

## BLENDING AND CONVERSION IN NEWSPAPER STYLE

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**Annotation:** Newspaper style is a system of interrelated lexical, phraseological and grammatical means which is perceived by the community speaking the language as a separate unity that basically serves the purpose of informing and instructing the reader. To attract the reader's attention specific headlines, space ordering, a large proportion of dates, personal names of countries, institutions, and individuals are used. Since the primary function of newspaper style is to impart information, only printed matter serving this purpose comes under newspaper style proper. The extremely common blending of textural modes by means of linear and layered blending is brought out, particularly through a 'case study' of one of the editorials. This article discusses about the blending and conversion in newspaper style.

**Keywords:** blending, conversion, style, newspaper style, lexical blending, formation

The main aim of newspaper style is to give objective information. It is achieved by brief news items, press-releases, informational articles, advertisements and announcements. Numerous articles and essays on art, economics, politics, published in newspapers belong to publicistic style, they aim not so much at informing the reader as at convincing him and establishing a certain opinion. The intermediate position between articles and essays is occupied by editorials, which bare both features of the publicistic and newspaper styles. The newspaper also seeks to influence public opinion on political and other matters. The headlines of news items, apart from giving information about the subject-matter, also carry a considerable amount of appraisal (the size and arrangement of the headline, the use of emotionally coloured words and elements of emotive syntax), thus indicating the interpretation of the facts in the news item that follows. But, of course, the principal vehicle of interpretation and appraisal is the newspaper article and the editorial in particular. Editorials (leading articles or leaders) are characterized by a subjective handling of facts, political or otherwise. They have much in common with classical specimens of publicistic writing and are often looked upon as such. However, newspaper evaluative writing unmistakably bears the stamp of newspaper style. Thus, it seems natural to regard newspaper articles, editorials included, as coming within the system of English newspaper. This research article deals with the topic of lexical blending. Blending is a type of word formation in which two or more words are merged into one so that the blended constituents are either clipped, or partially overlap. An example of a typical blend is *brunch*, in which the beginning of the word *breakfast* is joined with the ending of the word *lunch*. In many cases such as *motel* (*motor* + *hotel*) or *blizzaster* (*blizzard* + *disaster*) the constituents of a blend overlap at segments that are phonologically or graphically identical. Blending as a word formation process can be regarded as a subtype of compounding because, like compounds, blends are formed of two (or sometimes more) content words and semantically either are hyponyms of one of their constituents, or exhibit some kind of paradigmatic relationships between the constituents. In contrast to compounds, however, the formation of blends is restricted by a number of phonological constraints given that the resulting formation is a single word. In particular, blends tend to be of the same length as the longest of their constituent words, and to preserve the main stress of one of their constituents. Certain regularities are also observed in terms of ordering of the words in a blend (e.g., shorter first, more frequent first), and in the position of the switch point, that is, where one blended word is cut off and switched to another (typically at the syllable boundary or at the onset/rime boundary). The regularities of blend formation can be related to the recognizability of the blended words. There newly created words though this process of word formation are called blends or hybrids or portmanteau words. As already mentioned it is not always easy to understand the meaning of a blend, especially when it appears to be impossible to figure out the constituents. The reader or listener, whoever is confronted with the blend, most of the time needs to figure out the meaning on his or her own, there is no instruction to it. So there is a need to clarify the purpose of blends. Word formation is a branch of morphology, which is the study on the structure and form of words. In opposite to word formation, inflectional morphology focuses on the study of words in certain grammatical categories. So to say inflectional morphology does not create new lexemes, but through word formation new words are created, and therefore

word formation is considered as a process that expands the vocabulary of a language.<sup>6</sup> Not every process of word formation is equally productive. Types of word formations which are highly productive, meaning that many neologisms are created, are compounding, conversion and derivation, whereas derivation is subdivided into prefixation and suffixation. The lower productivity forms of word formation are called shortenings, which include clippings, back-formations, blends and acronyms. So in those processes not as many neologisms are created. A similarity of the different types of shortenings is the length of their output in relation to their input: As the name indicates the newly created word is shorter than its constituents. Lexical blending fits into the group of shortenings, and in order to differentiate it from the other kinds they will be explained briefly. In clippings, one part of the word, usually the final part, is omitted, e.g. gas for gasoline or lab for laboratory. Clippings are often used in colloquial speech and are most common among people who often make use of the clipped words, e.g. researchers who work in a laboratory may refer to it as lab, simply because it is shorter. This explains why there is only a comparably low number of clippings that has found their way into the Standard English, such as flu for influenza or plane for airplane. The two described shortening processes do not involve a change of word class nor a change of the meaning. In contrary back-formations result from withdrawing a real or an assumed derivational suffix. That is how the root or base morpheme is created which has not existed before, e.g. the verb to babysit derived from the noun babysitter. It is most common that verbs develop out of nouns. Now there is only one type of shortening left to explain, namely blending. This will now be described in more detail.

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