PUBLICISTIC AND ARTISTIC STYLE: LANGUAGE MEANS AND POSSIBILITIES OF EXPRESSION

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Annotation

This article analyzes the language means of the publicistic and artistic style and their expressive capabilities. The publicistic style is distinguished by its reliance on clarity, conciseness and expressiveness in covering current issues in society. It widely uses socio-political lexicon, emotional evaluative units, rhetorical questions and exclamations. The artistic style is characterized by imagery, visuality and aesthetic impact, enriching the reader's imagination through figurative means such as metaphors, epithets, metaphors, comparisons. The article highlights the similarities and differences of both styles, their communicative functions and their role in the development of speech culture. It also scientifically and theoretically substantiates that the appropriate use of language tools increases the impact of the text. The results of the research are of great importance for stylistics, text linguistics and practical speech culture.

Keywords

publicistic style, artistic style, language tools, expressive capabilities, imagery, figurative means, speech expressiveness, stylistics, text linguistics, emotional-expressive units.

Language is the most subtle and powerful tool of human thinking. It not only transmits information, but also expresses feelings, attitudes, worldview and aesthetic taste. Depending on the purpose, conditions and to whom the speech is structured, language units are selected differently. In this process, speech styles are formed. Among them, the publicistic style and the artistic style occupy a special place, since these two directions are the forms of speech that have the strongest influence on the consciousness of society.

The publicistic style serves to provide more rapid and effective information about social life, politics, spirituality, and current problems. The artistic style is aimed at depicting the spiritual world of man, life scenes, through images. Both styles have a strong impact on the reader or listener, relying on the rich possibilities of language, but their ways of using language tools and methods of expression are unique.

The publicistic style is manifested in the language of mass media - newspapers, magazines, radio, television, and Internet publications. Its main task is to form public opinion, draw attention to social problems, and unite people around a certain idea.

Clarity, conciseness, and logical consistency are paramount in this style. Sentences are usually simple and understandable, since the text is intended for a wide audience. At the same time, publicistic speech is not devoid of emotional expressiveness. The author openly expresses his attitude and tries not to leave the reader indifferent.[1]

The following features are often found in publicistic style texts:

active use of socio-political vocabulary

evaluative words and phrases

invitation tone

rhetorical questions and exclamations

appeal to statistical data and facts[5]

For example, sentences such as “The development of society depends on the responsibility of every citizen” contain both informational and invitational tones.

Lexical means are of particular importance in the publicistic style. Terms, words expressing social concepts, as well as emotional-expressive units are widely used here. For example, words such as development, reform, stability, social activity are characteristic of this style.

In addition, phraseologisms are also used in publicistic texts to increase expressiveness. For example, phrases such as “it takes time”, “the issue on the agenda” give the text liveliness.[3]

Syntactically, short, clear and concise sentences prevail. Complex sentences are also often used, but they are constructed in a way that does not make it difficult to understand. Rhetorical interrogative sentences encourage the reader to think:

“Do we feel our responsibility to future generations?”

And exclamatory sentences enhance the emotional impact:

“It's time to put an end to this indifference!”

Expressive possibilities of the publicistic style[6]

The most important feature of the publicistic style is expressiveness. The author does not limit himself to a simple statement of facts, but evaluates them, analyzes them and draws conclusions. In this process, a certain position is formed through linguistic means.

A publicistic text can encourage the reader to take action: to participate in elections, to pay attention to environmental problems, to participate in social projects, etc. Thus, this style demonstrates the role of language as a socially active force.

Artistic style is manifested in literary works - in such genres as short stories, novels, short stories, poems, dramas. Its main task is to create an image, aesthetically reflect life, and express human spiritual experiences.

Artistic style In the lubda, words serve not only to convey meaning, but also to create an image, evoke a mood, and excite the reader. In this style, all layers of language - dialectal units, historical words, poetic expressions - can be appropriately used.

The most important sign of artistic speech is imagery. Imagery is manifested through figurative means. These include:

Metaphor - hidden analogy

Epithet - figurative qualifier

Comparison - showing the similarity between two things

Animation - giving inanimate objects a living character

Exaggeration - exaggerated description[7]

For example: In the sentence “The sun scattered its golden hair on the ground,” the sun is animated and a metaphor is used. Such an image creates a vivid picture before the reader's eyes.

Synonyms, figurative words, folk expressions, proverbs and sayings are widely used in works of art. This gives the text a national spirit and naturalness. The hero's speech serves to reveal his character. For example, a simple person can speak in simple words, and an intellectual can speak in complex and bookish words.

The sentence structure in a literary text is very diverse. Sometimes short and sharp sentences express excitement, while sometimes long and figurative sentences reveal a wide range of scenes. Inversion (changing word order) is also used to enhance the artistic effect.[2]

For example:

“It was a quiet night.” - the usual order is broken, and the melody is enhanced.

The artistic style directly affects the human soul. It appeals not only to the mind, but also to feelings. The reader rejoices, grieves, and is excited along with the heroes of the work. This style fully demonstrates the aesthetic function of the language.

Through artistic speech, the author can also show the problems of society, but he does this not in the form of a direct appeal, but through images and events.

Both styles seek to influence the reader. Both use emotional-expressive means. They are also closely related to the life of society.[4]

In conclusion, the publicistic and artistic styles are two large and influential directions of the language. The publicistic style directly addresses the consciousness of society, highlights current issues and forms an active civic position. The artistic style, on the other hand, finds its way to the human heart, arouses aesthetic pleasure and reflects life through images.

In both styles, the purposeful use of language tools increases the effectiveness of speech. Their in-depth study is important not only for linguistics, but also for the development of literary studies and speech culture. The richness of language capabilities is clearly manifested in these styles.

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