



THE PUBLICISTIC STYLE AS A TOOL FOR SHAPING PUBLIC CONSCIOUSNESS: A LINGUISTIC ASPECT

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Abstract: The publicistic style is an important direction in modern linguistics that plays a key role in shaping public opinion, conveying information to a wide audience, and highlighting pressing social issues. It exists in both oral and written forms, each possessing unique stylistic characteristics. This article explores the main functions of the publicistic style, its role in public communication, and the linguistic features of publicistic texts.

Key words : Publicistic style, public opinion, informational function, linguistic means, influence, oral and written speech.

INTRODUCTION

Publicistic style is one of the independent branches in contemporary linguistics and occupies a special place among functional styles. Its main purpose is to convey important information to the general public, shape public consciousness, and analyze social, political, and economic issues. The significance of this style lies in its ability to directly influence the perception of events and phenomena in society.

Historically, publicistic style began to form in the mid-18th century, when there emerged a need for mass dissemination of ideas, evaluations, and facts. With the development of the press and the emergence of electronic media (radio, television, the internet), the scope of publicistic style greatly expanded. Today, it is actively used in both oral and written forms, which necessitates a comprehensive linguistic analysis.

A distinctive feature of publicistic style is its dual nature: it combines elements of official-business, conversational, and literary styles depending on the genre and communicative context. In oral form, it appears primarily in speeches, presentations, and commentaries aimed at immediate perception and emotional influence. The written form includes genres such as essays and analytical articles, which are characterized by logical structure and argumentative presentation.

Main Functions and Features

The key functions of publicistic style include:

- Informational – to convey objective and relevant information
- Persuasive – to shape a specific viewpoint in the reader or listener
- Analytical – to interpret events, phenomena, and processes
- Aesthetic – to use expressive linguistic means to enhance emotional appeal of the text

One of the defining traits of publicistic style is its orientation toward a mass audience. Therefore, the language of publications must be accessible, expressive, and convincing. Clear syntactic organization, logical sequence of ideas, and the use of stylistic devices all serve the central goal of publicistic writing: to effectively convey ideas and generate the desired public response.

It is also important to note that publicistic style is highly adaptive. It responds quickly to changes in the social and political life of society, readily absorbing new words, terms, and speech constructions. This makes it not only relevant but also a dynamic means of mass communication.

CONCLUSION

Publicistic style is not just a tool for transmitting information; it is a powerful instrument for influencing public consciousness. Its characteristics—such as logic, emotionality, and conciseness—provide broad opportunities for shaping public opinion and encouraging social engagement. Considering its essential role in modern communication, publicistic style deserves continued, in-depth linguistic research and analysis.

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