

## Linguistic Features of The Modern Newspaper Language: Analysis and Research

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### **Annotation**

In contemporary high-choice media environments, the issue of media trust and its impact on people's media use has taken on new importance. At the same time, the extent to which people trust the news media and how much it matters for their use of different types of media is not clear. To lay the groundwork for future research, in this article we offer a focused review of how news media trust has been conceptualized and operationalized in previous research and research on the extent to which news media trust influences media use, and offer a theoretically derived framework for future research on news media trust and its influence on media use.

**Keywords:** Information-communicative relations, globalization of the world's information space, newspaper, incorporating, media

### **Introduction**

Media language is considered an object of dynamic research. It clearly demonstrates new trends in the development of the linguistic situation, responds quickly to changes in social and generative integrity in society and the growth of information-communicative relations in both the interethnic and domestic ethnic environments in scientific and technological support.

Traditional Media: dynamic development of press, radio, television, the emergence of new information technologies, globalization of the world's information space - all of which did not affect the process of creating and distributing text. Today, it can be safely argued that the process of forming sovereign

U.S. media is over. As the main trend of modern UAE, the globalization of information processes is considered.

Today, the audience will receive such detailed information about the processes taking place in the world as from news in their country. The evolution of modern media structures of Uzbekistan greatly demonstrates the seriousness and dynamics of these changes. They call the media "the fourth power," so they analyze and illuminate the activities of various aspects of society, draw public and administrative bodies to shortcomings in the activities of governing bodies and various structures, organizations, and create a space for the country's leader to find optimal solutions to government foreign and domestic politics.<sup>1</sup>

Newspapers are the most sensitive form of new words, phrases, and compounds in the media. It reflects the changes that are taking place in all aspects of society faster than any other means, in many cases, becoming the first written resource to record new words and phrases entering public lecture. The same public communication language and newspaper-publishing style are also taking the lead in standardizing language standards.<sup>2</sup>

Comprehensive study of the newspaper language is closely related to the study of literary characteristics. Therefore, the importance of studying the linguistic problems of newspaper language culture is enormous.<sup>3</sup>

About the incompatibility of the newspaper language with social events and the strong influence of the general linguistic-semantic system of the language, interesting discussions are also presented in Y.M. Mamatova's monograph on the development trends and problems of the modern U.S. press.<sup>4</sup>

Of the scientist believes that the lecture of newspapers and magazines is rapidly enriching at the expense of words, invasions, and phrases related to political, economic, social, and cultural events. In the language of the press, new concepts and words, words, and barbarisms related to changes in the status, social structure, and governance of our country began to be widely used. This explains the wide linguistic range of the newspaper, the variety of its vocabulary. The newspaper writes about all topics of interesting and educational importance to the public. The need for tools to evaluate the content of articles is also not low, because we have a newspaper that represents the interests of society, not an inconsecutive mechanism for reporting news. From the same position, the newspaper delivers information to the reader, promotes and promotes

Today, there is no need to convince anyone that media communications have great influence on society, which in many ways determines the nature of social relationships. Meditates play a special role in the world's information flow.

### Materials and methods

It is important to study the headlines as a reality that reflects the development of modern society and is consciously formed. The modern possibilities of mass media are truly incomparable. They are the "carriers" of culture in the modern world, form the form of "cultural consumption" and standard tastes in the mass of people, and unite people into a social and cultural unity.

The goal of adapting to the reader and turning him into an equal performer of public communication in the newspaper is causing another negative phenomenon. This is also contributing to the overeating of scientific, especially foreign-language economic invasions. Such "interest" can only be explained by impressing an information consumer by raising the effectiveness of what is said, not by his or her national or social status.<sup>5</sup>

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<sup>1</sup> См: Тешабаева Д. М. Ментальность языка в медиа пространстве. Вестник МГЛУ. Гуманитарные науки. Вып. 2 (818) / 2019. -С. 192 -198.

<sup>2</sup> Тешабаева Д.М.-Б.95

<sup>3</sup> Абдусаидов А. Газета жанрларининг тил хусусиятлари. Филол. фан. д-ри....автор. – Тошкент, 2005. –Б.37.

<sup>4</sup> Маматова Я. М. Современная периодическая печать Узбекистана: система, тематика, тенденции и проблемы функционирования. - Тошкент., 2006. – С. 280.

<sup>5</sup> Тешабаева Д.М.-Б. 101.

Linguists' interest in the problem, which is explained by a communication approach as a means of communication in the language, has increased the complexity of the functional direction of studying language units at various levels. recognition that the communication function of the language is the most important - it is unique to its social nature - requires "incorporating" not only the system of its units but also the laws governing its operation into the concept of "LANGUAGE" (M.N. Kojina)

Communication in the media is not only sources, audiences, communication with specific persons; the regulatory requirements behind it are also the interaction of certain intentions, interests, and positions. They are explained by tradition, the uniqueness of mentality, the role and role of the state (media industry - the area of public policy), as well as the characteristics of institutional relationships adopted in this society. Such interaction is systematic and provides a basis for researchers to develop regulatory models for media-sociation relationships.<sup>6</sup>

Scientists say that within the framework of professional journalist culture, several alternative paradigms of professional activity that differ from one another in terms of a journalist's attitude towards from the audience are harmonious:

- The first is a broadcaster of management programs - puts a journalist ahead of the audience that is becoming an object of management in this situation; such an approach makes it possible to influence using propaganda.

- The second sets the journalist's place next to the audience and directs him to a communication: a journalist delivers a variety of information to the audience, helps him express his opinions.

- The third skilled craftsman requires the participation of a journalist in the search for solutions to life problems; in this case, the audience will become an assistant to solve important issues from a passive viewer.<sup>7</sup>

The uniqueness of the printed MEDIA language is reflected in the combination of verbal and graphical components. The font type and size, the availability of images and decorations, the use of colors, the quality of paper, the location of materials on the page - all of which combine with a text line to form the synthetic language of the press. The main specificity of radio is in the harmony of the linguistic and vocal line.

Speaking of media as a product of journalistic vocabulary, the author emphasizes that the principle of placing standard and expressive segments of the text one by one as a constructive principle of organizing the language in a press-publishing style that traditionally ensures that the main functions of the media are carried out. In this case, standard is defined as non-marked language units that exist in a ready form, except for different interpretations and are easily transferred from text to text. In turn, expression is the marked elements of the media text, which express the author's attitude and assessment of the expressed opinion.

It is worth noting that, like any dynamic system, language "transfers" repetitive expressions frequently used by mass media to standard tools. Analyzing media texts in the paradigm of culture, S.I. Smetanina adds a very important cultural component to the general concept of media language.<sup>8</sup>

Indeed, in the linguistics of the concept of "text" in the study of culture, Differs from this concept, described by Yu.M. Lotman: "The complete content of the concept of text in cultural context is formed only if a linguistic jigsaw puzzle itself is not enough to become an idea text.

The resulting rise in sea levels from the melt water could cause hundreds of hundreds of people to fall into the short grass, totally unappealing."

According to S.I. Smetanina, studying media texts in a cultural context allows you not only to obtain valuable information about the language culture of society but also to think about their speech activities in their functional and methodological dynamics.<sup>9</sup>

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<sup>6</sup> Шайхитдинов Т.В. Тема религии в контексте нормативных теорий прессы. УЧЕНЫЕ ЗАПИСКИ КАЗАНСКОГО УНИВЕРСИТЕТА. Том 157, кн. 4. Гуманитарные науки 2015. -С.128. 127-134.

<sup>7</sup> См.: Костомаров В.Г. Языковой вкус эпохи. Анализ речевой практики: масс-медиа. - М., 1993.

<sup>8</sup> Сметанина С.И. «Медиа текст в системе культуры» СПб., Издательство Михайлова, 2002.

<sup>9</sup> Сметанина С.И. «Медиа текст в системе культуры» СПб., Издательство Михайлова, 2002.

Language and speech delicately "sense" the changes that are taking place in society, and this applies primarily to the masses. The rapid application of information technologies in the life of society has a great impact on printed publications. As one of the media, it plays an important role in the cultural and political life of the country, and naturally in human life. Today, English-language publications play a special role in the world information environment. The scope of topics in the English periodical covers not only the country's internal problems but also the field of foreign relations.<sup>10</sup>

Newspaper language is usually likened to a newspaper-publishing style that is widely used when studying newspaper texts from the point of view of the general system of functional-methodical differentiation of speech. In modern research, linguists have increasingly used the concept of the newspaper language as the main component of the MEDIA language.<sup>11</sup>

Solving the problem from a speaker's account on an address-address scale, on the one hand, leads to an expansion of the lexical layers of a newspaper at the expense of previously denied jargon, self-determination terms, on the other hand, leads to an overeating of the expression in the message through its objectivity and integrity (sometimes even reaching the sensational level). This often also affects the stylistic dyeing of words to a certain extent. Nowadays, it is happening that different layers of newspaper lecture have stylistic dyeing. This process, especially in newspapers, has led to a certain change in the neutral layer, which has not yet been formed. It is well-known that this linguistic layer is always filled with linguistic units that are unique to the book and the style of speech. The newspaper's talk also observes the rapid adaptation of language resources of various styles. This is the result of social events.<sup>12</sup>

Among the different types of mass communication, newspapers are noteworthy. In his work *The Language of News Media*, disgruntled researcher Alan Bell lists clarity, clarity, and brightness as the most visible aspects of newspapers.<sup>13</sup>

T.G. Dobrosklonskaya, in turn, says that the main features of the press are the harmonization of verbal and graphical content: "The type and size of the font, the availability of images and decorations, the use of colors, the quality of paper, the placement of materials on the page - all of this combines with a text line to form the synthetic language of the press"<sup>14</sup>

**Discussion:** The principles of newspaper publications, in our opinion, can be expressed using the "information sphere" (the Earth's information cell), which helps to understand the possible actions of information processes and documents. The message can appear in the properties of the sphere:

- 1) The ability to reflect (reflect events through a number of messages);
- 2) The nature of the organization (systematicity of information and the wrapping of information on certain topics);
- 3) Formation characteristics (assessing the situation, forming public opinion, influencing the audience)<sup>15</sup>

The author of the text of the media models his own type of address by performing a communicative act for a particular group of people of certain sex, age, and ethnicity, social, religious, worldliness, etc.<sup>16</sup>

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<sup>10</sup> Ухтомский А.В. Приемы и методы перевода фразеологизмов (на материале современной английской прессы): автореф. дис. ... канд. филол. наук. – М., 2007. – С.1. 22 с.

<sup>11</sup> Добросклонская Т.Г. Медиа лингвистика: системный подход к изучению языка СМИ: (современная английская медиа речь): учеб. пособие. – М.: ФЛИНТА: Наука, 2008. – 263 с.; Казак М.Ю. Язык газеты: учеб. пособие. – Белгород: ИД «Белгород», 2012. – 120 с.; Солганик Г.Я. О языке и стиле газеты // Язык СМИ как объект междисциплинарного исследования: учеб. пособие / под ред. М.Н. Володиной. – М.: Изд-во МГУ, 2008. – С. 471–478.

<sup>12</sup> Тешабаева Д.М. – Б.103.

<sup>13</sup> Bell A. *The Language of News Media*. – Oxford: Blackwell, 1991. – 287 p.

<sup>14</sup> Добросклонская Т.Г. Медиа лингвистика: системный подход к изучению языка СМИ: (современная английская медиа речь): учеб. пособие. – М.: ФЛИНТА: Наука, 2008. – С. 21. 263 с.

<sup>15</sup> Добросклонская Т.Г. Роль СМИ в динамике языковых процессов // Вестн. Москов. ун-та. Сер. 19. Лингвистика и межкультурная коммуникация. – 2005. – № 3. – С. 39-40. 38–54.

Thus, the main intense of the newspaper language (mind, focus on something) is a mass audience, which means that the process of mass communication is carried out.

Texts of mass communication are the basis for describing the modern state of the language, so they reflect and determine the characteristics of speech in modern consumption and many linguistic changes. Therefore, linguists' interest in the language of the media (e.g. the language of the press) has increased year after year, and research in the field of mass media is now one of the most important tasks of linguistics. Researchers are first attracted to English texts, for their total volume is much higher than that of media texts in other languages of the world, which is explained by economic, political, and socio-cultural hangers.

It is worth noting that "the uniqueness of the newspaper's text is determined by its influence on a public address with different intellectual characteristics, various intellectual characteristics belonging to various social groups."<sup>17</sup>

The tendency to be standard means that publishing seeks to be rich in information, sipolik, which is unique to scientific and official-business styles. The tendency to expressivity is reflected in the pursuit of artistic style and vocabulary, as well as the figurative form of expression. Thus, publishing discourse incorporates the characteristics of various styles. The publishing style has a characteristic of both conservative and mobility at the same time. On the one hand, there are enough molds, socio-political, and other terms in public speaking, and on the other hand, the desire to convince the reader requires the use of new language tools to influence it.<sup>18</sup>

M. Yu. Kazak shows the following as the main characteristics of media texts:<sup>19</sup>

- 1) Mediation, in which the researcher understands that "the text is reflected using it or these media, adapting it to the formatted and technical capabilities of the channel";
- 2) Publicity, which includes the areas of media creation and consumption;
- 3) The integration or polycodism of the text, i.e. "the integration of various semiotic codes into single communication integrity";
- 4) The openness of the text.

The language of the media, especially newspaper publishers, is a topic that many in our time are interested in and debate about. The title of the article in the newspaper is of particular importance because it is considered a quintessential of the text. In modern mass media, there is a tendency to strengthen information, communicative relevance, and openness for all. In order to fulfill this task, mass media texts should be open to the understanding of the mass audience, that is, as close as possible to their speech.

One of the features of material transfer in the media is publicity, which is reflected in the openness of information transmitted in the process of mass communication to all members of society.

Modern mass media are closely related to the style of communication due to their orientation towards the average recipient, which is widely reflected in the independent press. Newspaper is the most widely read product.

A.V. Kalinin cites three requirements for a newspaper: integrity, simplicity and expression. "If the language is correct, simple and expressive, then it is - well. The speaker and writer should try to comply with these three requirements. Russian speech is very valuable, and the role of the newspaper in the upbringing of the reader (including the culture of speech) is enormous."<sup>20</sup>

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<sup>16</sup> Кобозева И.М. Лингвопрагматический аспект анализа языка СМИ // Язык СМИ как объект междисциплинарного исследования: учеб. пособие / под ред. М.Н. Володиной. – М.: Изд-во МГУ, 2008. – С. 225. 221–236.

<sup>17</sup> Засорина М.Е. Прагма-интертекстуальные характеристики заголовочного дискурса СМИ (на примере журналов «Коммерсант Власть» и «The Economist»): дис. ... канд. филол. наук. – Тобольск, 2009. – С. 11. 173 с.

<sup>18</sup> Солганик Г. Я. Общие особенности языка газеты // Язык и стиль средств массовой информации и пропаганды. - М.: Из-во МУ, 1980. –С. 22.

<sup>19</sup> Казак М.Ю. Специфика современного медиа текста [Электронный ресурс] // Современный дискурс-анализ. Интерпретация медийных форм дискурса: электронный журнал – 2012. – Вып. 6. – С. 30–41. URL: <http://discourseanalysis.org/ada6/st42.shtml> (дата обращения: 01.03.2017).

<sup>20</sup> Калинин А.В. Культура русского слова. М., 1984. - С. 72.

The famous linguist scientist V.G. Nevertheless, Kostomarov expresses concern about the current and future state of the literary Russian language. The freedom of speech and diversity of modern journalists from authoritarian single-mindedness has created a disparity in the use of language. Sadly, with the help of increasingly free language relations, much more literate people - journalists - are coming out. V.G. Kostomarov calls such "liberation" of the language "varvarization" or "vandalization."<sup>21</sup>

It is important that journalists do not forget about feedback, because according to it, students perceive the mass media as an example of speech etiquette, a standard that should be followed.

G. O. Vinokur described the default in the newspaper as a permanent and positive feature for the newspaper language. He noted that "the need to provide as much information as possible and as quickly as possible in a timely manner will lead to the automation and mechanization of the manufacturing process. The most common and frequently used phrases and phrases in the newspaper are based on a ready-made mold. They are developed in the process of preparing newspaper material and are displayed in the form of linguistic molds."<sup>22</sup>

As the first element of publishing text, the newspaper title gives the reader an overview of the content of a journalistic article, sometimes including the main idea of a self-author. The title is the part of the text, its most important structural element, and has a bigger impact on the content and structure of the text and the way it is thought by the reader.

As a text-producing tool, the title represents the following main functions of the newspaper's text:

- 1) attracts the attention of a potential reader, while showing him direction in publishing materials;
- 2) Acts as a guide, because the title has an informative load (in some cases the title itself provides enough information, the reader can only read the article to find out some facts);
- 3) "Creates" the addressee's knowledge beyond the subject;
- 4) Provides an anticipation (which facilitates understanding and thinking of text);
- 5) Promotes, promotes, forms an adequate (healthy) attitude of the reader to the proposed material;
- 6) Creates mystery, involves the reader in a linguistic and speech game;
- 7) Subjects of communication - author and potential reader's speech physique (explained by gender, age, social status, knowledge, possible literary skills) - encourage virtual dialogue,

Thus, the speech and language features of the newspaper-journalistic style are determined by the rule of social evaluation, which is the main principle for it. This is expressed in language and speech, in its structure. Influence in the press is determined by the specific characteristics of genres. In informational genres, the purpose of such communication is served by neutral language tools or neutralized words and phrases, while in other media genres, the opposite is observed.

**Conclusions:** Following both the public debate and the scholarly literature, it is often assumed that media trust is falling virtually everywhere. The perhaps most important reason is the long-term trend with respect to Americans' shrinking trust in the 'press,' which then is extrapolated, and that people – even scholars – tend to infer the accuracy and consensus of opinion from the number of times it has been repeated. (Weaver et al., Citation2007). The fact though is that media trust – in terms of levels as well as trends – differs across countries (Newman et al., Citation2019; Hanitzsch et al., Citation2018). Nevertheless, it is abundantly clear that many people do not trust traditional news media. It is also clear that the transformation into high-choice media environments has brought with it a host of new and exacerbated challenges threatening to undermine news media trust, regardless of whether it is already on decline or thus far has been more stable. And although there are important differences across countries and media environments, there are more so-called non-mainstream and partisan media that compete with traditional news media.

Such non-mainstream media in many cases even actively engage in attempts to undermine trust in traditional news media – something which, to an increasing extent, is supported by politicians who also themselves perform attacks on news media and accuse them of producing fake news. Where political polarization (Hopkins & Sides, Citation 2015) and more or less authoritarian political populism

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<sup>21</sup> Костомаров В.Г. Языковой вкус эпохи. Из наблюдений над речевой практикой масс-медиа. СПб.: Златоуст, 1999. -С.10.

<sup>22</sup> Винокур Г. О. Культура языка // Очерки лингвистической технологии. -М., 1935, -С. 183.

(Aalberg et al., Citation 2017; Moffitt, Citation 2016; Norris & Inglehart, Citation 2019) in addition to the rise, it becomes even harder for traditional news media to stay above the fray and be seen as credible when claiming to provide news that is truthful and objective or neutral in intent (if not necessarily in consequences) and thus deserves to be trusted more than information from partisan actors (see Ladd, Citation 2012, for a discussion regarding the connection between media trust and political polarization). In addition, there are – although the evidence is not consistent – indications that trust in various sets of experts and knowledge institutions is declining (Nichols, Citation 2017), among which news media is but one. In combination with people's tendency to prefer attitude-consistent information and engage in motivated reasoning (Flynn et al., Citation 2017; Kunda, Citation 1990; Lewandowsky et al., Citation 2012; Taber & Lodge, Citation 2006), this might contribute not only to less use of news media but also more widespread misperceptions and increasing knowledge resistance (Klintman, Citation 2019).

In light of this, it has become increasingly important to investigate and understand not just news media trust in itself, but also if, how and to what extent it influences people's use of traditional news media and other types of information more broadly. Research suggests a reciprocal relationship between media trust and news media use with modest correlations, but the number of studies is limited, many were done before the transformation into contemporary high-choice media environments, the measures used were arguably imperfect and in addition inconsistent within and across studies as to the level of analysis of the object of trust. Furthermore, these studies were mainly based on cross-sectional data with all the limits that such data entail in terms of understanding causal relationships.

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