

Syntactic Properties of Publicist Text Titles on the Internet

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***Abstract---**The titles of publicist texts published in Internet publications are linguistically analysed in this article . The main focus here is on the syntactic features of the headings. During the years of independence, positive changes have occurred in the enrichment and renewal of the content of publicist texts, in enhancing information content and effectiveness. The focus of the media has been on language tools to maintain the originality of publicist text titles and enhance their advertising content. However, the linguistic features of headlines based on media, including internet publications, meet the requirements of methodological standards haven't specifically studied in Uzbek linguistics. The names of the publicist texts on the Internet are unique. In such texts, each selected header functions as nominative, informative and promotional ones.*

***Key words---**internet edition, publicist text, title, word-title, word-combination- title, sentence-title, advertisement, peripheral,*

I. Introduction

Many researches have been done on the study of language units of language in Uzbek linguistics. Such studies were an important contribution to the development of Uzbek linguistics. However, there are still many unresolved issues in Uzbek linguistics. Until recently, the signs of the Uzbek language have been studied on the basis of level units, mainly external signs. The essence of the sentence is determined by the structure of the sentence, the content of the sentence is searched for its content. As a result, the hidden meanings of syntactic units were overlooked. The task now is to discover the hidden meaning behind the events of the speech. In recent years, Uzbek language has also become increasingly focused on learning the meaning of syntactic units, and the form and content of syntactic units are closely examined.

II. Literature Review

This issue has been studied in a particular direction in the studies of A. Nurmonov, N. Mahmudov, A. Akhmedova, S. Solikhojaeva, U. Rakhimova, and H. Usmanova. Studies in publicist text research have focused on the lexical-semantic features of newspaper headlines, their functional-pragmatic aspects, and the extent to which they are reflected in the saving principle. The works of linguists such as G. Alleman, F. Bryuno, V. Vinogradov, O.

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Espersen, G. Zolotova, E. Ishirina, A. Shakhmatov, V. Kostomarov can be mentioned. Most of these linguists refer to the title as an independent unit, from the point of view of the theory of discourse. In Uzbek linguistics, the publicist style, in particular, the language and style of the newspaper, and the peculiarities of the genres of newspapers, has been studied extensively by K.Yusupov, A.Boboeva, S.Muhammedov, T.Kurbonov, A.Abdusaidov. There are research works on the structural-grammatical and semantic-stylistic features of newspaper headlines by A. Shomakssudov, I. Toshaliyev, A. Bobobaeva, P. Rustamov, B. Yuldoshev, B. Mirzaev, A. Abdusaidov.

III. Methods and Methodology

We have only tried to find the headlines on the internet, mainly for reporting purposes. As it is known, Kun.uz and qalampir.uz are the most popular websites providing the latest information on social, political, economic and cultural aspects of Uzbekistan and the world. The website Kun.uz was registered on June 22, 2015 by the Uzbek Press and Information Agency under number 0987. Qalampir private enterprise website was registered as Mass Media on February 12, 2016 at the Uzbek Press and Information Agency under number 1089. We have analyzed the titles of publicist texts published on these websites from the linguistic point of view. We concentrated on the syntactic features of the headings. It should be noted that the headings of the publicist texts published on the sites Kun.uz and Kalampir.uz are often complex - in the form of phrases and sentences, we did not find the headings as simple as in oral and written publicist texts. Almost all headings in the form of a word combination have a complex structure, that is, these words contain three or more words: "Opening of a new coworking of Groundzero" (Kun.uz 10.04.2017, 18:46), "Fire at the Transformer substation in Yunusabad" (Kun.uz 05.04.2017, 22:44), "Ring Road Project in Tashkent" (Kun.uz 09.04.2017, 14:04), "Flamingo arrives in Karakalpakstan" (Kun.uz 12.04.2017, 17:30), "Another news from Agrobank" 04.04.2017, 18:10), "Recent changes in the government of Uzbekistan" (Kun.uz 20.04.2017, 10:16), "New Punishment for Disciplinary Leaders" (Kun.uz 18.04.2017, 19:08), "The Republic of Uzbekistan State visit of the President of Russia to Russia "(Kun.uz 05.04.2017, 23:31).

IV. Analysis

We can also see in the observed publicist texts that the headings are co-ordinated with the words: "Shavkat Mirziyoev`s talks in Russia, accident in Yunusabad without electricity, poisoned children in Idlib and most important news of the day"(Kun.uz 05.04.2017, 21:58),"Putin and Mirziyoev are in Kazakhstan, Discussed Gas, Electricity and Fuel Prices, US Spy Report and Other News of the Day" (Kun.uz, 22.10.2018, 22:43), The history of conflict with the Saudi leadership "(Kun.uz, 22.10.2018, 20:50) and so on. Web pages published in publicist texts are more subject to word-than-word headings. In these headings we can observe simple and complementary phrases, depending on the structure of the sentence. Throughout our observations, we have come across numerous rumors: " A car and a bodyguard have been given to every journalists which accompanying with Putin in Uzbekistan " (Kun.uz, 22.10.2018, 16:40), "Joint statement by Shavkat Mirziyoev and Vladimir Putin announced" (Kun.uz, 22.10.2018, 22:43),"Crossing Border is easier than accessing the Navoi Library" (Kalampir.uz 14:07, 15.09.2018),"Erkin Kamilov Requests Live Performance on TV" (Qalampir.uz 19:26, 07.08.2017),"Uzbek director staged American writer's work" (Qalampir.uz 17:45, 25.03.2017). Thus, most of the publicist headlines published in the Internet are

sentence-title. In the second chapter of our work, we have conditionally split question sentence-title: 1. The question sentences made with question pronouns – headings.

2. The question sentences made with particle – headings. We have seen that both forms of questionnaires are effective in Internet publications.

The question sentences made with question pronouns – headings: "My5", "MilliyTV", "Zor TV": Who is the first to be in childish and who is in serious? "(Qalampir.uz 17:37, 01.03.2017), "What was your last performance?" (Qalampir.uz 19:16, 05.05.2017), "Attention, Earthquake! What should do when the Earth shakes?" (Qalampir.uz 13:08, 14.04.2018), "How Much Is Spiritual and Physical Violence?" (Qalampir.uz 16:43, 08.10.2018), "What kind of construction work is being done in Ahangaran?" (Kun.uz 18:27, 20.10.2018), "How to regulate diesel vehicles in Tashkent" (Kun.uz 18:07, 20.10.2018), "How to get a tax debt report or not?" (Kun.uz 17:22, 20.10.2018), "How to register IIN?" (Kun.uz 16:50, 20.10.2018), "What kind of persons should be given preferential treatment with outpatient treatment?" (Kun.uz 15:24, 20.10.2018).

V. Discussion

The question sentences made with particle – headings.

"Does Uzbek footballer want to back from Turkey?" (Qalampir.uz 14:38, 12.06.2018), "Journalist Conflict: Will the US Cease Relationship with Saudi?" (Qalampir.uz 10:44, 20.10.2018), "Do you want to watch new plays?" (Qalampir.uz 17:49, 28.04.2017). During our observations, we were surprised to find that excerpts before the questionable headlines were posted on the Internet: "That's all! Won't Nobel Prize be given to Literature ...?" (Qalampir.uz 14:50, 04.05.2018), "Zokirov has signed it! The monopoly of cinemas is gone away ..." (Qalampir.uz 13:07, 14.09.2018). Another form of interrogation is a short sentence, which can be converted into a question using a tone that does not have a question or a particle. The question that distinguishes them from written speech is the question mark. We found the same headline on the website Kun.uz. Example: "Presidential Decree Is Violated at Auction in Navoi!" (Kun.uz 01.08.2018). Although the illegal auction of Navoi has been questioned, it is clear from the text. There are also headlines in the online newsletter, with the person answering the question as the headline: "Why are Turkey's biggest energy companies not entering Uzbekistan? The ambassador responded" (Qalampir.uz 13:39, 05.10.2018). "Who needed an excuse video for the players? Umid Ahmadjonov answered the question." (Qalampir.uz 20:37, 05.09) Why gas is expensive in Uzbekistan? A representative of Uzbekneftegaz answered the question" (Qalampir.uz 16:20, 28.07.2018). There are also some headlines that indicate who is being asked the question: "To the Mayor of Tashkent: Who is working around you?" (Qalampir.uz 21:24, 28.08.2018). It is important to note that such titles are used mainly in interviewist publicist texts. The question and answer of the respondent provided the title and the accuracy of the title. In another version of the questionnaire used in the online publications, the information is first presented in the form of a brief statement, followed by a question: "Uzbekistan will introduce a social limit on gas and electricity. What does that mean?" (Qalampir.uz 21:24, 28.08.2018) or on the contrary "Will the illegal auction in Navoi be reorganized? The regional prosecutor's office is launching a criminal case" (Kun.uz 16:40, 20.10.2018). We also have headings that have been used interchangeably with the following phrases: "Which university is al-Azhar? Who is his student in the government of Uzbekistan?" (Qalampir.uz 12:41, 22.10.2018), "Who has been appointed to replace Allamjonov? Why did he go?" (Qalampir.uz 21:07, 04.10.2018)

Certainly, the titles that make up this consecutive question are naturally interesting to anyone. According to research by scientist A. Abdusaidov, the question asked by the uploader is that the headings are not specific to the newspaper,

Nevertheless, in the pages of the newspaper we talked about the occurrence of such titles, although very few. In our observations, we have also seen that questionnaires that have been generated by the particle the internet publications: "Bonjour, France! We have high hopes for you, and yours ?." (Qalampir.uz 20:33, 06.10.2018). Apparently, these headlines can serve as a stimulus. In short, online publications have used a variety of questionable headlines, which have influenced the impact of publicist texts and, most importantly, on expanding the audience. While browsing the online publications, we hardly ever saw command clauses. It is clear that the content of the phrases is not purely a command, but a suggestion. Let's see:

"Are you an entrepreneur? Then you need to know about this business event that is causing a stir !!!" (Qalampir.uz 10:28, 05.04.2017), "Check out the weather forecast for October 18" (Qalampir.uz 17:16, 17.10.2018), "Charity: Let's help our countrymen suffering from eye syndrome!" (Kun.uz 21:57 20.10.2018). In short, there are very few command-line statements in publicist texts in the Internet. In the web site "Hurry up, Romeo and Julietta" ballet show in Tashkent. See the weekly repertoire of theaters (May 13-19)" (Qalampir.uz 16:28, 12.05.2017). However, we did not analyze them as they are part of the advertising text. It is worth noting that advertising texts require a separate study. The website also contains simple quotations from publicist texts: "Shavkat Mirziyoyev sent a letter to a grandmaster at the age of 12" (qalampir.uz, 17:18, 20.10.2018), "13 more universities will be opened in Uzbekistan" (Qalampir.uz, 14:29, 19.10.2018). Internet text titles can also be expanded (not in compact form, such as written and oral publicist headlines): "Heating furnaces, electrical appliances and children's mischievous cause fire in Jizzakh region" (Darya.uz, 16:28, 19.04.2017), "The issue of full inventory of long-held goods stored in customs warehouses and their further use has been raised" (Daryo.uz, 10:59, 20.04.2017). Internet publications also have the following headline: "If a child fails to undergo a medical examination at the camp, 85% of the referral cost will be returned to his parents" (Darya.uz, 10:12, 07.04.2017), "As long as our parents are alive, we are still children" (Darya.uz, 09:57, 10.04.2017). It is noteworthy that webpage content is a minority of complementary sentence headlines rather than simple statement headlines. In the analysis, there are also the author mentioned titles such as: "Shavkat Mirziyoyev: There should be a bridge between the neighborhood and the state" (Daryo.uz, 20:00 12.04.2017), "Mavlud Cavusoglu: Turkey considers Uzbekistan an important partner in Central Asia" (Daryo.uz 20:00 26.04.2017). Although such phrases are similar to those of indirect speech there are some differences between the author's sentences.

As you know, one of the ways to enrich speech, make it attractive, figurative, impressive, and to enhance the content of speech is paraphrases, or expressions. "Paraphrases are one of the important stylistic tools for speech processes. While they give glory, exuberance, and impact to the speech, they serve to give the speaker or the writer a serious attitude to the speech and to pay close attention to every word. Paraphrases are, of course, widely used in publicism. Throughout our observation, we have come across a number of paraphrases used in publicist texts, and many of them have been selected as headings. For example: "How many poems did the Sultan of the Poets create?" ("Marifat" newspaper, 04.02.2017), "A Celebration of Renewal, Compassion and Welfare" ("Milliy tiklanish" newspaper, 04.04.2018).

Paraphrases are divided into types, such as pure and contextual paraphrases, in speeches that occur in speech. In this case, pure paraphrases express a certain meaning and understanding without any context, and most importantly, they can be understood without the text. Publicistic text titles can be represented by pure paraphrases. Example: "Guards of Peace" ("Turkiston" newspaper, 27.01.2015), "Strong shields of our country" (Turkiston newspaper, 10.01.2015), "Green areas of the green continent" (Turkiston newspaper, 10.01.2015), "Poets Sultan and Poet of the Sultans" ("Ma'rifat" newspaper, 08.02.2017).

"Sultan of Poets and Poet of the Sultans" (newspaper "Marifat", 08.02.2017). It is not a secret that Alisher Navoi is referred to as the "Sultan of the Poets", and Zahiriddin Muhammad Babur, the "Poet of the Sultans".

Contextual paraphrases are visual expressions that are created only in a specific text and live for that text. They cannot be taken separately from the text. To be more precise, they are only in the text, and are surrounded by other words that are expressive of a particular language unit. For example: the expression "Yombi of Life". "Little is known about the existence of the Sea of Science, which has survived for centuries, a vibrant wave of insight. But they think they know. Knew... he. When he realizes that he is indeed the Tomb of Life, he jumps and hits the wrestling arena..." (Yoshlik magazine, Issue 1, 2018). Without reading the passage of this text, it is difficult to understand what the author meant when he said "The Yombi of Life." When we hear the phrase "Yombi of Life," we first think of the lexical meanings of the words "living" and "yomite". The word 'live' is understandable, but the word 'Yombi' may not be familiar to everyone. In this case, we rely on an explanatory dictionary: "Yombi - [chin.. - turkish] yuan bao - the beginning of wealth]. The whole cast gold or silver. Ex.: Two hundred grams yombi, It has not been long Murintov gold and ore factory was launched.

It is only after reading the text, that it is clear that "Yombi of Life" means "Science". Publicist headlines with such paraphrases play a significant role. Examples: "The ancient and the powerful theater" ("Milliy tiklanish" newspaper, 04.07.2018, referring to the San Carlo Theater in Naples.), "The owner of immortal words" ("Xalq sozi" newspaper, 05.07.2018/ referring to Abai), "The Great Heart" ("Marifat" newspaper, 17.11.2018, referring to Mahatma Gandhi).

It is important to note that contextual paraphrases may become more and more popular and eventually become pure paraphrases. However, this does not mean that all contextual paraphrases become pure paraphrases over a period of time. The word paraphrased can be used in combination with descriptive expressions: "National Army - Defender of peace and tranquility" ("Turkiston" newspaper, 14.01.2015), "Healthy Generation - our future" (Turkiston newspaper, 15.02.2015), "The Constitution is the Basic Law of the State" ("Ma'rifat" newspaper, 17.11.2018), "Sport is a guarantee of health", "Health is a great achievement" ("Ma'rifat" newspaper, 07.11.2018), "Moral Girls - the Glory of the Nation" (Ma'rifat newspaper, 31.10.2018), "International Projects - The Window to the World" ("Marifat" newspaper, 10.10.2018)

Also, the use of peripherals as headlines in the media is often seen. Often, the peripherals have a subject-verb relationship with the first name of the concept they are referring to, and are used without any links. We use examples to analyze our reasons. Ex: Fire is a speechless enemy, bread is the Sultan of Bliss, youth is the flowering season of human life, the woman is the queen of the family kingdom, language is the mirror of the nation. Such headlines reflect the essence of the article and warn the reader of the content of the article itself. In some cases, the

peripheral is used directly as a template instead of the title. For example, health care providers are doctors, The mirror of the Nation - Language ("Buxoro muallimi", February 15, 2014), The founder of the Uzbek language is Alisher Navoi (Bukhara Teacher, February 1 - 15, 2014), the outstanding scholar of the Islamic world, a unique philosopher – Imam al-Bukhari ("Ozbekiston adabiyoti va sanati", April 14, 2017) the output of the peripherals in the headings is different from the above, they have many headline-specific tasks. The content of these peripherals reflects to some extent the news. A reader who regularly reads newspapers, it is easy for the reader to understand them. This is because the reader is quick to understand the concepts hidden in the peripheral through the media, such as television broadcasts, radio broadcasts and advertisements, in addition to the written forms of the media. This makes the reader and the reader more comfortable. Through peripheral expression, the author attempts to describe the most important character of the topic in the title. Periodicals also include text headings in the form of erythema-based peripherals. The text titles such as the Early Sign of the Aging, the Early Sign of the Age, the Poetry, and the Second Heart of the Boy, which describe the specific nature of the subject, thing, and event in the speech, are peripheral units. The title of any article (be it scientific or public), of course, has a specific purpose. Likewise, publicist headlines published in internet publications. To be more precise, since the website (Kun.uz, Daryo.uz, Qalampir.uz) is known as the media, it is important that each headline in the sites attract the public and publish the content of the text.

VI. Conclusion/Results

So, the titles of published and publishing texts are displayed in the form of expressions, interrogations, and excuses, for the purpose of expression. The impact on the reader of the information contained in Internet publications is primarily dependent on the title of the text. The title should impress the user about the whole article and the title itself. When analyzing the headings, we found that the simplicity of the simple headings in relation to the combined headings helped increase the effect. Long headlines can make a reader feel bored. As for the purpose of the expression, the question headlines are the focus of the reader's attention and focus. The titles also play a special role in the peripheral (figurative expressions). There is some aspect of this syntactic form in conveying information to the reader, which requires doing research on the subject. The role and importance of the Internet of Information Services in the development of the economy, politics, culture and in the life of society as a whole is growing. The Internet, as one of the media, is an important tool in building social consciousness. That is why the headlines in this network are more important than the other media.

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