



FEATURES OF THE ENGLISH PRESS.

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Article history:	Abstract:
Received: 1 st February 2023 Accepted: 1 st March 2023 Published: 3 rd March 2023	This article tells about some features of British and American newspapers. Today, the press occupies a special place in human life. The article gives different opinions of linguists about the features and general characteristics of British and American newspapers. Factors such as technological progress and general education actively interact with each other.

Keywords: newspapers, linguistics, information, technology, factors, features of interaction, communication, press, mass media, functions, attractive, educational.

INTRODUCTION: Since we live in the age of information technology, it is impossible to imagine a world without the media. The main one is the press. The press (pressed with life) is part of the mass media (which is also indicated by the anachronism of the mass media that has not yet gone out of use), a set of mass periodicals, as well as electronic publications for the mass reader: newspapers, magazines, collections, almanacs.

The term comes from the name of the first mass newspaper "La Presse", published in Paris in 1836. Describing the habit of reading newspapers in the morning, Hegel called it "the morning prayer of modern man."

Birmingham University professor Richard Hoggart calls the 20th century "the first century of truly mass communication." In his opinion, the advancing forces of mass communication pushed the so-called "high culture" to the periphery. High culture is suppressed and replaced by new forms, the essence of which can be expressed by the German word "kitsch". Noting that it is very difficult to give a precise definition, Hoggart offers the following working definition of mass communication: "The main forms of mass communication are radio and television broadcasting, the press (with some exceptions), cinema and some types of advertising. In general, and this is their difference, they all regularly appeal to an absolutely vast audience, which is not differentiated by class, income, origin, place of residence (therefore, works of art, in this sense, are not mass communication)".

MATERIAL AND METHODS: These modern forms of communication are driven by several social and technological factors. The most important, according to Hoggart, are two: technological progress and universal education. These factors interact, and some types of mass communication (especially print) are generated by this interaction. The other two factors highlighted by the author do not so much explain the

intensive development of the media as they speak about the nature and nature of this phenomenon. First, a high level of industrialization leads to a steady growth of national self-consciousness. What is meant here is not so much the strengthening of the "national spirit" as the fact that society is experiencing an ever-increasing need to speak with its citizens, to convince and orient their consciousness in certain directions. Behind the mass media is public and governmental pressure, reflected by them in various forms. Secondly, this is the so-called "commercial pressure" experienced by society in everyday life and forcing to consume as many goods and services produced in society as possible.

RESULTS: Among the functions of the media, and in particular the press, the author notes the following:

- Attractive. Its goal is to attract the attention of a mass audience to the description of reality. Everything must be presented "interesting", which is achieved by the "realistic" or "photographic" method.

- Enlightenment. The media is the greatest medium of education the world has ever seen.

- Influencing (function of persuasion and formation of opinions).

For many years, the language of the mass media has been considered by researchers as the embodiment of a certain standard and norm of the literary language. However, some British and Russian linguists who have been studying the language of newspaper journalism for the last three decades note the steady transformation of the latter in the direction of ever greater intelligibility and colloquiality. The canons of presenting materials in modern newspaper journalism have changed markedly and, according to W. Rivers, come down to "three pillars" - "simplicity, clarity and strength (simplicity, clarity and force)", and "colloquial English has made its way into the media with elbows in order to fully implement them. The style of informal



writing is considered to be the dominant style feature of today's British newspapers.

DISCUSSION: The main components of the formula "proposed by Rudolf Flesch (Flesch R., 1987:132) are as follows: striving for the smallest optimal length of a paragraph, sentence; use of personal pronouns, names, geographical names, dates; the use of "stimulators of interest" (human interest elements) in the form of unusual facts, phenomena; use of "transparent" syntax and vocabulary.

As G. A. Orlov notes, within the framework of each of the British newspapers, there is a "softening" of speech (in the direction of colloquialism and ease) as the genre "softens" (from the genre of editorial commentary to the genre of gossip, reader letters). It is known that in the UK the press is traditionally divided into "serious" or "reputable" newspapers (quality papers) and mass or tabloids (popular papers). The first group, for example, includes such publications as "The Times", "The Financial Times", "The Guardian", "The Independent", the second - "The Sunday Times", "The Sun", "The Daily Mirror", "The Daily Express", "The People", etc. The former contain extensive articles on events in international and domestic life, the latter are entertaining in nature, characterized by an abundance of advertising and secular gossip.

CONCLUSION: Speaking about the features of the modern American press, it should be mentioned that there are also trends characteristic of the style of print media around the world in the last three decades: the desire for colloquialism, brevity and accessibility. The editors of the largest American weekly "Time" have created a special style of presenting materials, known as "time-style", which is distinguished by the stylistic effect of novelty and freshness of word usage. Many of the language innovations that appeared in this magazine have spread to newspapers and magazines not only in the United States, but also in Great Britain. Orlov's book considers only those of them that are most widely used in the language of the modern American press. In addition, "time style" is distinguished by a huge number of colloquial expressions, buzzwords, neologisms and jargon, which the weekly "Time" began to use in its articles as one of the first. The very existence of "timestyle" is direct evidence that the trend towards colloquialism, brevity, towards a more accessible and at the same time capacious form of presenting information is becoming the leading one in the language of the modern English-language press. Some researchers (V.I. Zabotkina, G.A. Orlov) call the presence of foreign language elements one of the stylistic characteristics of the language of the modern press. According to V.I.

Zabotkina, the English language continues to be enriched at the expense of foreign language elements.

ACKNOWLEDGEMENT: At the same time, the growing borrowing of words from Asian languages, especially from Japanese, can be considered a new trend, which can be explained by the increased interest in Eastern culture and philosophy at the end of the 20th century. The main "centers of attraction for new foreign language elements" are social and political life, everyday life, culture and scientific and technical activities.

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