

Language and Style of Eco-Journalism

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ABSTRACT

This article examines the linguistic and stylistic features of eco-journalism in Karakalpak press, focusing on how newspaper discourse conveys environmental issues and shapes public perception. The study analyzes expressive means, metaphors, phraseological units, and journalistic techniques used in ecological reporting by leading journalists. It identifies the dual function of journalistic style – informative and influential – and highlights how ecological texts combine scientific and journalistic elements to raise environmental awareness. Through examples from Vesti Karakalpakstana, Erkin Karakalpakstan, and other regional media, the article demonstrates the role of language, narrative strategies, and stylistic devices in enhancing the effectiveness of eco-journalism and encouraging public engagement in environmental protection.

Keywords: Eco-journalism; journalistic style; newspaper discourse; environmental communication; metaphor; expressive means; phraseology; Karakalpak press; media language; ecological reporting.

INTRODUCTION

The main characteristic of newspaper language is directly linked to the purpose, essence, and function of the press. Evaluative means of expression in newspaper discourse are constantly and continuously sought after. The principle of evaluation in newspaper language is not individual, but rather has a social character. Newspapers primarily utilize socially significant

linguistic devices, but this does not diminish the journalistic emotionality and effectiveness of the expression. If a critical article lacks a journalistic spirit, it loses its impact and relevance. Therefore, journalistic discourse holds a special place in newspaper materials.

LITERATURE REVIEW

Researcher G. Ya. Solganik states the following about this:

Journalistic discourse (newspaper-journalistic language) is a functional style used in political, economic, cultural, sports, and other fields. The journalistic style is also present in political literature and is represented through mass media (media) – newspapers, magazines, radio, television, documentary films, etc. The main task of the journalistic style is to report news and interpret it, to evaluate facts and events. In the journalistic style, two functions of language are realized: expressiveness and informativeness. [15]

The term newspaper-journalistic speech is also used. It is often referred to as “newspaper language.” Newspaper-journalistic speech is, first and foremost, a form of communication aimed at influencing the audience. Therefore, it must be highly comprehensible to the audience and take their interests into account. Thus, from the perspective of the target audience, it becomes evident that newspaper speech has a social nature.

Consequently, the principle of social evaluation in newspaper language is manifested primarily in the selection of evaluative language tools and their appropriate use (for informational and analytical purposes); in the description of both positive and negative concepts and phenomena; in the strict limitation of language resources; and in its socio-political content. This term was first introduced by G. O. Vinokur. He emphasized that “newspaper language belongs to the category of written language and differs from other forms. Primarily, it serves literary and less poetic functions, performing a strict and basic communicative role” [4: 181].

RESULTS AND DISCUSSION

Various opinions are expressed by specialists regarding the language and style of the press. “The concept of newspaper-journalistic style is formed from the language of newspapers, socio-political journals, statements, speeches, conversations, debates, radio and television programs, and documentary-journalistic films” [5: 407]. The characteristics of this style were also elucidated by the scholar V. G. Kostomarov: “in it, the alternation of expression and standard is connected with the task of influencing and informing the addressee. The predominance of expression or standard in mass media texts leads to an informational or journalistic substyle” [9: 76].

Depending on the genre and the author's purpose, expressiveness is also utilized in journalistic speech [2: 51].

If a journalist wants to express their point of view, evoke emotions in readers, as well as shape certain perspectives, there are several methods to employ emotionally expressive and colorful words.

Uzbek scholar Z. T. Tohirov defines mass media (including newspapers) as: “A field that clearly demonstrates the journalistic style with its content and presentation, showcasing its diverse lexical, phraseological, grammatical, and stylistic aspects” [16: 203]. Consequently, the journalistic style requires the appropriate use of all linguistic units.

As mentioned above, two main functions are carried out in the journalistic style. Information – (according to M. N. Kozhina, the primary function of a newspaper) [7: 67] remains the main tool of journalism, as long as facts continue to be its foundation. The influencing function involves the author's attitude towards the event, their interpretation, feelings, and image. According to V. G. Kostomarov, the newspaper-journalistic text “should organically combine these two qualities – being impressive and informative – in each of its parts” [9: 98].

The use of journalistic style in analytical texts on environmental topics increases the impact of issues related to all aspects of human activity. Therefore, in the lexicon of ecological texts, in addition to commonly used words, special terms related to

nature are also employed. This is a characteristic feature of all types of publications covering environmental problems. In environmental materials, the author should first consider the audience's level of awareness of the issue [8: 88]. Consequently, the use of eco-lexicon in the material is connected with the internal characteristics of the audience. For example, the audience of publications specializing in the environment or ecology consists of people familiar with environmental issues, so it is easier for them to understand the terms used in these materials.

Texts on the topic of ecology not only inform readers about a particular problem but also arouse public interest in this issue and encourage active participation in environmental protection. While environmental texts evoke feelings of anxiety and concern, they naturally increase people's sense of responsibility for environmental preservation.

The structure of texts covering environmental problems is complex. This complexity is evident both in the internal structure and in the titles of the materials. For example, the headings of many materials clearly reveal the topic and content of the article. Among them are titles such as 'Ecological Disaster: Looking at Fate with a Smile Afterwards', 'Ecology is Not the Only Culprit', 'The Current State of Baday Forest', 'As if Life, Not Water, Has Come to Muynak', 'Fish Beneath the Ice', 'Jackals of Baday Forest', 'Water Scarcity in Chimboy', 'Sudoche: One of the Last Drying Lakes'. In most cases, materials on ecological topics also contain titles that worry the reader. In our opinion, at a time when the current ecological situation has worsened, it is appropriate to use headlines in this style. After all, by reading articles with such alarming content, the public forms their opinions on these pressing issues.

Similarly, when covering environmental topics in newspapers, many editorial offices and journalists try to use high-flown headlines that quickly grab readers' attention. As examples of this, we can cite headlines such as 'What Consequences Await us', 'Let our Republic not Turn into the Fifth Desert!', 'Saxaul Grove at Sea Level..', 'Delay is a Step Backward', 'Desert and Forest: Who will Prevail?', 'The Aralkum is advancing' and so on. In some cases, the content of

the articles may not correspond to the headlines. At such times, the reader's attitude towards the editorial office and the author of the article changes, and their trust begins to wane.

If we examine some headlines, we can see that they use titles of works familiar to the audience or expressions characteristic of folklore. This also serves the journalists' purpose of illustrating images. For example: *Jumulakótergenjúkjeñil* (A Karakalpak folk proverb meaning that when many people work together on a task, it becomes easier and yields better results – J. M.), *Qasqirdiñ awzijese de, jemese de qan* (Wolves, without abandoning their predatory nature, beg for mercy from people...) (It is also used to mean that wolves are seen as bad and bloodthirsty animals in human eyes, regardless of what they do – J. M.). *Suwdiñ da sorawi bar edi-ğoy.., Uyabuzsañ, dúnyabuziladi..* (from proverbs), *Chtobi ne prishlosplatitdvajdi* (a transformation of the Russian proverb *Skupoyplatitdvajdi*), *Jaqsidan bag' qaladi* and so on. If these headlines fully correspond to the content of the material, then the impact of the article will be ensured. In such cases, some positive views on the environmental issue may also be formed in public consciousness.

At the same time, it has become customary today to use ready-made (template) headlines in republican publications. In particular, titles such as 'Aral and People', 'Protecting the Surrounding Environment is our Main Goal', 'Water is the Foundation of Life', 'Protecting Nature is our Main Goal', 'Solving Ecological Problems is our Primary Task' and similar headlines can be frequently encountered in socio-political publications. Such headlines are referred to as "stock headlines" among journalists and can be used repeatedly. This primarily implies that either the topic being brought to the audience's attention is not particularly important, or that the journalist doesn't consider the presentation of their material and its reception by readers to be of great significance. Thus, in the process of preparing the material, it becomes necessary to find answers to questions such as how the headline chosen by the journalist will affect the audience and to what extent the headline can reveal the problem raised in the text. For this, first and foremost, it is essential to delve deeply into the essence of the journalistic style.

The primary function of the journalistic style of speech is to communicate, that is, to convey logical content, express desires, feelings, and emotions. This communicative direction and consideration of diverse audiences are key factors in determining the structure of journalistic speech. To achieve not only communicativeness but also effectiveness, ready-made speech patterns, templates, word forms, speech clichés (constructions), as well as proverbs, sayings, and phrases are widely used both in the headlines and in the body of the text.

One of the common means of enhancing expressiveness in newspaper language is metaphor. This is because metaphor is perceived as a process of cognition. “In general terms, a metaphor is the use of a word in a figurative sense” [11: 296].

Metaphor, as an expressive tool in newspaper language, encompasses elements of meaning such as vividness, imagery, and emotionality. These criteria are considered the main components of the journalistic style.

The use of metaphor in newspaper text and enhancing its emotional impact depends on the experience and skill of each journalist. For example, in the article by journalist U. Uteuliev titled ‘Düysenbay, who Separated the Tiger's Jaws’, the author compares the situation of a tiger and a human lunging at each other to rams butting heads, and writes, “Like rams butting heads, they eyed each other from afar, and when the tiger lunged at him like an arrow, he opened his arms and grabbed it by the waist without letting his feet touch the ground.” In the author's article entitled ‘Orinbay Kakpanshin's 'Second Life,’ metaphor is also widely used. Emphasizing the tiger's natural strength, agility, and that it has the heart of forty men, he says: “Although it has the heart of forty men, I have tested that it has the strength of only one man in wrestling.”

Journalist S. Yembergenov skillfully used metaphors in describing the natural environment around the Aral Sea in his article ‘How Will the Aral Sea Recover?..’. “The reeds seemed to be playing a symphonic melody with the wind. I still miss the 'Bird Market' that cried out in the moonlight, and the fish whispering lost in thought.” Indeed, the wonderful sounds of nature can be compared to musical melodies and songs. In the

above text, the author skillfully depicted the natural landscape through metaphors.

The use of oral speech style is also encountered to increase the expressiveness of texts on ecological topics. Oral speech is considered a mass form of communication. It is characterized by brevity and conciseness, competing, so to speak, with bookish speech on newspaper pages.

In particular, we can see that a number of articles by journalist U. Uteuliyev were prepared in colloquial style. For example, such lines are often encountered in the article "Shepherds who frightened wolves by clanging buckets and shouting, with sticks in hand." "The wolf hears the sound of a dog that will catch it from afar. Such a purebred dog was destined for me, said Berdiyev the trapper, who had been speaking enthusiastically all day, his mood suddenly dampened." When we say "hears from afar," we mean the ability to perceive sound from a distance and have excellent hearing. "Suddenly dampening his mood" means to suddenly fall silent. Here's another example: "The wolf, realizing that we were empty-handed and didn't have rifles with ammunition, immediately climbed over us to play. When there are weapons, predators don't show their faces, but when they're hungry, they get angry at the slightest thing, seeking revenge and giving no peace day or night." "Empty-handed" means having nothing in hand, "weapon" means firearms, that is, a rifle, and "hunger" means starving.

The use of phraseological units in newspaper language increases the impact of articles. Phraseologisms express phenomena and the relationships between them in a simple, vivid, and figurative form. Emotional-expressive phraseological units affect the emotions of newspaper readers, evoking various feelings in them. Phraseologisms that appear at the end of a statement or paragraph as a title enrich the speech with generalizations and conclusions. A phraseologism (phraseological combination, phraseological expression, phrase) is a sentence structure formed as connecting or subordinating phrases. These are expressions that have a common meaning (sometimes partially common) and combine with other words. The use of phraseological combinations in the languages we are analyzing on the topic of

ecology has increased the expressiveness of the material. For example, in the article 'Let's not Neglect Ecology', the phrase "I was sick, I was struggling" is used. "I was sick, I suffered" is a phraseological unit. In this example, it discusses the extent to which the illness of Mother Nature is harmful to humanity. Another example can be found in the article titled 'Baday Forest Needs Human Help', where one can find the following lines: "As we entered the reserve, we saw turangil trees that seemed to touch the sky, and thought that the entire territory of 'Baday Forest' was covered with such turangils." The phrase "touching the sky" means very tall. Also, "Until recently, about a hundred families were making a living here, but today half of those in difficult conditions due to lack of water have already moved." The phrase "making a living» means «to establish one's own family, to have a home" [6: 47]. "As soon as I got the chance, I found the back two legs of my pack mule right here." "To get the chance" means "to have an opportunity, to seize a moment" [6: 113].

Therefore, the journalist's extensive use of artistic speech devices in their presentation enhances the article's effectiveness. The impact of a journalist's words depends on "paying special attention to literacy and speech culture, that is, having a thorough understanding of literary speech and its norms" [1: 21].

Journalists require exceptional skill to address and explore ecological topics. Particular attention must be paid to the text of the material to ensure the audience receives the topic well. In this regard, the skillful use of various lexical and linguistic tools aids journalists [3: 120]. Let us examine the interview 'Ozeru Sudoche – jit' by A. Yefremov, a journalist and correspondent for the *Vesti Karakalpakstana* newspaper. In his interview, the author learns from Anatoliy Krutov, an employee of the World Bank's representative office in Uzbekistan, about the importance of projects being implemented on Lake Sudoche in the region and their funding sources. In the lead section of the interview, the author, A. Yefremov, likens his approach to financing the project to a wartime tactic, preferring to first «reconnoiter» the international bank staff thus revealing the method the author used in preparing the article:

In war, there's a tactical method called 'combat reconnaissance.' Its concept is simple and clear: before a difficult and crucial operation, regardless of how much work the enemy does behind the front lines, reconnaissance is used to determine the strength of the enemy's defense and, accordingly, plan whether to use a regiment or division in the upcoming attack. This helps determine the complexity of the forthcoming action. This comparison came to mind as I was preparing to familiarize myself with the project to preserve the biodiversity of Lake Sudoche,

The interview employs allusions such as: 'All the Difficulties of the Upcoming 'Present'' (all the challenges of the impending "current situation"), "elder brother", and "landing party" of bank employees (a group of bank staff likened to a landing force).

At the same time, an attempt was made to emphasize the question: "My next question may seem strange, but nevertheless.."

The journalist's approach in exploring the topic of ecology and bringing the text to life makes the interview even more relevant.

The newspaper *Vesti Karakalpakstana* systematically covered the problems of the republic's population in the 90s of the last century, and the special column 'Pryamaya Liniya' became a true platform for newspaper readers. This column mainly published opinions and reflections of newspaper readers, as well as journalists' materials about various issues. Occasionally, the column also devoted space to ecological topics.

In the July 31, 1993 issue of the newspaper, A. Yefremov's photo accusation *Chto imeem, ne xranim* (What we have, we don't preserve) depicts the deplorable state of the nature park that existed in the city of Nukus at that time. He describes that the drying up of the Aral Sea has nothing to do with such a tragic situation: "The situation in this photo, taken by photo correspondent J. Jaksimuratov, did not arise due to the Aral ecological tragedy. This is due to our negligence and carelessness."

We will also focus on materials prepared by journalists. The article 'Everything Depends on People', published in the newspaper *Vesti Karakalpakstana*, discusses the ongoing work to

preserve the biodiversity of Lake Sudoche, one of the projects being implemented in our republic. The article begins with a travel narrative: “How many hours does it take to cover the distance from Nukus to Lake Sudoche? The ornithological reserve, located in the Kungrad district, is accessible only by jeeps. The reserve, covering fifty thousand square kilometers, was established in 1991.” To describe the situation around the lake and in the Muynak district, the journalist uses a conversational style, expressing his own thoughts: “It’s possible to live here if there’s water,” Ibragimov emphasizes, “Muynak is the only district in Karakalpakstan that ‘Tuyamuyin’ hasn’t reached.” Here, the word *Tuyamuyin* is used ironically, as *Tuyamuyin* itself cannot reach Muynak, only its water can. Additionally, the journalist refers to the flora of these lands using biological terms: camel thorn, juniper, Japanese pagoda tree, and so on. Because *Tuyamuyin* itself cannot come to Muynak, only its water can come.

The ability to appropriately use various linguistic tools is of great importance in revealing the meaning of the text written by the author. In most cases, journalist U. Uteuliyev employs almost all types of language tools in the journalistic style in his speeches, thereby giving “life” to his text. The author skillfully uses artistic imagery in his articles about nature and the animal world. For example, in his article ‘Porlitau – A Village Ravaged by Wolves,’ we find such lines: “From ‘Porlitau,’ which spans 170 kilometers along the river, seven heads of cattle fell prey to wolves in ten days, and from the nearby villages of ‘Shaghirlı’ and ‘Chega,’ ten to fifteen heads each went into the wolves’ stomachs.” The author creates a problematic scene by exaggerating the event, thereby shaping the newspaper reader’s attitude towards the incident. In some lines of the article, the author’s style in describing the event is clearly visible. For instance, “After the villagers moved to winter quarters, the hungry wolves reluctantly rushed to the center of the village. The frantic actions of the herdsman, who came from a fisherman unfamiliar with wolf hunting rules, have so far been in vain. Davlatboy’s worth is becoming apparent. “He was a true ‘master’ of wolves, and if the wolves weren’t afraid of him and didn’t roam the outskirts, they wouldn’t have robbed so openly,” says Aliy Jolamanov, an engineer at the “Akkala” village

cooperative». Additionally, a distinctive feature of his style is that in his pieces about the world of wolves, he often gives voice to the story participants, namely ordinary villagers, to describe the animals' behavior, effectively using the heroes' language to ensure the article's credibility.

O'. Uteuliyev's unique style is also clearly evident in his article 'Watery Sea, Shifting Sands, and Aral's Fate'. This article discusses a technical center in Germany that is implementing a project to plant saxaul, cherkez, and kandym plants on the dried bottom of the Aral Sea. The article highlights the significant contribution of Frenchman Michel Moller, who has shown dedication to the project, his interest in our country's history and language, and his distinctive way of conveying surrounding events. The author's comparisons also reveal how arduous and challenging the project's work is:

The worst part is that even if the surroundings were a clear plain today, in the blink of an eye, sand dunes as high as 2-3 houses would appear, nullifying our work and overwhelming us. Therefore, in areas where there was a risk of sand migration, we had to harvest reeds from the lake and build protective barriers.

Furthermore, the author explains the reason for planting saxaul in the dried areas of the sea in his characteristic style: "One of saxaul's good qualities is that when its seeds ripen, they fall to the ground and are scattered far by the wind, creating forests from the forest planted by nature's own hands."

"Mastery is the pinnacle of professionalism. It is the journalist's ability to achieve high results in their work while maintaining creative potential. At this stage, the journalist begins to employ their own methods and pays more attention to rationalized approaches" [14; 15]. That is why many of their articles are highly regarded by readers.

In locally published articles on environmental topics, there are instances where authors attempt to present their thoughts and observations in a scientific style. For example, in the article 'Solar Energy: Problems and Solutions' published in the *Erkin Karakalpakstan* newspaper, the scientific style predominates.

According to data, the cost of photovoltaic electricity is expected to decrease significantly by the 2020s. Meanwhile, the global capacity of devices that generate electricity from solar energy using photocells was 21 MW in 1985, while the capacity of devices commissioned in 2005 reached 4 GW. By 2010, the capacity of photovoltaic devices approached 5 GW. It should be particularly emphasized that Japan, South Korea, and European countries have made considerable advancements in this field.

The terms “photovoltaic”, “photoelectric cells”, “MW”, and “KW” in the text may not be equally understandable to all readers. Newspaper language should primarily use mass-political and popular science styles. However, it is sometimes necessary to include scientific articles as well. This is because it is considered beneficial for newspaper readers, regardless of their specialties, to be equally informed about the scientific essence of the issues. In such cases, when articles are prepared in a scientific style, including purely scientific terms (i.e., terms intended only for specialists in narrow fields) followed by explanations in parentheses expands the circle of readers who can fully comprehend the article and increases its social value [12].

The article ‘Forests Protect Our Region’, published in the newspaper *Vesti Karakalpakstana*, discusses methods for obtaining abundant harvests through good land cultivation. “For good root growth of cuttings, they are treated with Humatone A or Heteroauxin before planting.” This article, prepared by researchers J. Bektursinov and V. Fimkin, sequentially presents the agrotechnical rules that apply during the period from tillage and planting to care and harvesting. They also used numerous figures to support their arguments. This article, prepared in a scientific style, contains many scientific terms. One can also mention the article by Academician T. Yeshanov entitled ‘Thoughts on Ecology and the Aral Sea Problem’. The article uses many facts and figures. In particular,

during the previous totalitarian regime, mineral fertilizers and toxic chemicals (herbicides, pesticides, etc.) were used on the land. In Uzbekistan, mineral fertilizers and chemicals were used only for cotton. In some countries of the world, for example, in Australia,

Indonesia, Pakistan, and some states of the USA, the use of pesticides has been abandoned. This is because chemical elements are extremely harmful, and only a small percentage of them reach pests, while the rest, along with the environment, poison people.

In these articles, the chosen topic and problem are thoroughly explored in accordance with the article's title. At first glance, the headline and the facts and figures presented in it capture the attention of newspaper readers. From this perspective, articles in this field can be classified as materials written in a scientific-journalistic style. In most cases, it is advisable to use such a scientific approach in the press. This is because such a method helps increase the literacy of the population [13].

CONCLUSION

When covering the topic of ecology, it is important to use a journalistic style. Upon examining materials published in the press on this topic, two main styles become apparent. The first is the journalist's style, and the second is the specialist's style. While the journalist's style is closely related to the journalistic approach, the scientific style predominates in the specialist's style.

Revealing problems in a journalistic style requires extensive knowledge, skills, and experience from the author. Among the newspaper journalists, A. Yefremov, U. Uteuliyev, A. Kamalov, A. Habipov, T. Klimova, A. Turekeeva, and Sh. Sipatdinov can be particularly noted for their unique style in this regard.

It should be emphasized that when covering ecological topics, a journalist, scientist, or other specialist should first consider the question: «For whom am I writing?» To this end, it is advisable to prepare texts in a journalistic style that meets the requirements of one's audience. This is because this style is accessible to the general public.

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