

ФИЛОЛОГИЧЕСКИЕ НАУКИ

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STYLE ISSUES AND HEADINGS OF JOURNALISTIC TEXT

Abstract. This article discusses the concept of a journalistic text, which is a special type of information product, its characteristic features, and the role of headings in a journalistic text, signs and problems of composition of a journalistic text.

Keywords: journalistic text, information, heading, journalistic materials, composition, sign of a journalistic work, problems of modern journalistic texts.

A journalistic text, being a special kind of information product, actually exists as some of its varieties called genres. How this fact affects the idea specifically, we must look when it comes to the genre characteristics of materials. But the point is that with all this, the guiding, prompting nature of the idea acts as a stable sign of a journalistic text. A characteristic feature of the idea of a journalistic work is that it acts as an indicator of the path to solving the problem, suggests the type of behavior or attitude towards reality, thanks to which the recipient of information can feel somewhat more confident in this life.

The main task of a journalistic text is to transmit information. It can be a description of a problem, event, and conflict situation. The main thing to consider when doing this is the true and verified reality of the event. Everyone also knows the need for an informational reason for writing a text, since a journalistic text is usually associated with events affecting the interests of readers. For no reason, an article is rarely worth attention.

To find a good topic for a journalist means to find a vivid real situation that either gives new knowledge about a problem that hurts many, or shows an interesting experience in solving it, or opens up the possibility of reflecting in the text a problem that has not yet been recognized by society, but has already manifested itself as a real difficulty requiring permission.

Examining a journalistic text as a concept, many emphasize relevance as the main attribute of a work, but this is not entirely true. The relevance of the material, of course, is a very important property, but it belongs to a huge number of texts, and it is difficult and incorrect to call it specific, to put it mildly. But here is what you should pay attention to: relevance is a property that is emanating from semantics and related works, and this means that each material has its own secret of relevance. Everything else depends directly on the journalist, on how he understood the urgent problem, how seriously he took it, what conclusions he made, what he did to implement the purpose of the text in principle.

In addition the more unexpected or long-awaited new information, the more people they touch, the more valuable the material. For example, one cannot help but notice something new that appeared in thematic solutions of materials of all mass media: how the range of problems expanded; how many new zones of reality, previously closed to journalism, turned out to be represented by concrete real situations; how much the approach to reproducing them has changed.

Another sign of a journalistic work is that journalistic materials in the vast majority of cases have a dialogical beginning, regardless of whether they have a dialogical form of presentation (as in an interview, conversation) or not. The author of a journalistic text often either directly addresses the reader, or argues for him something in his mind as a conversation partner. Therefore, questions are posed in journalistic texts of many genres, answers are given, arguments are made in favor of some point of view and counter-arguments are put forward, etc., which creates the illusion of an exchange of views between partners in "live" communication.

E.I.Pronina believes that a journalistic text carries a special kind of information - journalistic information¹. According to her research, it is characterized by a set of properties that cause certain types of reactions to publications.

1) Involvement reactions - actions (external or internal) in which the attitude of the recipient of information to the described realities reveals itself;

2) Execution reactions - actions that constitute the direct implementation of recommendations or behaviors offered by the journalistic text;

3) Reactions of a social guarantee - actions (readiness for actions) in which the responsibility of certain social forces for the necessary consequences of publication is manifested.

In journalism, the superficial connections of a text, whether it is a radio, television, or printed text, are to a large extent determined by the intent of the subject and made through editing. G.V.Lazutina² offers the following rules for editing a journalistic text:

¹Кубрякова Е. С. Текст. Структура и семантика. Т. 1. - М., 2001. - С. 72-81

²Лазутина Г. В. Основы творческой деятельности журналиста.: Учебное пособие для вузов. - М.: «Аспект Пресс», 2001.

1) To observe the clarity of the presentation of text elements within their own borders.

Each text element is a micro-entity, and in order for it to be adequately perceived, it needs to be adequately expressed.

2) It is necessary to control how the textual elements of the factual information layer correspond with the textual elements of the estimated information layer, observing the proportions suggested by the genre specificity of the material.

Violating this rule, the author runs the risk of falling into one of two sins: he can either "drown" in the facts, not being able to reveal their meaning, or "get bogged down" in baseless assessments that are not perceived by the audience, since they are weakly reasoned.

3) The semantic, stylistic, intonational integrity of the found editing techniques should be maintained, striving for an aesthetic completeness of the text.

But editing is just one way of organizing a journalistic text. The second, but no less important is the composition. This concept is also associated with the construction of the text, but from the point of view of its internal logic (it is not for nothing that sometimes the composition is called the "internal form" of the work). It reflects the deep connections of the text. Composition is a means of organizing the text, acting as a system of rules for its construction in terms of a combination of subtopics.

Problems with the composition arise when the article is large, not so one-dimensional, or both. This is especially true for texts in which there is no

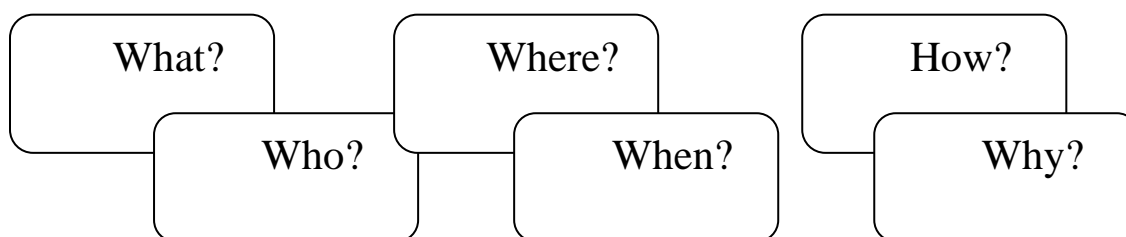
chronological sequence of events. If it is, then the internal structure of the plot facilitates the work, overlapping the material of the article as soon as the lead is written. Reporting written in an outline manner is also difficult in this regard, as it often consists of many different topics and lines. Some parts fit, but do not fit, while others, at first glance, do not fit at all.

Composition problems basically boil down to the following: how to present the reader various aspects of history clearly and logically, so that a coherent picture is obtained in the end? What to put and how to put it together? In the worst case, these problems are similar to a mosaic, which must be composed of an almost infinite number of elements of various shapes and colors, and there is no stencil picture.

Writing journalistic material is another matter than writing a novel or a story, but this difference is not as great as some would like to think. Everything that is well written has common features. A well-written thing is clear, easy to read, it uses an unstressed language, it teaches and entertains. All these characteristics apply to a well-written journalistic text to the same extent as to a well-written novel.

According to D. Randall³, there are five signs of a well-made text: clarity, vibrant language, accuracy, honesty, adequacy.

Journalism must be the enemy of inaccuracy. Articles should answer readers' questions, rather than provoke new ones. And the questions that a journalist should try to answer and answer as accurately as possible are as follows:



The headline in the modern media (print, electronic) is one of the main ways to attract the attention of the reader. The reader finds what interests him precisely in the headings. The art of making headlines is one of the most important in journalism. The headlines should either inform or intrigue, and then they will pick up a newspaper or magazine, buy it, read it. Thus, the heading acts as a link between the subject (media) and the object (audience).

"The headline is a kind of signboard, and the more colorful it is, the greater the guarantee that the material will be read"⁴. But a good headline should not only be bright, but also express the content of the material that it represents.

Researcher A.S.Popov called the nominative function "ontological initial", since the title should

"identify the article, name it, distinguish it from others"⁵

Often in modern journalistic texts one can encounter the following phenomenon: the headline is intriguing, attracts attention, but has no relation to the super sense of the material and therefore orientates the reader very inaccurately. This, incidentally, is a very common flaw in today's journalism.

If we talk about headlines, then, according to G.V.Lazutina, there are three types of them:

- 1) direct reflection of the topic;
- 2) direct reflection of the idea;
- 3) indirect reflection of the ideological and thematic decision through a journalistic image.

When the heading is built on links that are not essential for a given material, it becomes provocative:

³Рэндалл Д. Универсальный журналист. СПб., 1998.

⁴Бессонов А.С. Газетный заголовок. Л., 1958. С. 3.

⁵Попов А.С. Синтаксическая структура современного газетного заголовка и ее развитие // Развитие синтаксиса современного русского языка. М., 1966. С. 96.

it causes the recipient of information certain expectations, makes him get acquainted with the material, and as a result, these expectations turn out to be unjustified.

The heading is the title of the press material. Therefore, the title and the text should be consistent, concise, and clear. We live in the age of information. This requires journalists to provide adequate and quality information to a wider audience, based on these laws and regulations.

The author of the speech in the text of the journalist is the author himself. The journalist's speech is mainly created in monologue. From the point of view of journalistic genres, the text of a journalist can also be used as a dialogic speech, as well as inward, external and parallel speech, remarks.

Generally, the text of the journalist's work is created in a publicist style and has a mass, propaganda and informative content. The journalist's text is dominated by characteristics such as template, factuality, responsiveness, information, appeal, appeal, judgment, detail and fact. In this respect, the text of a journalist's work differs from that of any other type.

Any text begins with the headings. The heading of the title, its essence, and its status depend on the existence of the text. The title of the author's first words to his reader is the title. In written speech, communication begins with the title

In the textbook "Technique of newspaper headlines" by the scientist L. Tashmukhamedova, the following comments on the importance of headings are given⁶.

First, the title goes through a long historical process that is still widely used today;

Secondly, newspaper headlines, in turn, perform several tasks and inform the reader about the text;

Third, the titles are only a few words, and they can come in the form of articles and phrases;

Fourth, beautiful design, combined with header selection, in bright, dark colors will attract the reader's attention to the topic;

Fifth, it must always match the content of the text, be it duplicated or covertly referred to.

After analyzing the facts, we came to the conclusion that the problems of modern journalistic texts are:

1. Composition problems
2. Difficulties editing text
3. Selection of a headline reflecting the essence of the material

In the course of work, we came to the following conclusion:

The main problems of journalistic texts are:

- heading does not reflect the essence of the material;

- text editing;

- composition problems;

- lack of output in the text.

Despite some flaws found in the materials of local newspapers, the quality of the texts is quite good. It follows that local journalists (and, therefore, their texts) successfully cope with the main problems that arise when creating modern journalistic works.

In summary, the headlines carry a variety of functions in writing, as a result of a complex creative speech process. The tasks that they perform are interrelated, joint, and interrelated: instead, in a particular headline, one or the other task is represented as stronger or weaker. It is also due to the fact that titles can perform different functions, structure, and composition.

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⁶ Тошмухамедова Л. Газета сарлавхалари услубияти. - Т.: —Истеъдод, 2008. - Б.6