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Naming Of Newspaper Text: Pragmatic Properties Of The Title

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ABSTRACT

This article analyzes issues related to the expression of types of speech acts in the headlines of the newspaper text, phenomena related to hidden content, as well as the author's idea when naming the newspaper text.

KEYWORDS

Speech act, pragmatic homonymy, hidden content, presupposition, subtext.

INTRODUCTION

At the present stage of development of Uzbek linguistics, the study of the pragmatic features of the press text plays an important role in the development of media linguistics. The text of the newspaper performs the functions of information, propaganda and agitation,

education, advertising, interaction. The statement of information may be given in an overt or covert form due to the journalist's professional ethics, skills, personal position, speech situation and social environment.

THE MAIN RESULTS AND FINDINGS

In newspaper texts, the headline is one of the key elements of communication. Because the title plays a big role in attracting the attention of the journalist, in getting him interested and in expressing the main idea of the text of the article. The first word an author says to his reader is the title(1). For this reason, the effectiveness of a newspaper text is largely determined by its name. According to scientists, “the most popular news depends on successful headlines. 80% of newspaper subscribers pay attention to the headline first(2). For this reason, the author requires careful consideration and skillful word selection, with particular emphasis on the title, which is the key to the success of journalistic material. It should be noted that the title is an important means of conveying the content of the newspaper material in the form of initial information, introducing the reader and attracting attention, so its appropriate choice will further increase the effectiveness of the ideas expressed in the text. That’s why meaningful, concise, impressive, fast-paced language units are chosen for the title.

A number of studies have been created in Uzbek linguistics devoted to the study of various features of newspaper headlines (3). However, they do not contain research devoted to the analysis of the pragmatic features and problems of the title.

As you know, one of the main requirements for a newspaper text is to provide fast, impartial and effective information. Newspaper headlines also play an important role in providing effective information. According to scholars, “the common pragmatic feature of the entire text of a

newspaper is the desire to maximize the effectiveness of its impact on the reader. This feature does not change for the whole title, regardless of the topic of the article (4).

The content and form of the title reflect the general communicative direction of the newspaper article and are subject to the ratio of denotative and connotative elements of the text. Newspaper headlines, classified as micro text (5), serve to express a particular communicative purpose of the author, and types of speech act are used to express the author’s intention. A high level of communicativeness is evident in the acts and orders, as well as in the titles that contain the motivation. Because these constructions involve direct exposure to the reader. For example: Build us an extra building! (Ma’rifat newspaper, January 22, 2020); The school must be free of corruption! (Ma’rifat newspaper, January 22, 2020) created a phenomenon of pragmatic homonymy in the expression of demands and orders. While the newspaper headline is, on the one hand, the most important component of the newspaper text, on the other hand, the connection between the text and the reader, i.e. its communicative function, should also be emphasized. For this reason, the communicative-pragmatic side of the newspaper headline is important. Interesting, sensational headlines have a verbal effect on the reader, forcing them to read the newspaper material. The author’s speech manipulation attracts potential readers, encourages the purchase of the newspaper, and helps increase the publication’s rating. For example, it is difficult to understand what the topic is about from the title of the article "Your Mind for Everything ..." published in the January 9, 2020 issue of the newspaper

"Ishonch", the author referred to the tag in naming the topic. The article explains that the introduction of a 15% value-added tax (VAT) on printing, publishing and book sales services can cause severe damage to the spirituality of books. The main purpose of the caption in the selected title in order to attract the reader's attention and interest of the public was to convey the idea clearly to the target, to increase its sharpness. The use of punctuation in the title (...) and the presence of satirical pragmatic content played a key role in expressing the sentence as an incomplete idea.

The author's own tactics of expression are also important in naming the text of the newspaper. Our observations show that headlines in the form of incomplete ideas and the use of punctuation in its expression (...) lead the newspaper text. For example: Even if you are joking ... (Ma'rifat newspaper, June 5, 2019); Houses, problems "multi-store" ... ("21st Century" newspaper, March 28, 2019); If the student is more knowledgeable than the teacher ... (Ma'rifat newspaper, July 29, 2019). In Example 1, even if you are joking ... in the title, the author aims to motivate the reader to subconsciously respond to the idea he is trying to express secretly. As an excerpt, the suggestion "Thank you, the reward of goodness is lost" was used. The houses in Example 2, the problems are "multi-store" ... as you can see from the title, the topic is about the problems associated with home construction. The author's use of parables refers to the subtext by making a silent assessment of the object of speech he is describing with sarcasm. In Example 3, if the student is knowledgeable from the teacher ... the article titled "Teachers are required to master not only their specialty, but also ICT

perfectly. The title refers to the tagline, which means most people today know ICT better than their teachers." It should be noted that in the above 3 examples, a secret sentence, that is, a tag, is indicated.

It is well known that the study of incidents related to hidden content is also relevant for newspaper text headlines. Usually, the author not only expresses his attitude towards the object of speech, but also aims to express it through hidden content. In particular, when the author's opinion is incorporated into the headline of a newspaper text, it can be observed that the evaluation attitude is also clarified. For example, why are we dissatisfied with the level of the Teacher? (Ma'rifat newspaper, July 3, 2019). The choice of such a name by the author and its presentation in the act of questioning has a specific communicative purpose. The article, authored by Saidahmad Usmanov, director of the Samarkand Regional Center for Retraining and Advanced Training of Public Educators, includes a negative assessment. The article states that the knowledge, skills and competencies of teachers attending refresher courses were tested in the 11th grade general education subjects on the basis of the teaching materials they teach, but only 6% received a grade of "5", 20% "4" and 33% "3", 41 percent of the listeners' knowledge was assessed as unsatisfactory. The article asks, "What can you expect from a teacher who does not fully understand the school curriculum? If a highly educated teacher cannot write a dictation competently, is it possible to entrust the fate of our future children to such a teacher? Isn't this, first of all, a betrayal of the profession and the next generation? In the text he used the act of

questioning to express the author's negative subjective assessment of teachers.

It should be noted that any view of the author's speech addressed to newspaper readers is based on purposeful action and is intended to have a speech effect. In some places, the author conveys his communicative intent in the title in the form of a simple message in the context of a sentence and points to a hidden meaning. For example, the headline of the newspaper "Ma'rifat" published in the June 5, 2019 issue of "Teacher receives a pension of 355 thousand will undoubtedly attract the attention of readers. The article discusses the fact that a teacher who has been teaching mathematics for 18 years receives a pension of less than 2 times the minimum wage, and discusses the frustrations in the pension fund. The headline refers to the presumption that the teacher's pension should be more than 355,000. He also pointed to the hidden content of the question "Why should a teacher receive a low pension?". It seems that in the expression of hidden content in the headlines of a newspaper text one can observe the intersection of presupposition and tag events.

In the formation of the pragmatic content of the headlines of the newspaper text, it is necessary to emphasize the phenomenon of subtitle. The author states that "conveying an idea secretly, in the form of a half-cup at the bottom of a bowl, reaches the 'goal' more clearly than the explicit expression, and is therefore one of the key issues in pragmatics"(6). Let us look at examples: Do not turn away from enlightenment, teacher! (Ma'rifat newspaper, February 5, 2020) The title refers to the tag through metonymy. "Ma'rifat" means do not turn away from the newspaper, which is a source of

enlightenment, knowledge and light. Another example: Tashkent is the capital of which country? In the headline ("Ishonch" newspaper, January 16, 2020) the author pointed to the satirical theme in order to express his opinion sharply and increase the power of speech. The text of the text reads: "Due to the large number of foreign inscriptions on the facades of service outlets, buildings and cafeterias on the streets of Tashkent, it is difficult to know in which country you are due to the lack of inscriptions in Uzbek".

It is also possible to observe various manifestations of the speech act in the headlines of the newspaper text. In the title there are many acts of command, warning, confirmation, encouragement of the illocution act, which is a type of speech act according to the expression of the author's intention. The term speech act is used in a narrow sense in the sense of the term illocution (7). In this sense, the author names the communicative purpose directly or indirectly in the title. Our observations showed that when we analyzed only 1 issue of the newspaper, we saw that the authors turned to different types of speech acts. For example, if we analyze the headlines published in the newspaper "Ma'rifat" on January 29, 2020: 1. Attestation: let's put an end to fraud and irresponsibility! 2. We will achieve national progress through science and enlightenment! 3. Now let's move on to practical work! 4. Educate yourself first! 5. Our ranks will definitely expand! 6. Be your companion on the journey! 7. Teach chemistry by connecting it to life! 8. Demonstrate your knowledge! It is clear from the examples that the authors used such types of speech act as command, desire, decision, reprimand, warning, advice. The author used a

punctuation mark (!) In the title to enhance the direct verbal effect on the reader and aimed to draw his attention.

CONCLUSION

Hence, the headline is one of the key elements in the structure of the newspaper text and in the expression of the topic content. At the same time, the title also serves a certain pragmatic load in attracting the reader's attention, forming a certain attitude to the presented events and drawing appropriate conclusions, as well as focusing on the speech effect. For this reason, the study of newspaper headlines requires serious research in the field of pragma linguistics.

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