

Linguistic and Stylistic Features of Blogger Content in the Karakalpakstan Blogosphere

GULIMOVA BIBISARA ONGARBAEVNA
Berdakh Karakalpak State University, Uzbekistan

ABSTRACT

This article examines the linguistic and stylistic features of bloggers' content in the Karakalpak blogosphere. Using media-linguistic and stylistic approaches, the study analyzes lexical, syntactic, and pragmatic characteristics of blog texts, as well as the communicative strategies employed to influence audiences. Based on examples from the Karakalpak blogosphere, the study identifies the differences between bloggers' content and traditional mass media, highlighting the linguistic, compositional, and communicative characteristics of digital media texts. The findings demonstrate that the blogosphere has become an important institution of modern digital communication, contributing to public opinion formation, civic dialogue, and the development of contemporary media communication.

INTRODUCTION

Language and literature are the mirror of a nation. First and foremost, a nation is manifested through its language and literature. As the President of the Republic of Uzbekistan, Shavkat Mirziyoyev, noted during a ceremony dedicated to the Uzbek language: "As our great enlightenment ancestor Abdulla Avloni emphasized, 'the mirror of life that shows the existence of every nation in the world is its national language and literature' [1].

RESULTS AND DISCUSSION

The language of blogger texts

First of all, it is necessary to provide an initial characterization of the language of the blogosphere. It is self-evident that this language possesses a complex nature. This is because such discourse does not closely resemble the language of traditional media and is far more comprehensive in scope. It represents an electronic, highly operatively executed, and spontaneous linguistic activity. Fast-paced mobile journalism differs from traditional journalism by a number of crucial characteristics.

At the same time, however, it can be stated that the discourse of the blogosphere is significantly close to the language of internet journalism. Another established pattern is that a blogger does not work as meticulously on the language of the material as a professional journalist does; their primary objective is to transmit the material as quickly as possible. This can be observed through numerous examples of blogger content [2].

What are the distinctive features of the blogosphere language? The conducted research indicates that the following aspects can be included in this category:

1. Unlike the language of the official press, the discourse of the blogosphere is close to the vernacular of the common people;
2. The language of the blogosphere is often highly concise, and many facts and thoughts are broadcast without detailed explanation;
3. The discourse of the blogosphere frequently resembles a dry informational language;
4. The language of the blogosphere is close to the everyday colloquial speech of individuals;
5. The language of the blogosphere complies with the norms of literary speech to a lesser degree than other media forms;
6. Abbreviations and acronyms occur with a relatively higher frequency in the language of the blogosphere;
7. Terms (including definitions unfamiliar to a broad audience) are frequently utilized in the blogosphere;

8. Highly specialized phrases relevant to narrow fields (professionalisms) are extensively used;
9. Regional dialects are constantly encountered in the discourse of the blogosphere (this applies particularly to remote districts and rural settlements of Karakalpakstan);
10. Explicitly aesthetic, highly spiritual, nuanced words and artistic expressions are not very common in the discourse of the blogosphere;
11. Regrettably, expressions that fall outside normative vocabulary (harsh language, profanity) were also occasionally encountered, among other elements.

A crucial aspect of blogosphere discourse is that this language is typically emotional speech. While writing the material, the blogger gives in to emotions, and these feelings manifest themselves in the language of the text. Thus, the use of language in the Karakalpakstan blogosphere operates under these identified principles.

Let us turn to a practical example. On January 20, 2021, the channel <https://t.me/ne_janaliq> (administered by Islam Tlepov) published an article on an international topic titled *Japoniya-da usjulqartazalawjumislarında 60 adamqaytisboldi* (60 People Died in Snow Removal Work in Japan This Year). The channel author uploaded this material in the form of a correspondence as the very first publication on the date of the channel's launch. Analyzing the context of the material, its content is presented as follows:

*Olarkóshelerdi,
úyjaylardıqardantazalawwaqtındajaraqatalǵanyakiqaytisbolǵan,
qaytisbolıpatırǵanlarkóbinesejasırıúldenadamlar. Japoniya-da
dekabrdenberikúshliqarxamsuwiqbolǵanıayılmaqta. Qarqalınlıǵı
1 metrdenasqan, bulótkenjıldaǵılarǵaqaraǵandakóp*

When focusing on the language of the material, it becomes evident that the lengthy and analytical reports characteristic of traditional international journalism are reprocessed within the blogosphere environment into a micro-information format

consisting of two paragraphs that emphasize the most tragic and dramatic turning points of the event. The blogger begins the text with the consequence of the event (human deaths and injuries) and explains its cause in the second paragraph (the unprecedented snow thickness and severe cold in Japan). This technique serves to capture the reader's attention within the very first seconds in a digital environment.

The author avoids presenting mere statistics of numbers and focuses primary attention on a social issue – the demographic layer suffering the most during snow removal: *qaytisbolipatirganlarkóbinesejasırúlsenadamlar* (those dying are mostly elderly people). Through this, a humanistic tone is embedded into the text. In presenting the text, the blogger uses expressions like *ótkenjildağılarğa qaraganda kóp, kúshli qarxamsuwıq* (more compared to last year's, strong snow and cold). The blogger utilizes a simple and popular method of comparison to demonstrate the scale of the natural disaster.

Since the text was written emotionally and rapidly, it exhibits several characteristic spelling deviations and keyboard deformations typical of digital blogging:

- In the phrase *үйжайларды* (homes/properties), the word *үй* is used instead of *уй*, which is required in the literary language. Here, the influence of oral speech or a technical error is present.
- In the second paragraph, consistency in using the specific letters of the Karakalpak language is disrupted: *кушли* (correctly – *kúshli*), *хам* (correctly – *hám*), *карағанда* (correctly – *qarağanda*). This is an important linguistic fact demonstrating that the blogger used a standard keyboard layout (for instance, Uzbek or Russian Cyrillic) and attempted to save time during the rapid dissemination of international news.

Traditional norms of syntactic punctuation underwent partial modifications in the text. The first sentence is constructed in a very long and complex manner, wherein a comma is correctly placed to delineate the boundaries of the thought

(...*jaraqatalganyakiqaytisbolgan*,). However, using a dash or a comma before the phrase *jasırıülkenadamlar* at the end of the sentence would have further facilitated the readability of the text.

The text reveals a new characteristic of the blogosphere: blogs do not limit themselves exclusively to local issues, but also actively monitor and transform the global information flow. However, during the rapid translation and placement of foreign news into blogging, instances of neglecting the specific letters of the Karakalpak language (in the form of *кушли, хам, караганда* instead of *kúshli, hám, qaraǵanda*) or succumbing to keyboard limitations are observed. The channel's subscriber count stands at 107.1K.

Reflecting upon the language of mass media, Professor D.M. Teshaboeva writes: "Summarizing the above, we can reach the following conclusion: the specific features of speech behavior are nationally and culturally unique. The requirements imposed on speech behavior that has historically evolved in a specific society reflect the value system of that society" [2].

The coverage area and the style of exposition directly influence the language of the material. Here, the linguistic range can be exceptionally broad, spanning from the formal to the vernacular. Most importantly, the output speech must be comprehensible. It is natural that the spheres of everyday life are numerous: politics, economy, culture, spirituality, national traditions and customs, ecology, sports, military, youth, medicine, output in the form of a question or answer, official letter, appeal, breaking news, announcement, replica, objection, satire, humor, and others. The language of the material is always directly dependent on these genres or features, ranging from formal clauses to free expression or dialogue. Even within a blogger's activity, it is natural that a publication in the field of literature differs, and a material concerning language differs. Alternatively, when discussing a conflict in the street or within a family, certain phrases and words utilized by the protagonists of the event may be cited by the blogger within the material [3].

An informational commentary was published by the website <https://t.me/ne_janaliq> on May 22, 2021, targeting all prospective master's degree applicants. It was titled

Keyingi jildan baslapshettilin bilmeytug'nlarmagistratura qabul qilinmaydi (Starting Next Year, Those Who Do Not Know a Foreign Language Will Not Be Admitted to Master's Programs). The publication presented the following data:

*Prezidenttiñ qararına bola,
JO Ollardıñ magistraturasınayamasaj oqarıtálimnen keyingiqáńıgelik
lerde oqıwǵakırıwde: –
filologiya jónelisinde qıtalanlardıñshettilikeminde C1; –
filologikemesjónelisketapsıratuǵınlardıki B2 dárejebolıwıkerék.*

The blogger places a pure informational thesis at the beginning of the text: *Keyingi jildan baslaps hettilin bil meytug'nlarmagistratura qabul qilinmaydi*. This method serves as a vivid example of transforming official legal discourse into the language of the common people, namely into a "social signal." The first sentence of the text functions as a strong motivational or warning signal for future master's students. The words *qabul qilinmaydi* (will not be admitted) in the first sentence carry a sharp and categorical tone. The blogger transformed the softer legal expression "a language certificate is required" found in the official resolution into a strict verdict form of popular language: "will not be admitted." This amplifies the impact level of the blogosphere language.

The text generally preserves the spelling norms of the Karakalpak literary language well, though certain technical aspects occur. The orthographic error in the word *филология* (actually – *filologiya*), which was identified in the previous short version, is repeated in this full text as well. This is an important individual-stylistic marker indicating that the blog author consistently applies this specific spelling to this term within their texts.

These punctuation marks determined the logical architectonics of the text:

1. The first paragraph is a distinct sentence in itself, followed by a period and a large paragraph spacing. This is a pragmatic technique aimed at transmitting thoughts in

- segments in the blogosphere, thereby easing the visual perception of the text for the reader.
2. The colon (:) and the subsequent dashes (–) organize the legal conditions into a distinct hierarchy. This method accelerates the reading (scanning) speed of a digital text several times over compared to traditional newspaper text [4].

The blogger takes the dry text of an official resolution, embeds its essence into one categorical sentence (*bilmeytuğınlar... qabılqılınbaydı*), and thereby awakens a strong sense of social responsibility in the audience. This example is highly useful for demonstrating the difference in information transmission models between traditional official mass media and the blogosphere. The number of subscribers is 107.1K.

The theme of the material directly influences its language and style. The psychological approach to the topic alters the blogger's speech accordingly. Utilizing an identical language across diverse topics can render the material weak. An official announcement and a blogger's rapid output differ substantially from one another. Occasionally, a structurally more complex material is published compositionally; for instance, the blogger first cites an official response and then provides a blogger-style commentary on it. In such material, a distinctive hybrid language emerges: free – formal – free.

For example, the language of materials concerning emergency situations is also unique. On October 8, 2021, the website <https://t.me/ne_janaliq> published a breaking problem report titled *Awğanstandameshitjarıldı. Nátijede 100 den aslamadamnabıtbıldı. TalybanterakttalSHIDdiayıplı dep sanamaqta* (A Mosque Was Blown Up in Afghanistan). As a result, more than 100 people perished. The Taliban considers ISIS to blame for the terrorist attack). The blogger posted a video that circulated on social networks onto their channel and expressed a reaction to it.

International media reported the explosion of a mosque in Afghanistan, stating that more than 100 people were killed as a result. The Taliban is said to blame ISIS for the terrorist attack.

This constitutes the content of the material. Its stylistic aspect: written in a simple colloquial style, uncomplicated, and consisting of two sentences. Additionally, a 54-second video was uploaded. This increases interest and attracts the attention of the audience. In the video, people walking in the street, women and children crying, and screams are clearly audible. It evokes a feeling of grief and sympathy in the viewer. The video material was downloaded from the "@MILITSIYA_UZB" channel. The fact that the text consists of only two sentences further engages the reader. The circumstance that the number of deceased is stated as "more than 100" – meaning the information is imprecise – combined with its lack of commentary and extreme brevity, prompts the audience to reflect and urges them to search for additional information on the matter. This news was observed by 21.5K people. However, no comments or reactions to the situation, such as "reactions using stickers," were expressed.

In traditional international journalism, such major events (terrorist attacks involving the deaths of hundreds of individuals) are presented via long reports, expert opinions, and historical context. In the blogosphere, however, this global collision (conflict) is deconstructed and reduced to a formula consisting of a mere three sentences: "Fact (Explosion) – Consequence (Casualties) – Political Statement (Culprit)." This is one of the leading laws of the modern blogosphere. If the material were explained more extensively, the audience might cease to read it altogether.

The author refrains from emotional coloring (such as emoticons of sympathy, condemnation, or fear) and speaks in the language of pure chronicle. This raises the level of neutrality (objectivity) of international political posts in the blogosphere. The integration of international terms such as *Terakt* (terrorist attack), *Talyban* (Taliban), and *ISHID* (ISIS) into the discourse of the Karakalpak blogosphere proves that national publicistic writing keeps pace with global political events.

Despite the text being written within a fast-paced stream of breaking news, the author preserved the spelling rules of the Karakalpak literary language remarkably well. For instance: *Meshitjarıldı, nátijede, adamnabıtboldı, ayıplı dep sanamaqta.*

Although these words are compositionally concise, they are spelled correctly.

The text is divided into two small paragraphs. Even though the second part consists of just one sentence, it is moved to a separate line. This serves to direct the reader's attention to the main political fact (*ISHIDdiayıplı dep sanamaqta*) in the blogosphere and to increase the "scanning" speed of the text. In scientific terminology, this is referred to as neuro-linguistic programming.

The blogger conveyed a complex international crisis to society without redundant linguistic details, utilizing pure linguistic restraint and orthographic consistency. This serves to scientifically substantiate that the modern blogosphere has evolved into an independent institution delivering rapid information not only on internal social problems but also on global security issues. The subscriber count is 107.1K.

We have discussed the language of the Karakalpakstan blogosphere in other sections of the dissertation as well. Now, due to spatial limitations, although it cannot be fully disclosed, we are compelled to transition to style, as the dissertation is a comprehensive research encompassing many issues.

Style is a category that manifests the uniqueness of the author, which is interconnected with the type of media. It is necessary to take into account that we are not discussing the style of an era, time, literature, or journalism; on the contrary, our object here is the style of blogging materials in Karakalpakstan.

Russian researcher Roman Kutoray warns: "A blogger must not merely show a 'beautiful picture'; their depiction must leave an honest impression. It is precisely transparency and naturalness that make such PR maximally credible. Working with bloggers must be integrated into the general communication strategy." Bloggers are obliged to comply with this rule.

Let us begin with the general attributes of style. A number of crucial factors influence the style of bloggers and the blogosphere:

1. Speed (operativeness);
2. Conciseness;

3. Dynamics;
4. Emotionality;
5. Framing the issue on behalf of the public;
6. Addressing the leadership directly;
7. Treating both ordinary citizens and officials with a uniform tone;
8. Extensive use of interrogative forms;
9. The integration of video footage (video sequences);
10. Open and direct dialogue, among others.

The utilization of one style or another depends heavily on the blogger's personality and certain other factors. Precisely which style to select depends on the author's approach to the topic, the significance of the problem, the degree of impact on the audience, the speed of writing the material, the content of the covered issue, and other variables.

Styles vary as well: formal, informal, artistic, free, professional, soft, sharp, combative, acute, harsh, decelerated, accelerated, and others. It is well known that every blogger possesses their own personal style; this pattern applies to Karakalpakstan as well, and many examples of this are provided in the dissertation. One of the fundamental laws of the blogosphere is that a style of social significance takes precedence over a personal style, even though personal style manifests itself more prominently within the blogosphere space.

One of the most widespread styles in the Karakalpakstan blogosphere is the publicistic style. It was precisely in this style, for example, that the publication of the channel <https://t.me/ne_janaliq> on April 24, 2022, was executed. The material concerned the dismissal of the Hokim (Mayor) of Tashkent City, Jahongir Artikhojaev, by the President of the Republic of Uzbekistan, Shavkat Mirziyoyev. The channel author published a material in the form of a brief lead titled *Shavkat Mirziyoyev Jahongir Ortixxo 'jayevhaqqunda aytpótti* (Shavkat Mirziyoyev spoke about Jahongir Artikhojaev). We can observe that the blogger did not add any subjective evaluation to the material as an additional fact to the publication.

While critical speeches of the head of state in traditional official media are often presented in the form of smoothed and lengthy communiqués, in the Karakalpakstan blogosphere, the President's most acute, vivid, and metaphorical expression was brought to the very beginning of the text as a powerful social trigger. An expressive-publicistic and purely political style dominates the text. Here, irony emerges not through an open satirical style, but through a popular metaphor embedded in the President's speech.

The phrase "*Aya□ijerdenúzilgeniushun...*" (Because his feet left the ground...) cited in the context is a potent linguistic tool that vividly exposes the image of an official intoxicated by office, who has forgotten reality and communication with the people. By placing this expression in the title, the blogger crafts a sharp irony over the vices of bureaucracy and arrogance in society. In delivering the information, the author does not add any superfluous emotion after the quotation; they merely record the fact. This is a method of leaving the political evaluation entirely to the judgment of the reader (the audience).

If we seek to analytically evaluate the blogger's mastery in utilizing the indicated punctuation marks in the text, we must focus our attention on the application of quotation marks cited in the context. In the blogosphere environment, this is a pragmatic technique that visually accentuates not only the quotation itself but also the vital importance of these words as an official political verdict.

Let us analytically address the application of the long em-dash (—) in the context. The dash utilized between the quotation and its author facilitates the syntactic reading of the sentence and helps direct attention simultaneously and equally to both the words and the person who uttered them.

Ushbu text selects the most impactful points that awaken a sense of social justice for the community from within the long protocols of official political meetings. Through the pure and consistent expression of the President's symbolic phrase about Artikhojaev in the Karakalpak language, it is scientifically and perfectly substantiated that the blogosphere maximally adapted

the information bridge between the state and the people into a popular discourse.

When discussing style, it is necessary to note that there are customs of the people of Karakalpakstan that directly affect the style of bloggers. One widely spread tradition is the style of satire and humor. Irony, satirical replies, speaking sarcastically, and other humorous methods are techniques within the scope of satire and humor. Bloggers make extensive use of these. An example of this was published by the channel <https://t.me/ne_janaliq> on April 24, 2022. The publication was titled *AlisherKadirov «Million» komandasınıñ háziline múnásibet bildirdi* (Alisher Kadirov reacted to the joke of the "Million" team). Looking at the context of the material:

*Salıqlar máleketti qúdiretli etedi.
Qúdiretli máleketti puqaralarınıñ miynetiheshqashanarzan bolmaydı.
.. «Million»nıñ másláhátine ámeletip, kóziqızarǵan 3 million
qarakózlerimizdi tınısh qoyamız, olar jaratqannıñ panasında bolsın.
Biraq, «kóziqızarmaǵan»
sheteldegi watanlaslarımızın Ózbekstanushı qayırwınaheshqasha
ngúmanet peymiz. Milli rawajlanıwushı tek Alisherler emes,
millionlar birdey oylawı kerek” – deydi ol. Eskertip ótemiz,
aldınlaw Alisher Kadirov óz saylaw baǵdarlamasında miynet migrantla
rın salıqqatartıw kerekligin ayıtqan edi.*

Analyzing the blogger's text, we witnessed that in terms of content, it belongs to the informational-commentary genre. Furthermore, while traditional OAV often only provide the politician's statement, according to the laws of the blogosphere, a special *Eskertip ótemiz* (We remind you/note) block was appended to the end of the text. Operating as a background, this reminds the reader of the politician's previously controversial proposal regarding the taxation of labor migrants, thereby revealing the underlying essence of both the humor and the rebuttal. The text highlights a field of confrontation between popular culture (the "Million" show) and high politics, proving that political elites are being forced to reckon with criticism and jokes in the blogosphere. Alisher Kadirov uses irony in his

speech regarding the humorists, stating: «*Million*»*nu'másláhátineámeletip...* (Following the advice of "Million"...). Furthermore, he plays on his own name and the team's name to create a conceptual contrast: ...*tekAlisherleremes, millionlarbirdeyoylawikerek* (...not only Alishers, but millions must think alike).

At this juncture, let us touch upon the author's style. The blogger presents the politician's statement in a pure and objective manner; however, through the note at the end, they bring to light the logical tension between his grandiloquent words (*Salıqlarmámlekettiğúdiretlietedi*) and the real social contradiction. When analyzing the blogger's skill in using punctuation marks like («») and (...) within the context, we observed that the ellipsis inside the politician's speech signifies either the continuation of a thought or a specific political pause. The name of the public team («Million») and the controversial phrases utilized by the politician («kóziqızargan») are enclosed in quotation marks, magnifying their symbolic (metaphorical) meaning. Digital media (the blog) does not merely publish the politician's beautiful rhetoric of today, but appends to it the actual fact preserved in the people's memory (*miynetmigrantlarınsalıqqatartıwkerekliginaytqanedi*). This serves to scientifically ground the pragmatic and democratic role of the blogosphere in shaping political culture in society, and in monitoring the prestige and verbal responsibility of politicians before the people.

Evidently, in terms of emotionality, a blogger is a more open individual; they do not try excessively to restrain their feelings. At times, the blogger does not even concern themselves with whether the audience is reading or listening to them. Their goal is to speak the words within them, express their emotions, and unburden their heart.

Blogs can be divided into professional and amateur categories. While the former are conducted by journalists and political scientists, the latter are formed by individuals who are not direct specialists in the field of information dissemination. This is a rather serious issue. Many bloggers view their work as an amateur pursuit – if I want to write, I will; if I don't, I won't.

In reality, however, it should not be this way, because the audience detects a blogger's mood very quickly, and if a blogger does not work diligently, they will cease to read them.

The authorial identity in blogging

A blogger's involvement in an event is noticeable in their language and style. Bloggers are open individuals in communication, which directly affects their style of virtual broadcasting. Unlike journalists, bloggers cannot control their emotions, and in fact, they do not wish to do so. When discussing the reputation and identity of bloggers, it is necessary to turn to the advice of specialists. Russian author Alexey Merkulov advises avoiding informational noise, beginning his article on the subject as follows: "In an era of informational noise and content surplus, the one who speaks more accurately, rather than louder, will be more effective. Universal formats operate with very low results – today, targetedness, depth, and relevance are valued."

The linguistic-stylistic image of the blogger

Many bloggers possess their own linguistic-stylistic image, through which the audience recognizes them swiftly. It is difficult to find bloggers who do not possess such an image; even if found, the effectiveness of their activity is not very high, because the audience fails to recognize them quickly. A blogger is known to the audience through their style. The simpler and more comprehensible this style is, the closer it is to the consumer [5]. As an example, we can cite an appeal in the form of a critical article published by <https://t.me/ne_janaliq> on April 2, 2022, titled «Gazontekkórgizbeushinsalındıma?» (Was the lawn installed merely for exhibition?). The text stated:

Mektepoquwshısınankelgenmúrátat! "AssalawmaáleykumNókisqalası 2-sanlı "IT UDUM" mektepkegazonqurılıppitkenine 3-4 ay boldıbıraqbırdebiroquwshınıkirgizgenijıq. Ballargazonıdaoyńısıkeledibıraqheshkimoljumustıkóripshıqpaydı."

*—
deydioquwshıózinıńmúrátatında.Buljaǵdayboyınshamektepdirektóri nanjuwapkútipqalamız.*

Analyzing the text, we observed that while in traditional journalism citizens' appeals emerged in the form of a critical article only after prolonged investigations, in the blogosphere, this process has been simplified to the maximum extent. The blogger publishes the reader's original appeal without modifications (as a quotation), granting it the status of a "Public Tribune" via the digital platform.

The question in the title, "*kórgizbeushinsalındıma?*" (was it built for exhibition?), is a powerful irony leveled at the vice of superficiality and reporting mechanisms within the education system. It implies that the lawn was constructed not for children, but for the eyes of inspectors coming from higher organizations.

Context and headline craftsmanship

The rhetorical question-headline *Gazontekkórgiz beushinsalındıma?* increases the social weight of the text. Here, the blogger takes a real situation in the city of Nukus and interprets it through the rapid conceptualization function of the blogosphere as a systemic problem—"window-dressing (pokazuha)."

The reader's sentence in the appeal, *Ballargazon daoyngıskeledibiraqheshkimoljumıstıkóripshıqpaydı* (Children want to play on the lawn but nobody examines that work), is pure, sincere, and moving, and the linguistic simplicity within it further accentuates the social dramatism of the problem. Furthermore, the student's letter is enclosed in quotation marks from beginning to end. This is a pragmatic method in the blogosphere demonstrating the purity of the fact and its separation from the authorial text.

The exclamation mark in the clause *Assalawmaáleykum... mektepkegazonqurılıppitkenine 3-4 ay boldı...* and the dash utilized in the continuation of the thought visually express the excitement and despair in the children's speech. The sentence at the end of the text, *mektepdirektorındanjuwapkútipqalamız.*, along with its definitive period, demonstrates that the blogosphere, unlike traditional OAV, calls officials to open dialogue and social responsibility.

A blogger's style further encompasses textual composition, direction, perspective, and other elements.

CONCLUSION

In conclusion, it can be stated that the language and style of blogs exert both positive and negative influences on a broad audience. The blogosphere is a multi-participant and multilingual arena. Therefore, a blogger must possess oratorical language, written language skills, and linguistic mastery. A blogger is not a particularly cautious person when selecting words or evaluating an event. Consequently, it is natural that the language and style of their texts may occasionally appear disorganized.

REFERENCES

1. Mirziyoyev, Sh. M. 2019. Speech at the solemn ceremony dedicated to the 30th anniversary of granting the Uzbek language the status of the State language. *Gazeta.uz*. 22 Oct. Available online; <<https://www.gazeta.uz/uz/2019/10/22/uzbek-language>>.
2. Tretyakov, V. T. 2015. *Theory of Television: Television as Neopaganism and as Carnival: A Course of Lectures* (pp. 488-489). Moscow: Lodomir.
3. Kulminskaya, A. V. 2013. The social community of bloggers: Formation and development in Russian society Abstract. Dissertation for the degree of Candidate of Sociological Sciences, Ekaterinburg. Available online: <<https://elar.urfu.ru/bitstream/10995/4594/2/urgu1148s.pdf>>.
4. Mamatova, Ya. & Sulaymanova, S. 2015. *Uzbekistan on the Path of Media Education Development: Study Guide* (p. 49). Tashkent: Extremum-Press.
5. Dostmuhammad, Kh. 2013. *Information: Miracle, Attraction, and Philosophy*. Tashkent: Yangi Asr Avlodi.

GULIMOVA BIBISARA ONGARBAEVNA
BERDAKH KARAKALPAK STATE UNIVERSITY,
UZBEKISTAN.
E-MAIL: <GULIMOVABIBISARA@GMAIL.COM>