires features characteristic of the language of a mass, average reader.

As mentioned earlier, due to the fact that the language of the media is quite “open”, it undergoes various changes. The innovations in the language of newspaper discourse include words with a change in meaning, the latest foreign language borrowings, hyphenated formations and colloquial vocabulary, not recorded in the dictionary or partially codified today. The phenomenon of English-language newspaper discourse consists in the presence of discursive actualizers - lexical new formations that are currently not described lexicographically and present a certain difficulty in translation.

In the discourse of newspapers, a large number of complex words are composed. This is due to the fact that complex words represent a "folded" statement, consisting of two or more components. At present, in the modern English language of newspaper discourse, hyphenated multicomponent formations are frequent, which indicates a strict economy of the language, as well as the process of democratization of the language throughout the world. This method of word formation is currently quite popular and is a characteristic feature of the English-language newspaper discourse. For example: high-ranking NSA officials - the top management of the NSA; a non-binding resolution - optional question; the post-Cold War world order - the post-Cold War world order; counter-measures - counter-sanctions; a high-risk game against low-risk players - worry more about long-term issues than one-time losses.

The hyphenated formations in the language of newspaper discourse are new words characteristic of the vocabulary of this period of history, and they are not recorded in any of the existing dictionaries.

Composition as a type of word formation is the fusion of two or more foundations to form a new word. For complex English words, the most common are formations consisting of two bases. For example, bloodthirsty; crowdsource; startup; Petrobras.

The newspaper style is also characterized by the appearance of affix new formations with a certain set of affixes, as well as an unusual combination of stems and affixes that are unproductive in other styles of speech.

In many cases, such affixes develop new meanings that were not previously characteristic of them. For example: “-ship”:

dictatorship - dictatorship; dictatorial regime; censorship - censorship.

Among the commonly used suffixes, the verb suffix *ise* (-ize):

popularize - present in an accessible form, popularize

globalize - apply globally. For example, the globalized economic growth that depends on that order, and for the values of human rights and democracy.

Institutionalize - to legitimize.

Among the commonly used prefixes, *anti-*, *pre-*, *quasi-*, *pro-*, *neo-* are more common. For example, a quasi-judicial punishment; the not-so-quasi fascists; anti-immigrant parties; neo-Soviet

ambitions; the pro-Trump articles; of pre-revolutionary plays.

Abbreviation is another type of word formation, which is also a source of the formation of new words. The abundance of abbreviated words, especially often found in headlines, is a characteristic feature of the language of the newspaper.

An abbreviation is an abbreviated word formed from initial letters or from the initial elements of a phrase. For example: NSA - National Security Agency; OSC - Office of Special Counsel.

As a rule, such abbreviations, which have long been in use, are not explained in the text.

In order to speed up and simplify the reading and understanding of the newspaper text as much as possible, the language of newspaper messages uses words and phrases that are repeated from issue to issue. They are newspaper stamps or clichés. Stamps and clichés reflect the tradition of presenting material in newspaper articles.

Cliches are indispensable in newspaper style, as they evoke the necessary instant associations and do not allow for ambiguity. Newspaper stamps can be divided into two groups: phrases that are always used in one composition; phrases that allow for the variability of the composition.

Below we will consider the application of the tracing technique:

“I was saying no to organizations, no to assholes, no to ideals other than personal”, Stooges frontman Iggy Pop recalls in his autobiography, I need more.

The slang word *assholes*, of course, would be inappropriate to translate by tracing, even in this context. The best way is to find a softer correspondence in Russian, without deviating from the denotative and expressive functions of the utterance.

Translating slangisms, jargon and other units of reduced and colloquial vocabulary is not an easy task for a translator. In this case, “background knowledge” about slang is of great importance, that is, information about the situation of using the corresponding slang. Unfortunately, such information is still very weakly reflected in modern bilingual dictionaries. All this, to some extent, complicates the work of professional translators. Therefore, only accurate knowledge of the meanings of lexemes, their semantic and stylistic features, style and figurative system of the translated text is the main criterion for translating reduced vocabulary.

Thus, colloquial vocabulary is typical for the genres of interviews, everyday history, reporting, in which stylistically reduced units serve to express the emotional state of the subject of speech, his assessment of phenomena, events, situations that arise in various spheres of modern society, facilitate the perception of information, influence the reader .

An analysis of fragments of publications related to the genres of conversation, informational correspondence, and practical-analytical article showed that colloquial and even jargon lexical units used in them, interacting with each other, perform several functions: informs colloquial vocabulary, expresses the sender's emotions and his assessment of the subject of speech, and the jargon enhances negative emotions.

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