



Modern Interpretation of Publicistic Style and Means of Expressing Its Essence

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Abstract

Political, economic, philosophical and moral problems of society are reflected in publicism, and the subject is real social life - past, present and future tasks.

Keywords: publicist, publicism, journalism, imagery, creation of images.

Introduction

"Socio-political and scientific texts, texts about the life of the state and society are considered publicism. It is close and related to journalism, literature and other arts. Publicism reflects the political, economic, philosophical and moral problems of society, and the subject is real social life - past, present and future. A publicist is a creative person, he openly and actively influences the processes of time and society [1]. After all, publicism is not a mission, it does not consider its opinion the only right way and does not try to broadcast it. It has his own approach and direction to the situation and essence. It is important to convey this to the student, to invite him to think. A publicist must be able to think at the level of collective interest - a common "I", and not his own "I". He must accept the outside world, the fate of strangers, as his own. Publicism is a literary text not filled with emotions and passion, in which evidence is collected, special literature is studied, interviews are taken - all this is analyzed in a logical system, and thus a connection is established between the publicist and the reader.

"Publicism can be compared to a feminine woman. A woman without femininity does not look like a real woman. Publicism without imagery cannot be true publicism," says Anatoliy Kozlov [2]. Indeed, imagery is a means of conveying the significance of the chosen subject. Moreover, the combination of evidence, emotion, and imagery through realistically based ideals demonstrates the publicist's skill. Publicism is not standing on the bank watching the process in the river, but flowing with the current, sometimes swimming against it. Global problems are always at the center of journalism, and the author analyzes them.

Methodology

According to scientist Anatoly Kozlov, publicistic creativity can be studied in four ways. They are as follows:

1. Publicism as a means of influence: any business owner who wants to promote his idea, chooses publicism as a means of influence. Thus the people were influenced by such speakers as Demosthenes, Aeschylus, and Lysias. Even today, publicism helps in political situations, in election programs, in spreading a certain idea among organized people.
2. "Publicism as a means of studying society: society does not live only everyday life, it has its own place in the economic, political, cultural and social spheres, and this place requires that opportunities, privileges, problems, shortcomings are sometimes deeply analyzed by someone and explained to the public"; publicists study social life with the aim of improving certain aspects in order to achieve an active life.



3. Publicism as a field that studies a person: in the study of a single person, the genres of artistic publicism are used, that is, through the genres of essays, literary portraits, the character of a particular person is revealed, a hero or ordinary human characteristics are embodied in the eyes of the reader.

4. Publicism as a means of expressing one's opinion, self-study, informing the outside world: publicism serves as a means of self-study of the author. In this, memories, description and analysis of daily events are in the main place. The work "Confession" by the Russian writer Leo Tolstoy is an example of such self-study and analysis publicism.

Publicism assesses the state of society, shows its weaknesses, looks for its causes and consequences, analyzes deeply and contributes to the positive change of the process.

The term "publicity" is interpreted both in a broad sense and in a narrow sense. "In some cases it may be journalism, and sometimes it may be only specific forms of it, or authorial material expressing a civil socio-political position" [3].

In this regard, it is necessary to clearly distinguish the concepts of publicism and journalism. "If the first is a creative activity that mainly reflects life events in their natural development and represents socio-political changes and processes, then journalism is a social institution, a specific type of activity of people engaged in a specific profession.

Publicism can be said to be a special type of literature along with scientific and fiction literature. We can say that it has already been formed as a special form of creativity, reflection of reality, promotion and formation of public consciousness [4].

The theoretical views in modern scientific studies devoted to the study of publicism are different, which shows that researchers cannot find a common ground in determining the subject and essence of journalism.

In most of the theoretical studies, publicism is studied as an activity that describes reality. This activity recognizes social and political life. Theorists approach based on the etymology of the term publicism: "publicus" (lat.) - "public". V.I.Zdorovega considers "all public speeches on serious socio-political topics" to be publicism [5].

Other researchers, including Z.V.Senuk, describe publicism as a method of social activity carried out with the help of creative methods and means of mass communication: "The subject creates journalistic images through various symbols in order to promote this or that idea in society" [6]. This approach to publicism can also be seen in the works of T.Qazoqboev and M.Khudoykulov: " Publicism in its original sense is a spoken word, a written text, a work of a certain form, which is ideological, political and spiritual only if it is transferred to the pages of journalism, radio, television, and the Internet, there will be strength" [7]. Publicism participates in the formation of political culture, has a strong influence on the processes of social regulation and political socialization of society. Publicism, which is active in political and ideological processes, also forms social ideas and demonstrates them in the process of public communication.

Publicism can be studied according to its social functions. This is a type of creative process aimed at continuous influence on public opinion: methods and means of persuasive impact of publicist word, various valid arguments, etc. are important in this. In this respect, publicism is described as one of the forms of public propaganda, as a tool of social management and organization [8]. In the theoretical concept of E.P.Prokhorov, the concept of "publicism" is defined by a specific addressee category. In his opinion, publicism is strictly related to its counterpart - public opinion: "...the creative identity of publicism directly depends on its social task - direct participation in public opinion" [9]. The author of a journalistic work acts as a public representative; journalistic text expresses generally accepted opinions.

According to S.Umirov: "After long-term debates of experts, the well-known researcher Yevgeny Prokhorov in the seventies of the last century, "publicism is a social subject, a pen, a



picture of problems, forming public opinion, influencing the public mind, logical discussion and figurative thinking based on evidence, examples The definition of "field dealing with" was approved and taken as a basis [10].

And Yu.Surovtseva studies publicism as a unique method of description. In her opinion, the subject of publicism is extremely diverse and its important feature is its publicness [11].

M.S.Cherepakhov offers a comprehensive approach to the study of publicism. "In his concept, publicism is one of the three independent types of knowledge of the truth, which stand alongside scientific (scientific-popular) and fiction literature, known as "types of literature". The uniqueness of its subject, content and tasks, ways of knowing and form allows the researcher to distinguish publicism as a separate type of literature [12]. In order to determine the subject of publicism, the scientist determines its difference from knowledge about life - science and art. The task of publicism is to search for the truth. Fiction serves the purposes of aesthetic knowledge of life and man. The leading feature of publicism is "... political understanding of reality, which is carried out for the purposes of propaganda and propaganda and as a result of which affects the political consciousness of the public" [13].

When considering the essence of journalistic creativity, one can observe conflicting opinions and different interpretations of this concept found in special literature. Because many consider journalism to be the same thing as journalistic creativity. Some scholars pay attention to such definitions as: "Journalistics as a creative process", "Journalistics in the world of creative forms". Based on this approach, journalism is considered, first of all, as the organization of editorial and journalistic work, and the direct creative process is connected with journalism. It is recognized as a literary genre between artistic and scientific creativity, but related to them.

Some researchers consider publicism as a socio-political creative activity. According to the well-known scientist Saydi Umirov: "The reader is looking for a new, deep thought, a high, true idea from journalism. A good writer does not write well, a good thinker writes well. I see the skill of a publicist, first of all, in finding out, understanding, drawing news - a new evidence, a new story, a new problem, a new event. There is no such thing as problem-free journalism. And we often engage in declaration instead of persuasion. Publicism means struggle, stabilization of new things in our life, elimination of evils that hinder our progress" [14].

There is no consensus among practitioners on this matter. It is often necessary to hear the phrase "journalistic material" and "publicistic material" [15].

In fact, in many cases, the concepts of "journalism" and "publicism" are used interchangeably. That is, publicism, first of all, is an activity that collects relevant information, processes it, and distributes it from time to time through the press, radio and television; secondly, periodicals of newspapers and magazines were understood as a set of creative materials. V.M.Gorokhov describes publicism as the highest type of journalism. Publicism, when compared with information journalism, is distinguished by the author's attitude, principle, conceptualism, the scope of conclusions and generalizations, the breadth of interpretation of the problems of public life. [16]. Publicism is a powerful weapon, it can turn even a mediocre news into a great article. The level of a journalist is seen in how a journalistic article comes out. Publicism is manifested in various forms in the creative activities of speakers, critics, writers and journalists. Truth is the target of a publicist's eyes [17-21]. A publicist does not work with one fact, but studies it in every way.

Conclusion

The development of journalism in our country is directly related to the current state of publicism. The formation of publicism in our country was influenced by various complex



processes in the development of society: socio-political changes, technological improvement and evolution of communication methods, economic and political reforms that strengthened the interaction of international culture are among them. Boybota Dostqoraev, Ahmad Muhammad Tursun, Amir Faizulla, Saydi Umirov, Khurshid Dostmuhammad, Ahmadjon Meliboev, Safar Ostons, Karim Bahriev, Olimjon Usarov, Halim Saidov, Salim Doniyorov, Farmon Toshev, Muhammadjon Obidov and others should be recognized as bright representatives of modern publicism in our country. .

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