



LINGUISTIC PHENOMENA OF RADIO SPEECH

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ABSTRACT

The dynamics of linguistic development in our society is palpable, which leaves no one indifferent among the linguistic community among journalists and publicists. An integrated approach to the study of the problem of modern radio is also seen in the preparation of original developments, in the implementation or use of which specialized enterprises and organizations are interested. Of scientific interest is the actual speech factor, which is most clearly manifested in the activities of broadcasting. It is the speech characteristics of communication that determine the vectors of meanings and the style of public communication, influence a person's behavior, and update his life values.

KEYWORDS: communication, radio, speech, journalism, journalism, media language, communication

The modern system of mass communication cannot be imagined without broadcasting. Possessing the characteristics of universality, publicity, accessibility, radio has become a characteristic feature of the life of modern man. The rapid development of technical means ensures the wide and ubiquitous dissemination of radio broadcasting as one of the channels of mass communication.

As one of the main ideas of radio journalism, it indicates that the communication process through conversational broadcasting is aimed at reflecting the surrounding reality: "Radio programs open the doors of the audience to the polyphony of the sound world, by selecting, ordering, enlarging its parts, finding relationships and returning them to listeners. This communication, which is its main limitation in the process of social communication, significantly activates the visual essence of the channel, auditory perception, turns into imagination and gives a strong impetus to the image of the viewer" [1, 172].

The need to transmit information by radio creates a strong trend towards direct communication. This also indicates that the speech activity of any participant in a communicative act consists of informational and factual units.

The study of radio speech as a linguistic phenomenon shows that it has not found its deep scientific understanding. Therefore, it is necessary to study radio speech as a type of cultural speech and take into account ethical principles. The skill of conducting a live conversation depends on how confidently a radio journalist holds the reins of the air. Direct communication on the air creates an indirect psychological reaction of listeners to the audio program. When referring to general scientific sources devoted to the study of radio language, it was found that they can be divided into three main categories:

- 1) articles and brochures devoted to the normative and stylistic analysis of language practice in radio broadcasts;
- 2) publications describing the features of radio speech, different from other types of speech;
- 3) essays by radio journalists, written in a common language, containing valuable information about the linguistic

aspects of radio programs identified in the course of daily work [2, 210].

According to experts, radio text is a complex phenomenon in terms of content, which is mainly determined by the presence of various channels that transmit information on the air. According to the content in the text of information and universal radio channels, acoustic harmony has priority over voice and sound [3, 94].

The authors believe that modeling is one of the ways to represent the discursive field of radio as a functional whole (lat. modulo - measure, sample, norm). The essence of the modeling process is to build a special model of the object under study based on the important characteristics of the object. The model should transparently show the relationship of any element with a system of other components.

Modeling the discursive space of radio communication allows:

- 1) going beyond the limits of a certain text work for the speech activity of speech subjects;
- 2) like a separate discourse, the entire system of its discourse (discursive space) in an algorithmic way reflects the mechanism of meaning creation and self-development;
- 3) taking into account not only internal factors of discursive development, but also external factors objectified by the dynamics of the sociocultural context;
- 4) to create a scheme of discursive formation, bringing closer to understanding the discourse of a media source as a complex functional whole.

The word spoken on the radio has a great impact because it is a vowel, which means that when it was pronounced, the speaker put into it some part of the thoughts that became the public expression of his feelings. As Estonian researcher I. Trikel said, "live speech is the most difficult means of expression on the radio, because it must reflect thoughts and actions, feelings, character and visual presence" [4, 73]

In addition, we can say that live vocabulary is a tool that organizes radio communication and reveals the inner world of the participants.



A.A. Sherel shows that sound and the word expressed through sound have a unique quality:

- appeal to the listener (a necessary condition for communication);
- emotionality and direct appeal (conditions for creating the illusion of participation);
- search for an idea, combining the search process with its acoustic verbal expression;
- the influence of non-verbal means of expression on the process of persuading the listener and mastering the thought;
- a constant impact on the compliance of radio listeners with the norms of pronunciation and accent [5, 117].

In oral speech on the radio there are such phatic features that according to T. G. Vinokur, this is manifested in the fact that "any object can express the mutual solidarity of interlocutors as a tool". Spoken speech, in essence, is the culmination of the roles of the individual, psychological type, social group, language community. Therefore, it has a layer of various functional options. They, in turn, are stylistically adapted to colloquial speech to varying degrees; neutralizes, mixes or separates. But in the end, this adaptation occurs in favor of the style of speech. After all, colloquial speech is not limited in subject matter, it is a circle of communication that knows no boundaries, so it has a much higher level of tolerance compared to other stylistic elements [6, 93].

Speaking about the radio text, the researchers note that it is "a mental-verbal complex, complex with a polycode nature of implementation, created in an institutionally organized information and communication environment, reflecting social reality and being influenced by its context" [7, 132], embodying the image of the addressee and creating in his mind certain fragments - forms views, beliefs, values, reflects the center of communicative, cognitive and sociocultural projections, which includes the removal of these dynamic layers in the explanatory key of the study, the presentation of the results of media speech activity as a multicomponent model. Radio talk is a form of speech in which the speaker embodies language based on the listener's response. Ethereal speech is the vocal distribution of the text, regardless of whether it is prepared or spontaneous - unprepared, sporadic (sudden) in nature.

Another constant characteristic of radio speech and broadcasts is the natural rate of speech. The acceptance of the text in terms of quantity and quality largely depends on it. In addition, such psychological parameters as tempo and rhythm were determined in radio speech (according to S. M. Bernshtein). These features depend on their sequence within sentences, the length of physical and psychological pauses, the intonation of separate and undivided parts of the text, and not on the number of words and syllables per unit of time. It is the tempo and rhythm that determine the level of expressiveness of the speaker in speech communication [8, 64].

Radio conversations can be viewed in three forms:

- 1) the process of using the spoken language of the radio;
- 2) speak clearly on the radio over time;
- 3) any speech heard on the radio [9, 83].

The radio audience is the recipient of the message and its source (the environment in which ideas, knowledge,

ideological stamps, speech stamps are created). Feedback is generated each time and added to a new post. It turns out that our knowledge of the world is discursive (institutional) - information about the world that we receive from the media - language, a way of representation (media), journalistic experience, an ideological, political channel for transmitting relations repeatedly serves as a tool.

Voice communication on the radio is often embodied in the form of dialogue or polylogue communication, presented in the form of communication in the form of "exchange of texts, and each text is a real lecture situation, interconnected with the speaker and the listener" [10, 75].

The main factor in the formation of the text of a public message, including through radio, is the principle of authorship, which is expressed in the selection of facts, their interpretation, composition, personal approach to reflecting reality. its semantic context and means of achieving the goal of a journalistic work.

Establishing contact with the viewer is possible only when the journalist who hosts the program declares himself as a person, when he acts in every word as a person with certain cultural and psychological characteristics, when he reveals the features of his worldview, his moral and value signs. After all, the task of any meaningful text is to have a targeted impact on the audience, to form in it informational ideas about reality. With the help of speech on the radio, a special information and communication environment is formed. It is based on the speech-cognitive activity of a person and the oral nature of speech.

Text (lat. *textum* - "connection, connection") is:

- "successive placement of symbols that make up a single semantic completed work" [11, 73];
- "the formation of complex and diverse systemic features" [11, 61];
- an independent author's work, "expressed using a certain system of symbols";
- "informativeness of the document, program, message" [12, 142];
- a component that forms the structure of the media;
- a universal component (means) of mass communication.

The text in radio journalism is a journalistic work specially created for radio broadcasting and having an oral, oratorical form of expression; mainly based on the lexical means of the literary language, often relying on the language of living, oral speech; expressed in monologue or dialogic form. Each individual work that was broadcast on the air can be called a microtext of the program.

Thus, radio text can be understood in a broader sense, like all audio materials listened to on the radio: music signals, jingles (short logos of a radio program or radio channel), any non-publicistic output (advertising, music, radio). broadcast presentation). All topics and issues of a particular program (for example, a morning radio channel, an analytical talk show, a talk show or a radio magazine) can be called the macrotext of the program. Identifying the causes of evolutionary changes in speech behavior in the process of open communication requires the development of scientifically based recommendations on the use of language cultures and etiquette formulas on the air.



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