

SPECIFIC CHARACTERISTICS OF THE PUBLICISTIC STYLE IN ARABIC PRESS LANGUAGE

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ABSTRACT: The publicistic style in the Arabic language is understood as the collection of linguistic tools used to cover urgent issues in social life, as well as political, social, economic, and cultural events.

This style is primarily used in mass media outlets: newspapers, magazines, radio, television, and internet publications. This article discusses the genres and types of this style.

Key Words: publicistic style, mass media, the arab press, arabic language, article, commentary, news.

Press language is a distinct functional style of language used in mass media (MM) outlets, namely newspapers, magazines, radio, television, and internet publications. It falls within the scope of the publicistic (or journalistic) style.

Its main function is to convey prompt, accurate, and understandable information to the general public, while simultaneously influencing them and promoting specific ideas. Press language is an independent and dynamic (changeable) functional style within the language system. It reflects events in all sectors of society (political, cultural, social) and is considered a powerful tool for uniting, educating, and informing the public. The word 'Matbuot' (Press) is derived from the Arabic root 'طَبَعَ' (ṭaba'a), and in both its literal and modern contexts, it signifies several interconnected meanings. The term 'Matbuot' can be explained through several interpretations. The core meaning is the system of newspapers, magazines, and other print publications, as well as their activities, which are created using printing technology and serve to deliver information, opinions, and ideas to society.

The origin of the word "Jurnalistika" (Journalism) primarily traces back to European languages, particularly French. Its meaning is historically closely tied to the concept of “daily” or “daily news”. In the 14th–15th centuries, official reports and later manuscript newsletters began circulating in European cities (especially Venice) under names signifying “daily”. Following the invention of the printing press, this name transferred to newspapers.

The term “Journalist” was first used in the 17th century in France, applied to individuals writing articles for periodical publications. The word “Jurnalistika” entered the Russian language, and through it, other Eastern European languages (including Uzbek), relatively later, in the 19th century. Initially, this word only denoted a collection of journals/magazines, but later broadened to include all periodical publications, and eventually became a wide-ranging concept signifying the activity of mass media outlets. Information language was initially called 'press language' because it was the sole medium for information. Press language gradually grew from the unsystematic nature of its nascent period toward power and eloquence. This was due to the participation of great literary figures such as al-Aqqad, al-Mazini, ar-Rafi'i, and Taha Hussein in journalistic work. They strived for their language to be simple, understandable, and elegant, without deviating from the literary standard in terms of word choice or sentence structure.

For this reason, they avoided the use of obscure words (غرابية اللفظ) and complex expression/pedantry (لتقعر). This is because if the reader feels that the article's author is acting like an elitist, implying that only highly educated people can understand the writing, the press loses its mass appeal. At that time, language could potentially become a barrier between the information recipient and the information message.

The formation of the newspaper-publicistic style of the Arabic literary language dates back to the beginning of the 19th century.

The first Arabic-language newspapers became a means of disseminating the progressive views of enlightened figures in the Arab East, thanks to the efforts of linguists and writers who sought to preserve the Arabic language.

The emergence of the newspaper-publicistic style is directly linked to the rise of the national liberation movement, which began in the Arab countries at the start of the 19th century and gained widespread momentum in the 20th century.

Because during this period, the newspaper had become a platform expressing the moods and views of the progressive and democratic forces fighting for freedom and national independence against the yoke of colonialism.

The publicistic style (الأسلوب الصحفي) in the Arabic language is a collection of linguistic tools used to cover urgent issues in society, as well as political, social, economic, and cultural events. This style is primarily utilized in mass media outlets – newspapers, magazines, radio, television, and internet publications.

The development of this style was also influenced by advancements in the fields of ideology, science, and culture.

Over time, special forms of newspaper-publicistic works were developed, such as the article, commentary (review), report (news item), and other formats.

Publicism must react quickly to contemporary events. For this reason, texts in this style are prepared rapidly. The goal is to appeal to a wide audience. Therefore, simple and understandable words are used instead of complex scientific terms. It is aimed at evoking a specific thought or emotion in the reader or listener. This is achieved through rhetorical questions, exclamations, and metaphors. Although they are emotional, publicistic texts are based on precise facts and information.

The Arabic publicistic style relies on the norms of the literary language, yet it possesses specific features designed to ensure comprehension by the general public:

Simplicity and Clarity (البساطة والوضوح): The primary requirement of this style is to convey the idea as accurately and understandably as possible, avoiding complex, rarely used scientific or philosophical terms, as well as verbose poetic similes and metaphors (majāzāt).

Journalists convert even complex topics into simple Arabic sentences, adapting them to the reader's varying cultural levels.

The style of Brevity and Conciseness (الإيجاز والاختصار) requires that information be conveyed using the shortest possible sentences and small paragraphs, because the mass media audience prefers speed and the rapid comprehension of the content's essence.

The style of Accuracy and Objectivity (الدقة والموضوعية) requires that when editing information, attention is paid to the veracity of the news and the correctness of the figures/numbers. In a sound publicistic style, it is crucial to avoid the editor's personal opinion or views and maintain objectivity (especially in informative genres) when reporting the news.

The style is considered the “Intermediate Language” or “Third Language” (قربها من اللغة الثالثة), positioned between the Classical Literary Language (فصحى التراث - fuṣḥā al-turāth) and local

colloquial dialects (عامية - āmmiyyah). While maintaining the grammatical correctness of the literary language, it adopts the simple and fluent expressions of the popular (colloquial) speech. The style of Perpetual Renewal (قابلية للتطور - qābiliyyah li-l-taṭawwur) is distinguished by its flexibility and ability to develop, due to the frequent influx of new terminology and expressions resulting from modern technologies, as well as social and political changes.

Socio-political texts have informative and expressive functions. The figurativeness and emotional coloring (expressiveness) of the text can be achieved with the help of epithets, metaphors, and set phrases (idioms).

If we speak about the sequence of translating a media text, we can highlight several stages. These include the following:

The Headline.

Clarifying terminology.

Concreteness in term translation.

Identifying phraseological units, figurative expressions, or emotionally expressive vocabulary. Syntactic structures¹. In newspaper-publicistic materials, the goal of achieving emotional impact is integrated into both the form and the content. Their harmony, in the final analysis, serves to reliably convey a certain volume of information to the communicants (audience) and exert the intended influence upon them. "Lexical means possessing stylistic potential serve to create emotionality and expressiveness. In these means, the emotional component of the connotative (additional, emotional-evaluative) meaning may exist alongside the denotative (main, lexical) meaning. For instance, certain synonyms used in a publicistic article are considered 'metaphorical equivalents for already existing words'². A newspaper-publicistic text must be both impactful (influential) and rich in information simultaneously. However, due to efforts aimed at saving time and linguistic resources, and at increasing its comprehensibility and impact, standardized grammatical formulas, clichés, set phrases (templates), and others emerge. Thus, the specific characteristic of the publicistic style is that a large number of participants are involved in the communication process. This, in turn, requires newspaper-publicistic materials to provide a full exposition of the content and necessitates attention to specific features – relying on the norms of the literary language, but simultaneously ensuring comprehension by the general public.

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² Belkin V.M. Arabskaya leksikologiya / V.M. Belkin. – M.: Izd-vo MGU, 1975. – P.157