



## LEXICO-SEMANTIC PECULIARITIES OF PUBLICISTIC STYLE

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### Abstract

The article deals with peculiarities of the publicistic style in the English language. The aim of the current article is to study the publicistic style of speech and its features; to consider the general specificity of the publicistic style; to determine its main functions; to study the various sub-styles related to the publicistic style and to reveal the linguistic features of this style of speech.. The author of the article considers that publicistic style is an open system of linguistic means, which allows journalists to refer to the elements of other functional styles depending on the content of the publication to use a variety of vocabulary, including extra-literary words and expressions necessary for a reliable image of events and their characters.

**Keywords:** publicistic style, mass media, linguistic, cultural, economic, political, informative, evaluative, stylistic, neutral, allusion, irony, metaphor, epithet.

### Introduction

Publicism is closely woven into the life of any modern society, which is difficult to imagine without the mass media, advertising, political proclamations and speeches. In addition, it is publicist texts are an indicator of the linguistic culture of the society as a whole.

The linguistic features of each style are determined by the tasks facing the author of the text. In journalism, socially significant events are described: domestic, sports, cultural, economic, political. These events affect the interests of a large audience - which means that the addressee of a publicistic text is a mass audience. The purpose of the author of a publicistic text is to convey to the reader, viewer, listener certain information and give its assessment, to convince the addressee of its correctness. Through better orientation in the events covered by the newspapers, people's opinions, political views and attitudes are formed [1].

The combination of informative and evaluative plans in the publicistic style of speech leads to the use of both neutral and highly expressive language means. The presence



of terms, the consistency of the presentation and the presence of neutral stylistic words bring the publicistic style closer to the scientific and official-business style. In this case significant language expression makes the text of the author less standardized. In journalism it is necessary to take into account who is the addressee in each case. On this basis, the author builds his/her text in accordance with the age, gender, social status, life interests of the reader [5].

## Discussion

Publicistic style performs certain functions. The main functions of the journalistic style are: informing (message) and impact, however, the primary function is still informing. Publicism allows a mass audience to get up-to-date information about events in the country and the world, the news of politics, science, sports, etc. Thus, the information contained in publicistic texts is specific.

It is distinguished by:

- as a rule, the topicality and relevance of the issues;
- diversity of content, because journalism reflects different aspects of our life: political, economic, moral, etc.;
- is intended for a mass, very heterogeneous and most often dispersed audience: after all, we read magazines, listen to the radio most often alone (the exception is movie and partially TV viewers, as well as the audience of a public speaker, although the interests of this audience can also be very diverse);
- the stylistic heterogeneity of speech and visual design [6].

The function of influence is no less important for journalism. After all, the communicative intention of the author includes not only a message on this or that topic, but the hope for feedback from the reader (listener), for a public response. Along with a statement of facts, the journalistic work also contains the author's interpretation, evaluation and commentary. It affects our feelings and mind, and this influence is carried out at the expense of not only emotionality, expressiveness, but also thought-out logic of presentation of the material. Therefore, for the analytical genres of journalism the system of arguments, logical judgments is paramount. It should also be noted that one can influence in journalism both openly, "straightforwardly", and in a veiled way. In the latter case, the author's point of view can be expressed, for example, through the order of journalistic materials, through imagery, the intonation of the radio or television presenter, etc. The impact function



of journalism has traditionally been closely related to such concepts as agitation and propaganda.

Propaganda is the dissemination of operational information about current events, actively forming the life position of the mass recipient on specific situations. Propaganda materials convey the ideological and emotional attitude of the author and the media to the facts, events, processes, etc. Typical examples of propaganda are pre-election leaflets and videos of candidates.

Propaganda is an activity of spreading fundamental ideas, knowledge, forming mass consciousness, as well as the worldview of a particular person, giving the mass recipient values for understanding the processes taking place in society. First and foremost, it popularizes the views held by the owner and/or editorial board of the media (as well as the socio-political forces behind it) on the cardinal issues of life. For example, "glossy" publications consistently promote the bourgeois way of life [6].

The above-mentioned main functions of the journalistic style are informational and influential. The informational function of texts belonging to this style consists in the fact that the authors of such texts aim to inform the widest possible range of readers, viewers, listeners about the problems significant to society and the authors' views on these problems. The informational function is present in absolutely all styles of speech. The specifics of the informational function in the journalistic style lies in the nature of information, its sources and addressees. Information in journalistic texts not only describes the facts, but also reflects the opinions, attitudes, contains comments and reflections of the authors. This distinguishes it from scientific information. The journalistic works are not tasked with a complete comprehensive description of this or that phenomenon, the publicist seeks to write primarily about what is of interest to certain social groups, highlighting those aspects of life that are important to its potential audience.

Informing citizens about the state of affairs in socially significant spheres is accompanied in publicist texts by the implementation of the second most important function of this style - the function of influence. The aim of the publicist is not only to tell about the state of affairs in society, but also to convince the audience of the need for a certain attitude towards the facts presented and the need for a certain behavior. Publicistic style is characterized by open tendentiousness, polemics,



emotionality, which is precisely caused by the publicist's desire to prove the correctness of his position.

In addition to informational and influential, texts of publicistic style, of course, perform all the other functions inherent in language: communicative, expressive and esthetic.

From a stylistic point of view, political journalistic texts are characterized by imagery and expressiveness. To achieve imagery, authors resort to the use of various means of expression. For example, such means as allusion, irony, metaphor or epithet: illegal annexation, vital principles.

In English-language political journalistic texts, a special familial style can be observed, which is used when addressing high-ranking politicians or officials. Thus, one can encounter such addresses as Merk (Angela Merkel), Sark (Nikola Sarkozy), JFK (John F. Kennedy). The reason for such liberties is the desire to gain the reader's trust. Besides, playing on the names of famous politicians also goes beyond the language game in the field of political technology, as the nicknames of politicians in the language of the media are not neutral, but valuable [3].

The lexical heterogeneity of political journalistic texts becomes another distinctive feature. Such texts are characterized by an abundance of political, economic, legal, and military terms: sanction, crisis, export license. The terms found in political journalistic texts may have different meanings depending on the focus of the texts. For example, the verb to overthrow can mean both to overthrow and to destroy, destroy: Australian players remonstrated over him taking a run on an overthrow because the ball had deflected off him. In this example, the context allows us to establish the sporting meaning of the verb to overthrow - to throw, to overthrow.

The names of international organizations or institutions may be abbreviated to abbreviations: UK, BBC, UNESCO. In cases when the abbreviation is little known or recently used, it is deciphered in the text of the article or with a footnote: CDC - Center for Disease Control, FDA - Food and Drug Administration.

Phraseological expressions are widespread in journalistic texts. Their frequent use has led to the fact that over time, the most commonly used phrases have become clichés: vital principle, military co-operation, energy efficiency, oil tycoon. Political journalistic texts have a high percentage of proper names. For example, Ebola, Belbek, Commonwealth Office, Vladimir Putin and others. In comparison with texts of other styles, dates and numerals are most often found in political journalistic texts.



They are also characterized by internationalisms and neologisms, which over time become clichés. Such internationalisms include president, candidate, parliament, republic, minister, separatist.

In political journalistic texts the logical sequence of the construction of the statement is observed. Nevertheless, the need to include a large amount of information in one sentence makes the authors of publicistic texts use all the possibilities of English syntax. One such possibility is the use of introductory sentences: Brazil's political system is encouraging, but she is not proposing the changes that are really needed: smaller constituencies to make politicians more accountable. Such sentences can be introduced by using the conjunction and: Previously a stout defender of freedom of expression, Ms. Rousseff wavered on this during the campaign, and her grip on the Brazilian state is tightening. It is also worth noting that political journalistic texts are characterized by the presence of numerous attributive constructions and the maximum possible splitting of the text into paragraphs. Such paragraphs may consist of a single sentence. Long and complex sentence structures make the reader think about the information presented. And replacing them with short, simple constructions allows the reader to relax while reading. In this way, the text keeps the reader "toned down."

The syntax of journalistic works is characterized by the correctness and clarity of the construction of sentences, simplicity and clarity of constructions. Monological speech (mainly in analytical genres), dialogue (for example, in interviews), direct speech is used. Publicists skillfully use various syntactic techniques of expression: unusual word order (inversion), rhetorical questions, appeals, inflammatory and exclamatory sentences. In the journalistic style all kinds of single sentences are represented.

## **Conclusion**

The media is an integral part of modern life and one of the keys to the successful functioning of society. The publication style, in particular the style of magazine articles, occupies a place of paramount importance in this system with the growing popularity of different publications.

The task of the media is to provide special materials that are designed to provide a number of functions, including informative and stimulating, and this is one of the main features. With the development of this sphere, a new section of language study



has appeared - the so-called "media linguistics", the task of which is the study of language in the sphere of mass communications.

Considering the fact that the works of journalistic nature addressed to a wide range of readers, the main criterion for the selection of language means is general accessibility. Publicists should avoid narrow special terms, dialectal, slang words, foreign language vocabulary; complicated syntactic constructions; abstract imagery, which are incomprehensible to readers. Journalistic style is an open system of linguistic means, which allows journalists to refer to the elements of other functional styles and, depending on the content of the publication to use a variety of vocabulary, including extra-literary words and expressions necessary for a reliable image of events and their characters.

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