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The Axiological Aspect of the Russian Phraseological Foundation

CLASSIFICATION OF PUBLICISTIC GENRES

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Annotation: The article discusses the transformation of genres, the classification of journalistic genres, which emerged as a result of the development of Internet journalism.

Keywords: Image, multimedia, philosophical journalism, scientific, socio-political, humorous journalism.

INTRODUCTION

The development of Internet journalism and technological factors have directly led to the development and integration of creative factors. Visual information, numbers, has expanded the possibilities of an online media platform that offers thousands of convenient ways to get information. If you follow any source of information that has millions of subscribers, every seconds in search. Today, modern journalism is a multifunctional mechanism turned around. The digital method of transmitting and disseminating information is the media helped the world work in a new direction.

We live in an age of numbers and digitization. Automated programs, bots can easily do what a journalist can do today. There are also different ways to communicate information effectively to an audience. Video, audio, photo, subject background, infographics, statistics, photos, etc.

At the same time, there is a counter-trend in the transmission of materials to the audience: the transmission of short texts for an audience that does not want to read long materials; rather, recognizing the importance of large-scale data transmission by creating compositions with multimedia tools. These views contributed to the emergence of a new format - genres such as longrid, storytelling.

The genres that cover life more broadly, that encourage the development and growth of social conclusions in the audience, are undoubtedly journalistic genres.

Journalistic genres have led to the emergence of new forms of online journalism in relation to multimedia tools.

The development of information technology in the twentieth century has directly and indirectly influenced the development of the media. The rapid and cheap availability of periodicals led to their popularization, which in turn led to a major communicative revolution, and it can be said that this revolution is still going on. Only the forms, styles and methods have changed.

By the end of the twentieth century, the process of genre formation in journalism had become more or less regulated. It is known that the genre is a method of arranging this material, which is divided into 3 groups: informational, analytical and artistic-publicist genres. When we talk about their main features, in the information style, the focus is primarily on the facts. The analytical material provides information, conclusions about the studied events, one of its stable requirements is to help form the opinion of the client and to convey to the audience the analysis of experts on complex issues.

“The main feature of fictional journalism is the presence of image and imagery. Image is a

unique form of art, the embodiment of the artist's perception of reality in a clear, vivid way.

"The word 'publicism' itself (Latin *publitus* - public) is a type of work devoted to current problems of society, which plays an important social and political role as a means of expressing public opinion formed around acute problems. "

According to the definition of Professor EP Prokhorov, journalism is understood as an integral creative activity, along with science and art. "Journalism is a synthesis, but a synthesis of the characteristics of journalism." Publicists, in the scientist's opinion, are "individuals who must be able to recreate the history of modernity, to use scientific and artistic methods of depicting reality, and for this to act as both a scientist and an artist ." historical research sees in the depths of the root, which, in his view, is naturally inherent in journalism.

The scientific terminology dictionary adds, "Journalism is the highest form of journalism. It is said to be characterized by debate, controversy and the struggle for new ideas .

Well-known scientist M.Khudoykulov also said that journalism is a special type of reflection of social life, which reflects the current state of society, its achievements, shortcomings, problems and serves the present. The internal creative social structure of journalism can be seen in the features of politics, science and literature. "

If we look at the history of the Turkic peoples, journalism is a much older genre. For example, Alisher Navoi's correspondence with a number of bees, government officials, and leading figures of his time are also journalistic materials on social and political issues. Literary portraits of several figures were created in such works as "Majlis un-nafois", "Munshaot", "Mahbub ul-qulub". Stylistically meets the requirements of the essay. "The personal life and rich spiritual heritage of Zahiriddin Muhammad Babur also play an important role in educating the new generation.

In this sense, it is gratifying that the letters written by the author to his children during the years of independence are also being published. These letters further enrich our impressions of such a great person as Zahiriddin Babur, a statesman, a commander and a poet, clarify his attitude to the times, to the events taking place around him, to his children. In the letter, Babur once again raises the issue of India in a serious way. This letter is a testament, a testament to Babur's consistent policy and his lifelong concern for the integrity of the Timurid empire ."

In addition, Boburnoma's depiction of dozens of countries from Central Asia to India, including scientific statistics, specific events and ideas, is one of the main features of the road essay.

Journalism combines the features of several fields, because one of its important aspects is to cover all aspects of social life. There are several types: "Socio-political journalism, philosophical journalism, scientific journalism, literary-artistic and humorous journalism ." It can be said that today it is divided into several new directions, for example, film journalism, sports journalism, internet journalism and so on. So how do they differ from each other with their features?

Scientific journalism is the scientific study of social life , the simple and clear description of complex events, issues and problems, and their popular delivery to the audience. The term could be an alternative to the terms "science pop" in the West, "nauchpop" in the Russian media, and "NPP". The abundance, quality and interest of the audience in the articles in this area are directly related to the development of science and technology.

The most popular topics are articles on global science and technology in space research, microminiaturization and the use of nanotechnology in the economy, modified products, planned trips to Mars, collider creation and global warming. Scientific journalistic

articles are published not only in specialized publications, but also in popular publications. For example, “Znanie - sila”, “Nauka i jizn”, “Nauka i religiya”, “Geo”, “New Scientist” (England), “Bild der Wissenschaft”, “Natur + Kosmos” and “VDI-Nachrichten” (Germany), Discover and Popular Science (USA), Recherche and Science et Vie (France). has become a source of scholarly journalistic articles.

In the national editions, scientific journalistic articles are published in such sections as "Fan va Turmush", "Tafakkur", "Til va adabiyot", "O'zbekiston matbuoti", "Jahon adabiyoti", "Sharq yulduzi".

The popularity of the popular science magazine is due to the emergence of the National Geographic Society of the National Geographic Society (USA).

Philosophical journalism is a journalism in which the author studies the current problems of the time from a certain point of view, reflecting his own ideological views. This direction of journalism is the direct fruit of thinking. In the last decade, philosophical journalism has not completely disappeared from the information space, but it has not been discussed and attracted attention as before.

The term “philosophical journalism” was coined by the religious philosopher, the greatest historian of philosophy, V.V. Used by Zenkovsky. The relevance of philosophical journalism is always associated with the spirit of the time. According to Chernyshevsky, philosophical journalism creates modern history. It covers the history of the emergence and development of ideas that have influenced modern reality. In addition, he predicts the signs of tomorrow based on the “history of time” . L.P. Karsavin defines philosophical journalism as “the historical knowledge of the present and the orientation of this knowledge to the near or distant future”. It restores the relationship between the individual and society, studies the

behavior of power towards the individual, allows us to compare the present with the past, to look to the future.

Humorous journalism - In the XIX-XX centuries, satirical publications reached the largest audience. The performances of talented publicists are of public interest due to their humorous style articles. Uzbek comic journalism is directly related to the personality of Abdullah Qadiri. He can literally be described as the founder of comic journalism. His contemporaries also called him "laughing and crying" based on his bitter satirical feuilletons. So when did comic journalism enter Uzbek journalism?

After the October Revolution of 1917, many enlightened people hoped for a positive change in the country, which at that time was one of the most popular pages in Mushtum magazine. In the first issue of the magazine, he describes it as follows: " This fist is not a fist of violence, it is a fist of justice, it is not a fist of oppressors, it is a fist of the oppressed ." Abdullah Qodiri's Avsar, Dolta Makhzum, Julqunboy, Jirtakchi, Dumbul oglu, Owl, Dumbuldevona, Jarqin, Mulla Nishonboy, Jiyan, Indamas Eshan, Karnaychi, Yolovchi, Kalvak Makhzum's nephew, Lakalang Makhzum, Shorin, Sovrinboy, Chin dost, Chin dost , Author of hundreds of feuilletons and feuilleton series under pseudonyms such as Shapalaq maxzum. His works reflect the ideological and artistic features of Uzbek comic journalism, socio-creative requirements, theoretical and practical aspects. In a discussion with Ghazi Yunus, a well-known journalist of the time, he said that "the main task of comic journalism is to expose social evils on the basis of the laws of comedy - satire and humor."

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