UDC (UO‘K, УДК): 811:111

USE OF STYLISTIC AND EXPRESSIVE MEANS IN NEWSPAPER TEXTS[12]

Lolayeva Gulniso Geldiyorovna
3rd year doctoral student of
Samarkand State Institute of Foreign Languages
gulnisololayeva@gmail.com
Orcid ID: 0009-0003-9720-5407

ABSTRACT

Stylistic devices serve as essential tools in deepening the semantic, pragmatic, and emotional layers of modern newspaper texts. They enhance the communicative effectiveness of the text, clarify and strengthen the author’s point of view, and establish direct interaction with the reader. Through stylistic means, the author not only conveys a personal perspective but also invites the reader into a specific ideological, social, or political position.

This article offers an in-depth analysis of stylistic devices in newspaper texts from discursive, stylistic, and pragmatic perspectives. According to Geoffrey Leech’s concept of “pragmatic stylistic devices,” stylistic elements are not merely decorative; they are integral components of communicative strategy. Additionally, Norman Fairclough’s critical discourse analysis approach explains how expressive means contribute to the construction of social realities within media discourse. In his view, these stylistic tools not only serve aesthetic purposes but also carry ideological significance within socio-cultural and political contexts.

The study systematically examines the functional roles of such devices, their semantic connotations, their impact on the tone and structure of discourse, and their pragmatic effectiveness in establishing dialogic relations with the audience. The research findings offer valuable theoretical and practical insights for fields such as text linguistics, stylistics, and media discourse analysis.

KEY WORDS

Stylistic means, pragmatics, discourse, expressive means, communicative discourse, information, newspaper language, public opinion.

Received: June 6, 2025
Accepted: July 18, 2025
Available online: September 3, 2025

[12]For citation (Iqtibos keltirish uchun, для цитирования):
Lolayeva G. The use of stylistic and expressive devices in newspaper texts. // Komparativistika (Comparative Studies). – 2025. – Vol.2, № 3(7) – B. 172-182.

GAZETA MATNLARIDA STILISTIK VA EKSPRESSIV VOSITALARINING QO‘LLANILISHI

Lolayeva Gulniso Geldiyorovna
Samarqand davlat chet tillar instituti
3-bosqich tayanch doktoranti
Orcid ID: 0009-0003-9720-5407
gulnisololayeva@gmail.com
Orcid ID: 0009-0003-9720-5407

ANNOTATSIYA

Stilistik vositalar zamonaviy gazeta matnlarining semantik, pragmatik va emotsional qatlamlarini shakllantirish va chuqurlashtirishda muhim vosita sifatida maydonga chiqadi. Ular matnning kommunikativ samaradorligini oshirish, muallifning nuqtayi nazarini aniq va ta’sirchan tarzda yoritish, hamda o‘quvchi bilan bevosita muloqotga kirishish imkonini beradi. Ayniqsa, ommaviy axborot vositalari auditoriyasining kengligi va ularning ijtimoiy-madaniy tafovutini hisobga olgan holda, matnlardagi ekspressivlik, stilistik boylik va emotsional ifodaviylik omili alohida ahamiyat kasb etadi. Stilistik vositalar orqali muallif nafaqat o‘z pozitsiyasini bildiradi, balki o‘quvchini muayyan ijtimoiy, siyosiy yoki mafkuraviy nuqtayi nazarga jalb etadi.

Ushbu maqolada gazeta matnlaridagi stilistik vositalar diskursiv, stilistik va pragmatik yondashuvlar asosida chuqur tahlil qilinadi. Geoffrey Lich tomonidan ilgari surilgan “pragmatic stylistic devices” nazariyasiga ko‘ra, stilistik vositalar faqatgina bezakli ifoda vositasi emas, balki kommunikativ strategiyaning ajralmas tarkibiy qismidir. Ular o‘quvchiga mo‘ljallangan xabarni semantik va emotsional jihatdan kuchaytiradi, uni baholashga va aks sado bildirishga undaydi. Shuningdek, Norman Fairkloufning kritik diskurs tahlili asosidagi yondashuvi gazeta matnlaridagi ekspressivlik vositalarining ijtimoiy haqiqatlarni konstruksiyalashdagi rolini ochib beradi. Uning fikricha, bu vositalar estetik birlik bo‘lishdan tashqari, ijtimoiy-madaniy va siyosiy kontekstlarda muhim ideologik yuklamani ham o‘z zimmasiga oladi.

Maqolada bu stilistik vositalarning turli darajadagi funksional yuklamalari, ular orqali yaratiladigan semantik konnotatsiyalar, matn tuzilmasiga kiritadigan diskursiv ohang, shuningdek, o‘quvchi bilan dialogik munosabat o‘rnatishdagi pragmatik samaradorligi xolis va tizimli tahlil qilinadi. Tadqiqot natijalari matnshunoslik, stilistika va mediadiskurs tahlili sohalarida muhim ilmiy-amaliy xulosalar chiqarishga xizmat qiladi.

KALIT SO‘ZLAR

Stilistik vositalar, pragmatik, diskurs, ekspessiv vositalar, kommunikativ diskurs, axborot, gazeta tili, jamoatchilik fikri

ИСПОЛЬЗОВАНИЕ СТИЛИСТИЧЕСКИХ И ВЫРАЗИТЕЛЬНЫХ СРЕДСТВ В ГАЗЕТНЫХ ТЕКСТАХ

Лолаева Гулнисо Гелдияровна
Докторант 3-го курса
Самаркандский государственный
институт иностранных языков
gulnisololayeva@gmail.com
Orcid ID: 0009-0003-9720-5407

АННОТАЦИЯ

Стилистические средства являются важнейшими средствами создания и насыщения семантического, прагматического и эмоционального уровней газетного текста. Они повышают коммуникативную эффективность, помогают автору чётко и выразительно оформить свою точку зрения и устанавливают прямое взаимодействие с читателем. С учетом широты и социальной неоднородности аудитории средств массовой информации, выразительность и стилистическая насыщенность текста служат важным фактором установления эмоциональной связи с читателем. Посредством стилистических приёмов автор не только транслирует свою позицию, но и привлекает читателя к поддержке определённой идеологической, социальной или политической установки.

В данной статье осуществляется углублённый анализ стилистических средств в газетных текстах на основе дискурсивного, стилистического и прагматического подходов. Согласно теории Джеффри Лича, стилистические элементы, обозначенные им как “pragmatic stylistic devices”, являются не просто декоративными средствами, а важными компонентами коммуникативной стратегии. В свою очередь, Норман Фэйрклоу в рамках критического дискурс-анализа исследует, как с помощью экспрессивных средств в газетных текстах формируются определённые представления об общественной реальности. По его мнению, такие средства являются не только эстетическими единицами, но и носителями духовно-культурного и политического содержания.

В статье последовательно рассматриваются функциональные аспекты стилистических средств, создаваемые ими семантические коннотации, их роль в формировании дискурсивного тона текста, а также прагматическая эффективность в установлении диалогического взаимодействия с аудиторией. Результаты исследования представляют научную и практическую ценность в области лингвистики текста, стилистики и анализа медиа-дискурса.

КЛЮЧЕВЫЕ СЛОВА

Стилистические средства, прагматика, дискурс, выразительные средства, коммуникативный дискурс, информация, газетный язык, общественное мнение
.

INTRODUCTION

In the modern information space, the role of the mass media, in particular newspaper texts, in the formation of social consciousness through language is significantly increasing. Nowadays, the newspaper text is manifested not only as a source of information that illuminates reality, but also as a communicative discourse that instills a certain socio-political or ideological position in the audience, emotionally and psychologically influencing it. In this regard, the study of stylistic and expressive means used in newspaper texts from the point of view of linguistics is an urgent scientific problem, and their analysis on the basis of functional-semantic features of the language system is becoming necessary. The relevance of this article is that at a time when the use of newspaper texts to obtain information, evaluate social reality, and respond to it is becoming increasingly common in society, it is necessary to analyze on a scientific basis the functional significance of stylistic and expressive means. This situation serves to form a new stage in the study of information discourse in linguistics. This study analyzes the means of ensuring expressiveness through the transfer of meaning in press texts. In particular, the role of metaphors in the process of enhancing expressiveness deserves special attention. Metaphors serve not only as expressive-stylistic, but also as a means of conveying national-cultural content. It is precisely the use of these means in a figurative, attention-grabbing form that serves to expand the audience of the publication. Newspaper texts often use new expressions, syntactic devices and lexical combinations that are rarely used in other areas. This once again confirms that the language and style of the media have a dynamic, creative character. In newspaper texts, stylistic devices are often used to convey a certain message more effectively and powerfully, to emphasize an idea, or to attract the reader’s attention. For example, devices such as metaphor and personification add a lot of emotional color to newspaper texts and make information more memorable. Anaphora (repetition) and epiphora (repetition at the end) enhance the rhythmic structure of the text and focus the reader’s attention on important ideas.

MAIN PART

In linguistics, there is no single scientific approach to defining the concepts of expressiveness and expressiveness and their correlation. Therefore, it is appropriate to analyze the essence of these concepts separately. Unlike the approach of most researchers, we cannot evaluate expressiveness and expressiveness as exactly one phenomenon. In our opinion, expressiveness is one of the components included in the framework of expressiveness in a broad sense. Expressiveness as a qualitative indicator of speech creates the possibility of complete and effective perception of information by the addressee. In publicistic speech, expressiveness is often realized through the means of expressiveness. This study analyzes the means of ensuring expressiveness through the transfer of meaning in press texts. In particular, the role of metaphors in the process of enhancing expressiveness deserves special attention. Metaphors serve not only as expressive-stylistic, but also as a means of conveying national-cultural content. It is precisely the use of these means in a figurative, attention-grabbing form that serves to expand the audience of the publication. Newspaper texts often use new expressions, syntactic devices and lexical combinations that are rarely used in other areas. This once again confirms that the language and style of the media have a dynamic, creative character.

This study analyzes the means of ensuring expressiveness through the transfer of meaning in press texts. In particular, the role of metaphors in the process of enhancing expressiveness deserves special attention. Metaphors serve not only as expressive-stylistic, but also as a means of conveying national-cultural content. It is precisely the use of these means in a figurative, attention-grabbing form that serves to expand the audience of the publication. Newspaper texts often use new expressions, syntactic devices and lexical combinations that are rarely used in other areas. This once again confirms that the language and style of the media have a dynamic, creative character.

V.V. Vinogradov evaluates newspaper texts as a vivid expression of the journalistic style, emphasizing the active use of such stylistic means as metaphor,

epithet, comparison, and rhetorical questions. In his opinion: *"Stylistic means in newspaper language perform the function not only of conveying information, but also of expressing impressionism, emotionality, and the author's position*."(Vinogradov V.V., 1972, 320).

I.R. Galperin emphasizes that the main *function of expressive and emotional stylistic means in newspaper texts is to influence the reader's consciousness and strengthen the author's idea.* (Galperin I.R., 1981, 334). He considers the following means to be the main ones in newspaper language:

- ✓ metaphor and metonymy;
- ✓ epithets and comparisons;
- ✓ irony, hyperbole, litotes;
- ✓ stylistic inversion and ellipsis.

According to I.R. Galperin, *"Expressivity in newspaper language is achieved through the selection of stylistic means in it, and these means have a direct impact on the audience.*(Galperin I.R., 1981, 334)

Z.I. Rezanova evaluates the newspaper text as an intertextual and intergenre unity and explains the role of stylistic means in it as follows: "*Newspaper style is an important tool not only for conveying information, but also for forming public opinion, evaluating it, and creating an emotional state."* (Rezanova Z.I., 2002, 240).

According to G.H.Ganiyev, *stylistic means in the language of Uzbek newspapers ensure the expressiveness and individuality of the author's speech. He especially emphasizes the following:* (Ganiyev G.H., 1990, 198).

- ✓ phraseological units;
- ✓ synonyms and metaphors;
- ✓ folk proverbs and sayings;
- ✓ simplicity and expressiveness of the statement.

G.H.Ganiyev notes that "*among the figurativeness and stylistic diversity of the newspaper language, stylistic means serve to attract the reader's attention*."

The purpose of stylistic devices is not only to convey information, but also to make the communication process more effective. For example, the method of irony,

which is often found in English newspaper texts, is used to establish a subtle dialogue with the reader, to introduce a critical or strong assessment of a particular situation. This approach transforms the text in a way that has a final effect and achieves economic and political goals.

Also, T.A. van Dijk emphasizes *the role of stylistic elements in newspaper texts in shaping social consciousness. In his opinion, such devices as metaphor, parallelism, and hyperbole in headlines present information in an idealized form.* (T.A. van Dijk., 2008, 353)

The artistic and communicative function of stylistic means in newspaper texts is of particular importance. Newspapers use various methods of interaction with the reader, while forming stereotypical images. Through metaphor, personification, comparison and anatomical images, the information presented in the newspaper text reflects subjective thought and conveys the information expressed in an impressive way to the reader. The use of stylistic means in newspaper texts is elevated from the usual point of view to a higher level, since they strengthen the communicative process of interaction with the reader. Newspapers, reflecting international and national culture, use stylistic means in various intellectual and cultural contexts.

According to the famous English linguist David Crystal, *expressive means in the language of the media are used to attract the reader's attention and direct them to a specific idea.* (Crystal D., 2003,500).

According to S.B. Beketova, *newspaper discourse is "a system of interconnected linguistic elements aimed at achieving a specific goal - to convey information to the reader in the most convenient way.* (Beketova S.B., 2010, 97-100). The use of stylistic devices in newspaper texts, in addition to facilitating the process of conveying information, is also important for creating an emotional impact and motivating the reader. Through stylistic devices in the text, the expressiveness, impact and communicative effectiveness of newspaper publications increase. These changes not only provide an effective way of conveying information to the reader, but also allow for critical coverage of certain political and social aspects. Newspapers, by using stylistic devices in their texts, serve to reflect social reality.

Expressiveness is the desire of newspaper texts to create a specific emotional reaction in the reader, in addition to conveying information. With the help of expressive means adapted to the context, the newspaper text achieves political, social or cultural goals. For example, descriptive words and modified grammatical forms used in newspaper texts (multiplication of words, repetition in placement) attract the reader's attention and present certain information in a favorable or unfavorable way. Expressiveness is one of the main problems of linguistics, since it is directly related to the individual perspective of human language, in particular, to the speaker's emotional attitude to speech. Expressiveness in a scientific text is the expressiveness produced by the language and styles used to present the author's thoughts, ideas, and information to readers. Expressiveness makes scientific texts, especially those in the media and news sources, livelier and more interesting, attracts the attention of readers, and enhances emotional connection.

The most important feature of expressiveness in newspaper texts is that it makes words more effective. For example, tools such as irony and comparison, by creating uncertainty in the reader, allow them to form critical opinions. These tools create opportunities, not only for reporting news, but also for analyzing it to a high degree. For example, sarcasm, used in English, presents political or social events from a different perspective through the irony used in the text.

Titles also play an important role in achieving expressiveness and increasing its power. They also perform an advertising function. It is precisely their interestingness and attention-grabbing qualities that serve to attract the attention of the fans of this publication. They use new expressions, syntactic structures and combinations that are rarely used in other areas.

The interrelationship of informativeness and expressiveness in the media space has been discussed. The recent democratization of the media to a certain extent is helping to strengthen these relationships. In the media, information materials are presented in a visually appealing manner. As a result, expressiveness (affectivity) has an additional informative character. *Any information transmitted from one person to another, undoubtedly, implicitly or explicitly, carries its expressed*

assessment. Assessment and expressiveness (affectivity) are not identical concepts, but are closely related to each other (Klushina N.I., 2007, 75).

We chose the newspaper text as the object of our research, which represents one type of mass media texts. From a functional stylistic point of view, the newspaper text belongs to the rubric style used in socio-political literature, periodicals, and political speeches. In their creative work, a journalist transforms an object into a "media event" and transforms the linguistically embodied result of the text into a media text for transmission in the mass media.

The main stylistic features of modern newspaper texts are:

a) imagery, expressiveness, relevance of the issue, clarity and clarity of presentation;
b) search for new language means;
c) expressive expression of the author's position;
d) extensive use of established figures of speech;
e) the great role of keywords characteristic of a certain era, ideological direction;
f) combination of standard and expressive;
g) individuality;
h) genre diversity;
i) both monologue and dialogic speech, oral and written speech are involved;
j) attention to thought, fact, document;
k) public popularity, presence

The possibilities of using stylistic and expressive means in newspaper texts are extremely wide, and their purposeful, targeted selection determines the level of impact of the text. Through these means, one of the most important tasks of the mass media is achieved - attracting the reader's attention and effectively conveying information. In particular, expressive means such as word choice, syntactic devices, metaphors, epithets, rhetorical questions, and parallelization serve as a concise stylistic mechanism for dynamic and tolerant discussions in journalistic discourse.

At the same time, the correct and moderate use of expressive means in a journalistic text serves to ensure that the information is objective in content,

stylistically balanced and communicatively purposeful. With the help of these means, information is not only conveyed, but also evaluated, analyzed and aimed at evoking a certain opinion or attitude in the audience. This demonstrates the power of stylistic means not only methodological, but also pragmatic and psychological influence.

Based on the materials studied in this part of the research work, the following scientific and practical conclusions were formed:

1. Stylistic means - elements such as metaphor, epithet, ironic expression, inversion, rhetorical question - give newspaper texts semantic diversity, emotional charge and aesthetic value.

2. The use of expressive means not only enhances the aesthetic aspect of the text, but also serves as a means of increasing the effectiveness of information and influencing social opinion.

3. In the analyzed articles, stylistic means were actively used more on political topics, in particular, in covering elections, international politics, and internal social contradictions.

4. Stylistic means, especially in headlines and introductory parts of the text, perform a high-level attention-grabbing function.

5. Using expressive means in newspaper texts, authors deliberately choose stylistic means in order to enhance the tension of the problem, create a dramatic effect, and affect the reader’s emotions.

CONCLUSION

In conclusion, it can be said that the use of stylistic and expressive means in newspaper texts increases the impact, expressive power and emotional richness of the text. Through such means, the journalist not only conveys information, but also reacts to events, attracts the reader’s attention and encourages him to think. In particular, stylistic means such as metaphor, metonymy, epithet, irony, litotes, hypertrophy help to interpret real reality figuratively. This ensures the artistic and aesthetic value and communicative effectiveness of the text. Also, expressive means

serve one of the most important tasks of journalism - to make a strong impression on the reader, to create an emotional response to the event. They introduce dynamism, imagery, connotative meaning and multi-layeredness into the text. As a result, newspaper texts become a complex linguistic phenomenon that is not just informative, but also has a cultural, social and emotional load. Therefore, the careful and purposeful use of stylistic and expressive means is one of the important criteria of journalistic creativity.

REFERENCES:

1. Beketova, S. V. (2010). Specifics of newspaper discourse. *University Readings*, Pyatigorsk: PGLU, 97–100.

2. Crystal, D. (2003). *The Cambridge encyclopedia of the English language* (2nd ed.). Cambridge: Cambridge University Press, p.500.

3. Fairclough, N. (2001). *Language and power* (2nd ed.). London: Longman, p.283.

4. Galperin, R. (1981). *Stylistics of the English language (Stylish structure of speech)*. Moscow: Vysshaya Shkola, p. 334.

5. Ganiev, G. H. (1990). *Stylistic features of publicistic speech*. Tashkent: Fan, p. 198.

6. Klushina, N. I. (2007). *Publicistic text in the pragmatic aspect*. In *Language of mass and interpersonal communication* (pp. 75). Media Mir.

7. Leech, G. N. (2008). *Language in literature: Style and foregrounding*. Harlow: Pearson Education, p.248.

8. Rezanova, Z. I. (2002). *Language of newspaper journalism: An experience of linguistic-stylistic analysis*. Moscow: Flinta, p.240.

9. van Dijk, T. A. (2008). *Discourse and power*. New York, NY: Palgrave Macmillan.

10. Vinogradov, V. V. (1972). *About the language of godly prose*. Moscow: Vysshaya Shkola, p.320.