

## Language And Style Of Analytical And Art-Publishing On The Internet

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### Abstract

The article is devoted to a new, scarcely studied direction of the world's media-blogging movement on the Internet. Its essence and forms cause serious disputes between experts. The author tries to give a generalized assessment of blogging and to characterize its most peculiar features. This is necessary in order to understand and comprehend such a new phenomenon of information activity in the global virtual space as blogging.

**Keywords:** blogging; journalism; action; blog; blogger management; blogger knowledge; edition; sites.

Blogging has become such a new and unexpected phenomenon in social networks and journalism, as a result of which not only leaders of society at various levels, but also theorists of journalism have lost peace. And such confusion is typical for specialists of many countries. Thus, they cannot come to the same opinion on many issues of the functioning of social networks, for example, whether there is civic journalism, and if so, what are its characteristic features.

In this article we do not aim to answer this and other typological questions related to the functioning of social networks. Our local task is to give the main characteristic to the blogger movement as a new form of mass information work, to show some characteristic features of this movement.

The development of technologies for the delivery of mass communication in the twentieth century, and especially the advent of the world information age in the 1990s, has changed priorities in the world information arena in a serious way. The volume of daily materials is growing at an accelerated rate, so attempts to cover at

least the part required for each specialty inevitably contributes to their rapid and superficial viewing. This leads to the fact that the main object of the study of mass information becomes actually the external side of publications (for example, announcements), i.e. the form of messages, and only in some cases the user wants to get to the content of the publications interested in it. As a result, information providers pay great attention to the headlines, color and design of sites, so that the increased cult of form and weakening attention to content can also be considered an important feature, a notable feature of the information age.

The word has been accompanying the thought all its life, but never connects to it completely. This is because the word, being the only bearer of meaning, never reflects it adequately. When it is pronounced, it reflects someone's thought, but the thought cannot be fully reflected in the word, because in the head of a person this thought is different, more peculiar, diverse, colorful than it can be expressed by this word. "Thought written is a lie" (F.I. Tyutchev), because words written at the same time can never fully and in all wealth reflect the depth, subtlety and originality of thought. Thus, words turn out to be rough, approximate impressions of thought. This is the first stage of the word's existence, the stage of its birth.

The second stage is related to the existence of the meanings of words. Once born, a word, if it reflects the reality of being, no longer disappears, because the very concept that this word reflects does not disappear (in this case, it is a pattern of exclusion, because exceptions occur in any case). Moreover, there is a continuous increment of the word (definition of V. V. Vinogradov), which becomes fundamental, and other words are removed from it. Elementary, Aristotle, who invented the word "ethics," did not know that "deontological ethics" would later emerge. Therefore, most words in the course of the historical evolution of consciousness take on additional meanings. At the same time, new words arise, which these additional meanings reflect, but a root word can be used, in the content of which each generation will put a slightly different, modern meaning for it. For example, the word "medium" in ancient India reflected oratory and religious

oral speech, in ancient Babylon it was joined by clay plates, in ancient China and Korea bamboo planks, then paper, newspaper, radio, television, today also the Internet. Even the inhabitants of the first half of the twentieth century did not imagine that there would be such an all-powerful medium of mass communication as the Internet. We are no longer talking about the fact that the first readers of newspapers of the 17th century did not know about illustrated color newspapers, but those who died in the 1950s. XX century on colour and cross-border television, etc.

Each new stage process researchers with another, increasingly complex scientific challenge. "The center of modern linguistics," write the authors of the Literary Encyclopedia Dictionary, "is, on the one hand, semantics (semasiology), which studies language signs as units of nomination (designations) in their relation to cognitive and communicative activities with each other; On the other is a functional syntax that studies the laws of organizing language signs into holistic statements and texts "[3, 27]. This is particularly true of the language of the Internet, which is an extremely complex phenomenon.

One of the leading places in information work in the virtual space was won today by bloggers. Without being professional journalists (at least most of them), they often behave too freely, if not defiantly, on the Internet. They undoubtedly understand that there has been a very rare phenomenon - bloggers have kind of received carte blanche on untruths, on the right to report untruths, because no goal is to transmit the news more quickly to the network. This was facilitated by technology - computer, mobile phone, etc.

There is an author's reflection in the network. The news is a reflection not only of the event, but also of the author himself. It is clear that the same event can be covered in two publications in completely different ways; it depends on the personal qualities of the author. So ultimately it turns out that there is no event per se, there is a description of it by various bloggers. The social concept of freedom of speech, the law of pluralism of opinion, allows mass audiences to identify the

truth in clashes between them with the help of bloggers.

The differentiated expressiveness of different language-stylistic parts of the text of bloggers in certain messages is quite obvious. Its individual evaluation character, its individual lexical colour is each individual word. Someone might like it and someone might not. But bloggers care little about this, they consider it their task to report the news and pursue, first of all, this goal.

Many researchers write about the typological qualities of the blogosphere today. Here is what A.N. Grishanina says about them: "Based on the essence of the information needs of the audience, the blogosphere has recently had a number of features: dynamic development, sometimes spontaneous (trends are not studied by bloggers themselves); lack of hierarchy; A new scheme of the relationship between author and audience; activity of audience - bloggers leave their comments, discuss among themselves. These are also modern opportunities for the development of creative thinking "[2, 146]. The author correctly emphasizes that these typological features of the blogosphere are primarily due to the needs of the audience.

The forms of the blogger description of the event include:

- 1) description
- 2) evaluation, but more than
- 3) mirror emotional display.

There are still explanatory and behavioral ways to conduct mass information work on the network. It is clear that behavioral is a different pattern of blogger behavior as a subject of information work.

Speaking about the main characteristics of the blog, A. N. Grishanina writes: "Among the main characteristics of the blog can be the following: the presence of authorship (unlike the forum, which is more like anonymous conversation in a public place); social orientation; Time characteristics (records appear in chronological order); Dialogue (usually talk about what is of interest and what there is a personal relationship to)... Blogs are a good environment for the

birth of new ideas "[2.150]. Therefore, it is safe to say that the future of information work in blogs and the blogger movement, it is developing today at a very rapid pace, while the press is gradually losing its position.

Practice has shown that the analysis of the effectiveness of text exclusively in linguistic terms is not productive, because it is artificial isolation of the text part of the material. The only correct analysis is the analysis of words, their combinations, as well as the construction of sentences in the text from a complex point of view, from the worldview of the author and the Internet context to the combination of two separate words. By the way, bloggers often dictate the rules of behavior on the network, but they themselves may not adhere to them.

What is the relationship between the subject and subject of the blogger material? This issue is of concern to specialists of many countries working on the Internet, because today such hierarchy is undergoing significant changes. Let us give an example from the article of the Assistant Professor of Moscow State University named after M. V. Lomonosov M. A. Shilina. She writes: "The user from the addressee of communication turns into its addressee becomes the subject of Internet communication. The emergence of the subject-subject model (825-model) leads to a change of direction, conditions, roles of communication and tasks of communicators - and this change is fundamentally new both for the global public sphere and for public relations. The change of traditional manipulative, managerial relations between the object and the subject to equal and spread of the subject-subject model continues to fundamentally change the essence of the activity and object-subject sphere in the latest relations with the public on the Internet, which, a priori, should be aimed at organizing equal social interaction "[6, 214]. Subject-subject communication changes everything fundamentally. If earlier information broadcasting was carried out in one direction, from source to audience, now the audience becomes a full participant in creation of information products and forms public opinion itself. Journalists gradually lose the right of superiority in this issue.

The reaction of bloggers to the same case can be different, one of them will be right, covering it, and someone is not. To a person who has not seen the event himself, it is very difficult to decide on the exact assessment of the event. But most people in different countries read reports of such events without being able to see them personally. Here the important law of pluralism works, because after reading about the event from various sources, a sensible person can draw the right conclusion about it.

In addition, blogger activity and blogger journalism have become an important source of information for journalists themselves. According to E. M. Park, "Social networks and blogs have become one of the main tools of the journalist's work in recent years and sources of a considerable amount of information. If the correspondent sits in "Live Magazine" (Live Journal), then he monitors the blogosphere when he reads Twitter - looking for witnesses to the event, and if he got into "Classmates" or "V kontakte," searching for people from the social group he needs for a poll. Blogs and social networks became a direct reflection of public opinion: sources of comments and instant reaction of the audience to various topical topics "[4, 84-85]. The responsiveness of the response, which is often, provided with documentary material (for example, video or sound story) and the diversity of opinions with excess cover the disadvantages that are often characteristic of blogger messages - inaccuracy or insufficiency of facts, etc.

It is also possible to say about the important general trend of the development of the blogger movement, noted in the conclusion of the article by Professor G. M. Solovyeva: "The change of linguistic taste and speech behavior, which we see in the media, only reflect social and psychological (partly ethno cultural) shifts in our society" [5.28]. So widespread is the tradition of bloggers few generalize. But we believe that the respected scholar is right because it is known that language represents a worldview, and the worldview is expressed through language.

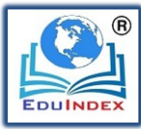
Typically, a blogger's work and the questions posed therein often remain

open to continuation of a topic of discussion. Bloggers are not characterized by the desire to know phenomena to the end; it is not always done even by professional journalists. This penetration is more typical of writers. Unlike a writer, journalist or political figure, the creativity of an ordinary blogger is not economically stimulated, ideologically engaged, politically biased, journalistic not completed.

We believe that the main problem for bloggers is the ethical issue. They are not restricted by any special law, and they have the same regulations as journalists. But journalists are controlled by the editorial board, while bloggers are provided to themselves. Therefore, ethical norms become paramount for them. L. V. Azarov testifies that "as the research of EVPRERA international professional association shows, most communicators in Europe each year face problems of an ethical nature, the number of which is constantly increasing" [1.76]. As a result, the publications of many bloggers often do not comply with the basic requirements for the creation of public works: issues (no consistency), genre certainty, language norm, figurative parallels, language and stylistic insensitivity are allowed. And in general, the conceptual-terminological apparatus, the presence of which requires public works, is often not in order.

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