

# Teaching the Characteristics of the Arabic Press Language in Teaching the Arabic Language to Journalists

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## Abstract:

It is known that every language is unique in all its styles. The Arabic press language also differs from other languages in some aspects. This article reveals the style of the Arab press, its history and emergence, and its specific aspects. The peculiarities of advertisements in the Arabic press language and the issues of their translation are also described. Also, the easiest and most convenient methods of translating Arabic press language texts into Uzbek will be addressed.

**Keywords:** Arabic press language, articles, official correspondence, advertising texts, intercultural communication, short description.

After the independence of our country, great practical works were carried out in many fields, especially in the field of education. The issue of raising a mature generation and training qualified personnel has become the first issue before our independent state. In our country, along with Western languages, great attention is paid to teaching Eastern languages, especially Arabic. In many higher education institutions in our country, Arabic is taught to students as the main and additional second language. Just as every language has its own speech styles, Arabic also has its own speech styles. The journalistic style stands out among Arabic speech styles.

The formation of the Arabic press language also took a long time. In the Arab world, newspapers appeared first, then radio, and then television. The language of Arabic newspapers is a kind of microsystem that can convey a lot of information in a small language material. The elements of this microsystem are interconnected in a certain way: on the one hand, it includes the norms of the modern Arabic language, on the other hand, extralinguistic (expressiveness, emotionality, affectivity, etc.) and internal factors related to language (using language tools) saving etc.) we will

see the effect. The Arab world got acquainted with the press only after about 200 years had passed since newspapers appeared in Germany and a number of European countries in the 16th century. The first newspaper was published in Egypt by Napoleon Bonaparte in 1798. The name of the newspaper was "Message from Egypt" (Courier de l'Égypte), and its purpose was to strengthen the French colonial regime in Egypt (Tarasevich T.M, 2007).

In the Arab world, the possibility of listening to radio programs appeared in the 1920s, but its listeners were very few. Arab countries developed their radio broadcasting only during the Second World War. The emergence of television in the Arab world dates back to the mid-1950s. At that time, the governments of countries such as Morocco, Kuwait, Saudi Arabia, Iraq and Lebanon supported the establishment of television stations in their capital cities (Jameel Abdul Majeed, 2007).

Press texts are called media texts. One of those types of media texts is advertising media texts. They are one of the methods of influencing the general public, and the purpose of advertising texts is to arouse interest in the audience and to instill in them the goodness of the product. When presenting advertising texts, extralinguistic tools are widely used. For example, extralinguistic means are realized by using graphic images in newspapers, by amplifying different voices on radio, and by using different video subjects on television. It is difficult to say that there is only one type of advertising, because advertising advertises a wide range of products, so there is no single type or classification. Advertising is different from other media texts based on the characteristics of that region, nationality, religion and way of life. For example, if it is based on religion, it is not possible to advertise in Muslim countries with actions and views that contradict the religion of Islam and the way of life of Muslims. Also, the advertisement should be in line with the country's policy. For example, cigarettes have been banned in Great Britain since 2000. Therefore, it is forbidden to advertise cigarettes. Otherwise, in religious countries like Saudi Arabia, it is not allowed to advertise pork, naked or naked women and men, although such ads are common in America or other European countries. even though It can be seen that advertising using means that are far from the way of life of the people or the region will cause this advertising to be unsuccessful. In particular, it depends on the Arab countries. Their advertising texts are created based on the country's laws and lifestyle. Advertising texts in Arabic are called العالانات and they can be in the form of questions, commands or exclamations. For example, in the column of the newspaper "Ash-Sharq al-Awsat", an advertisement for a car called "Audi" is an advertisement in the form of a question, and its features are presented to the general public in this way:

هل يمكن الوزن الخفيف أن تعزز الصلابة؟ ("Ash-Sharq al-Awsat", 2017)

Translation: Can light weight increase strength? Since this ad is a car ad, it has the following meaning: There is a world view that the heavier a car is, the more durable and safe it is, but being heavier does not make it faster. That's why Audi was created lightly. Despite its lightness, this car is built to be strong. In this sense, this advertisement in the form of a question refers to the meaning that this car is strong, even if it is light. Also, in Arabic media texts, there are words that are written as they are, that is, they are not represented by Arabic letters. These are: Company names such as EPSON, Ultra Fair are written in this way in Arabic advertising texts. Advertising texts may also consist of various words and phrases:

سوق الجمعة (Friday market)

سوق شامل لكل المنتجات (Market for any type of product)

خصومات و تخفيضات (on sales).

In addition, advertising texts consisting of exclamatory sentences are also common: موبينيل ، إتكلّم من القلب! (itkallim minal qolbi) – Mbinil, speak from the heart!

Arabs also have communication companies like Beeline and UzMobile, one of them is Mobinil communication company. Above is the advertising text prepared for this communication company. The word **تكلم**(itkallim) in this advertising text is the command variant **تكلم**(takallum) of the verb **تكلم** (takallama) in the Arabic literary language, and the dialect form is used. With this, we can see that in Arabic advertising texts, dialects are being introduced (Mayburov N.A, 2003).

Sometimes you come across ads with a sentence similar to the title. The structure of the ad can consist of a title, ad text, the main point of the ad, and a call-to-action at the end. For example:

**موتورولا بالخط! وزن خفيف و سعر أخف! عرض الجوكر – موبايل بالخط.**

The translation of this ad text is: “Motorola with a SIM card! It is light, and the price is even lighter. The Juker program is installed. A phone with a SIM card. In this ad text, the title itself is given as "Motorola bil hotti" to attract people's attention. The main text "Waznun khifif, sirun ahaffu" describes what Motorola Bil Hotti is all about. The next sentence explains the presence of "juker" software. And the last sentence "telephone with SIM card" is a calling sentence (Al-Ahram, 2017).

During the observation of advertising texts, it was concluded that Arabic advertising texts are enriched with metaphors. A strong effort is made to avoid dialects in advertising texts. Mainly in the newspapers published in Saudi Arabia, in particular in the newspaper "Ash-Sharq al-Awsat" they try to protect the Arabic literary language. But despite this, we witnessed the rapid introduction of dialects into Arabic advertising texts through the above example.

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