REQUIREMENTS THAT MUST BE OBSERVED IN MEDIA SPEECH

N.B. Dusimbetova
Senior Lecturer, Faculty of International Journalism, Uzbekistan State World Languages University
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Abstract. *This article examines the key requirements that should be observed in journalistic speech in modern mass media. It emphasizes that journalists must use language accurately, clearly, appropriately, and expressively in order to deliver information effectively and influence the audience responsibly. The paper discusses the role of literary language norms, speech culture, stylistic appropriateness, objectivity, brevity, emotional impact, and the correct use of lexical and phraseological resources. Special attention is given to the influence of new technologies, the internet, democratization, and spontaneous public speech on the weakening or transformation of traditional language norms. The article also highlights the importance of training future journalists to develop linguistic sensitivity, avoid jargon, clichés, excessive emotional vocabulary, and inappropriate borrowings, and create media texts that are understandable, socially meaningful, and communicatively effective. Overall, speech culture is presented as an essential professional competence for journalists in contemporary written, oral, and digital media environments across society today.*

Keywords: *language norms, mass media, speech culture, literary language, new technologies, democratic processes.*

INTRODUCTION

The speech of journalists plays an important role in such processes as delivering information to society, reporting news, influencing the population, and forming public understanding of a particular event. For journalists, the correct and effective use of language is essential for increasing the impact of information and establishing strong communication with the audience. Taking into account accuracy, comprehensibility, emotional impact, objectivity, and written and oral methods helps journalists achieve success in their professional activity. Observing these requirements makes the work of journalists more effective and influential.

The main factors that determine the specific requirements of journalistic speech include purposefulness, an analytical approach, objectivity, accuracy, and speech culture. The language used in mass media must correspond to the norms of the literary language and must be capable of influencing the audience. By observing these requirements, journalists deliver news and information to the public in a broad, reliable, and effective manner. Human use of language — speech — is a complex and multifaceted process. Speech is a highly individual and distinctive activity. At the same time, forms of speech also differ according to specific conditions and goals, as well as the social environment [E. Begmatov, A. Boboyeva, M. Asomiddinova. *Literary Norm and Speech Culture*. Fan, 1983, p. 12].

As we all know, today, due to the development of technology, new terms entering from outside are appearing. This creates the need to renew the requirements placed on a journalist's speech skills and to take modern factors into account. In linguistics, the concept of "norm"

expresses the standards and rules of language. This rule is important for the correct and effective use of language. A norm includes various aspects of language, including orthography, pronunciation, grammar, lexis, and semantics.

The norm plays an important role in the formation of the literary language because it differs from dialectal speech, jargon, and ordinary colloquial forms, and it supports the development of the literary language. Moreover, the norm determines changes in language: as old norms weaken, new norms may emerge. This process is considered one of the important aspects of language culture and its development. Speech culture studies the literary norm with a specific purpose, more precisely, with the aim of determining the boundaries and means of cultured speech. Therefore, the field of speech culture evaluates and monitors the literary language and its normative system. The field of speech culture approaches the literary language, that is, it consciously interferes with the development of the literary language [*Speech Culture: Educational and Methodological Manual*. Reprint. TSPU, Order No. 67, 2007, p. 16].

MATERIALS AND METHODS

This study uses a descriptive-analytical method. The research is based on the analysis of scholarly literature on speech culture, literary language norms, stylistic appropriateness, and journalistic speech. The materials of the study include theoretical sources, educational-methodological manuals, and linguistic works related to the norms of Uzbek literary language and the communicative requirements of mass media speech.

RESULTS AND DISCUSSION

The norm is an important concept in the field of linguistics and includes all aspects of language. These include such elements as orthography, pronunciation, grammar, lexis, and semantics. The norm plays a central role in the creation of the literary language. Changes in language often indicate the weakening of old norms and the formation of new norms.

While newspapers and magazines strengthen the graphic form of a word, radio and television define its sound form. Based on the materials prepared by a journalist, people and society form an understanding of them. People watch television, read newspapers, listen to the radio, and become informed about the information delivered by mass media. Thus, mass media has the opportunity to preserve and spread the literary norm, but at the present stage the opposite is happening. The scope of strict adherence to language norms has narrowed significantly; only some programs and periodicals are used as examples of literary and normative speech.

Previously, not only mass media but also its additional institutions, such as proofreaders and editors, contributed to the spread of norms. Proofreaders monitored compliance with orthographic and punctuation norms, while editors paid attention to general literacy and style, that is, speech culture; in radio and television, attention was also given to orthoepy. Many words did not appear in mass media at all, including offensive vocabulary, dialectisms, colloquial words, and others. There was a strict order that prevented uncontrolled linguistic creativity, including the borrowing of words from other languages.

During the period of independence, important political and economic changes took place in society, and these changes influenced the use of the Uzbek language in oral and written speech. New technologies also found their place; for example, preparing texts on computers became common, and programs that identify and correct mistakes appeared. In the twenty-first century, the internet became widespread, and its own forms of mass media emerged within it. The abolition of censorship led to the appearance of “spontaneous speech” on live broadcasts, while democratization enabled people with different levels of education to participate in public

communication. The speech of an Uzbek person has the following forms depending on the communicative situation, the structure of information, the purpose of the speaker or writer, as well as the nature of the language form being used and the speech style: literary speech, dialectal speech, ordinary colloquial speech, literary colloquial speech, jargon speech, neutral speech, artistic speech, ceremonial speech or mourning speech, epistolary speech or official speech, and others [E. Begmatov, A. Boboyeva, M. Asomiddinova. *Literary Norm and Speech Culture*. Fan, 1983, p. 12].

It is necessary to teach future specialists the correct stylistic use of speech resources, develop their linguistic sensitivity, instill love for literate Uzbek, and form a desire to resist the decline of style based on different kinds of jargon, clichés, false pathos, and the useless use of inappropriate neologisms.

At present, the following features and tendencies can be observed in the vocabulary and style of mass media:

1. the spread of nouns with familiar and careless meanings;
2. the spread of words that exist for a very short time but become incomprehensible outside the context of certain social conditions;
3. the entry into the language of borrowed words that are difficult to understand;
4. the reinterpretation of word meanings;
5. the abuse of metaphors and symbols;
6. the entry of words from criminal jargon;
7. the use of similar words, that is, offensive vocabulary.

Regarding the abuse of emotionally colored vocabulary, Professor S. I. Kartsevsky states that the pursuit of expressiveness and, in general, a subjective attitude toward life constantly force us to turn to metaphors and to describe instead of defining. A person’s speech culture is a mirror of their spiritual culture. Today, the issue of communication culture is relevant for representatives of mass media. The poverty of language among many of our compatriots, loyalty to speech clichés, difficulty in speaking, illiteracy, and the lack of ability to write and speak correctly and expressively in the native language are noticeable. In the speech practice of society, certain tendencies have emerged and continue to this day, including:

a) the politicization of language;

b) a clearly evaluative attitude toward words;

c) the transformation of many words into symbols of belonging to a particular socio-political group;

d) the weakening of language norms in mass use and in the speech of well-known public figures;

e) the increase of mutual misunderstanding among different social groups.

Journalistic speech must correspond to general speech criteria: accuracy, clarity, appropriateness, purity, richness, imagery, and expressiveness. Due to the characteristics of the profession, for printed text, accuracy, clarity, simplicity, appropriateness, imagery, and expressiveness are priorities.

Accuracy of speech is one of its most important qualities. A journalist must present information in a simple and understandable form, avoiding complex terms. Each piece of information must be based on reliable evidence and supported by clear facts. This helps the reader understand correctly. Accuracy is ensured through the correct choice of words and the appropriate use of polysemous expressions and synonyms.

Clear speech is speech that leaves no doubt in the listener or reader and is easily understood. To ensure this, the author must have deep knowledge of the topic. Since ancient times, clarity has been one of the main requirements placed on speech. Accuracy strengthens clarity, and clarity arises from accuracy. Misunderstanding is prevented by using words in accordance with language norms and by correctly connecting thought with the subject.

Appropriateness of speech means adapting language tools to the situation, serving the goals of communication, and creating a connection between the author and the audience. Speech as a whole requires the goal-oriented appropriateness of each element. This is a relative concept and depends on functional stylistic features: the harmony of language units, their placement, and their suitability to the context. To ensure appropriateness, it is necessary to know stylistic rules, word choice, and the stylistic system. It appears at different levels — word, syntax, and composition — and is evaluated in the following aspects:

Stylistic appropriateness — correspondence to genre and style.
Contextual appropriateness — harmony within the text.
Situational appropriateness — response to the environment and situation.
Personal-psychological appropriateness — an individual approach to the audience.

In general, journalistic speech must be concise and effective, as this helps maintain attention.

Imagery and Expressive Speech

Journalists should strive to create emotional reactions in the audience. This increases the impact of information. To achieve imagery, it is possible to use the full diversity of language: its styles and socio-professional forms, literary and colloquial forms, lexical and phraseological richness, word formation, and grammar. Polysemy is characteristic of language words. The development of meanings contributes to the formation of lexical groups that are very important for speech, such as synonyms, antonyms, and homonyms. Phraseology plays a very important role: proverbs, expressions, and the “winged words” of writers, poets, and public figures enter the language and become stable expressions and word combinations. Phraseology is diverse in terms of its sources, the structure of phraseological units, the meanings expressed in them, and their stylistic role in speech.

Figurative, vivid, and emotional words do not leave the reader indifferent. The imagery of speech is created through the use of tropes and figures of speech. A skilled poet or writer demonstrates mastery by using diverse stylistic devices and creating vivid images. A necessary condition for the expressiveness of speech is the stylistically justified use of words. The use of words with a vivid emotional and expressive tone enlivens speech. These words not only express concepts but also reflect the speaker’s attitude toward them. Depending on the emotional coloring of a word, it may also express a negative evaluation. Therefore, emotional vocabulary is recognized as evaluative. Expressiveness distinguishes words as solemn, rhetorical, poetic, humorous, ironic, critical, careless, derogatory, disgraceful, vulgar, and offensive. The expressive coloring of a word is added to its emotional-evaluative meaning; in some words expressiveness predominates, while in others emotional coloring is more evident. If the author turns to emotional and expressive vocabulary, the style does not become dry and gives liveliness to speech.

For future journalists, it is very important to develop skills for ensuring speech expressiveness when creating written media texts. Journalism students need to be given a clear understanding of the best examples of speech culture and must be taught how to use language tools effectively. In this process, attention should be paid to the stylistic norms of the language because

they are connected with the three main parameters of style: the choice of language tools, the rules of their mutual compatibility, and the relationship between stylistic range and specific stylistic language phenomena.

Thus, by using language correctly and effectively, journalists can create the desired impression in readers. In the field of journalism, the correct and effective use of language is of great importance in the process of transmitting information. Journalists must choose their speech and writing style in such a way that it leads to effective communication with the audience. In accordance with the purpose and audience of each speech or text, special attention must be paid to the choice of style and the correct placement of language tools. Style, through the tools used and their organization, must produce the desired result and serve different areas of human activity in the best possible way. This idea emphasizes the importance of the correct selection of language tools and their effective organization because it serves to increase the purposefulness and impact of speech.

The placement of every word and expression and their connection with one another make it possible to create texts that correspond to a specific audience and establish communication with them. In this process, taking stylistic norms into account is important for increasing the effectiveness of speech. The harmony of speech with its purpose and context helps attract the interest of the listener or reader. Thus, correctly chosen words and their interconnection determine the success of communication. Each expression serves to strengthen the connection with the audience and increase the impact of the text. Attention to style and context is especially important in delivering audience-oriented messages.

To form the skills of using speech expressiveness in future journalists when creating written media texts, it is advisable to effectively apply a system of tools that ensure speech expressiveness. This system, taking into account existing norms in the field of communication, helps consciously remember speech expressiveness and apply it in professional activity. It is necessary to organize such a teaching system in journalism faculties because the development of society’s language culture partly depends on mass media. In the age of modern technologies, it is very difficult for print media to retain its audience. In order to attract attention to its publication, the press actively uses the expressive possibilities of language.

The essence of the language of printed media text is expressed in its social character and general communicative significance because language addresses a mass audience, and its forms must be socially significant, understandable, and informative. In teaching students of journalism faculties, it is necessary to take into account that a journalist’s speech should be comfortable to listen to, express clear content, and consider that the target audience may have less information about the topic. Therefore, additional information must be provided. It is also important to take into account the systematic connection of words with other words, polysemy, the moderate use of synonyms, and the associative links of words.

Speech culture is a sign that reflects a person’s general culture. When speech culture is studied as a set of knowledge, skills, and speech abilities, it refers to language tools selected and organized to achieve specific communicative goals in a particular communicative situation while observing language norms and communication ethics. This definition describes the three main aspects of speech culture: normative, ethical, and communicative. Therefore, genuine speech culture includes the ability to correctly and logically select language tools in order to communicate and deliver information under specific conditions. A high level of speech culture means “expressing one’s thoughts correctly, accurately, and expressively through language tools.” To

carry out communicative tasks effectively, it is important to have knowledge about spheres of communication. In the typology of functional varieties of language, the language of fiction and the conversational style have special significance.

Thus, understanding and observing the specific requirements of journalistic speech is important for journalists to be successful in their professional activity. These requirements help establish strong connections with the audience and deliver information effectively. For journalists, taking these requirements into account helps make their work more effective and influential.

The foundation of the literary language in Uzbek is the literary norm. M. M. Gukhman indicated that the literary norm is mainly formed as the codification of existing usage [Gukhman, M. M. *From the Language of the German People to the German National Language*. Part Two. Responsible editor V. G. Admoni, Moscow, 1959, p. 173]. In the field of science, ideas have been formed about language normalization, its codification, deviations from the literary norm, errors, and language variants. Dictionaries that recommend correct speech norms provide normative and stylistic evaluations of linguistic phenomena from the point of view of their correspondence to the norms of the literary language. According to some scholars, it is wrong to connect the concept of norm only with the emergence of the literary language, that is, only with a consciously processed norm. General and obligatory norms have always existed in language [E. Begmatov, A. Boboyeva, M. Asomiddinova. *Literary Norm and Speech Culture*. Fan, 1983, p. 16].

There are many dictionaries that help determine the semantic content of words. For example, there are orthographic, orthoepic, and grammatical dictionaries of the Uzbek language; dictionaries of lexical problems; and dictionaries of paronyms, synonyms, antonyms, and phraseological units.

Mass media belongs to reference groups, meaning that people pay attention to their opinions. In most cases, mass media determines the group values of society, and everyone who wishes to possess these values relies on it. For this purpose, mass media uses language tools to influence consciousness. The use of language for the purpose of influence is embedded in language itself, considering its main function as a means of communication. In any statement, several layers of meaning are accumulated — explicit and implicit meanings — and these meanings can be used for linguistic manipulation. Linguistic manipulation is carried out through the conscious and purposeful use of the specific features and methods of language.

Due to the special characteristics of the profession, the main requirements placed on printed speech include being accurate, clear, simple, appropriate, imaginative, and expressive. The process of forming language culture is not only a serious social issue but also a general pedagogical task. The level of a journalist’s speech culture shows their spiritual richness and culture of thinking, and it serves as a powerful tool in shaping the personality of the target audience.

CONCLUSION

This text emphasizes the importance of speech culture in the field of journalism. The main requirements — accurate, clear, and expressive speech — are important for achieving success in the work of a journalist. Language culture is necessary not only for language itself but also for expressing thoughts; therefore, the correct use of language is a relevant issue for journalists. The speech culture of a journalist also serves as an important tool in establishing communication with the audience and shaping its views. This, in turn, is directly connected with the spiritual development of the journalist.

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