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EDITORIAL STRATEGIES FOR CONSTRUCTING LEADS BASED ON MATERIALS FROM UZBEKISTAN AND KAZAKHSTAN MEDIA

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Abstract: The article analyzes the editorial aspect of creating leads in online media in Uzbekistan and Kazakhstan. It examines theoretical approaches to defining and classifying leads, as well as their function as an informative and engaging element. In order to improve the effectiveness of news journalism, the paper conducts a comparative analysis of lead construction, examining its structure, linguistic features, and communicative efficiency. Common drawbacks such as headline duplication, syntactic overload, and genre inconsistencies are identified. Based on the content analysis of successful and unsuccessful lead examples, effective editorial approaches are highlighted to improve lead creation.

Keywords: lead, linguistic aspect, structure accuracy, clerical structure, informativeness, syntactic load

1. Introduction

The widespread digitalization of news outlets heightens the challenge of capturing audience attention amid information overload. As modern users encounter a constant stream of news sources competing for their limited attention, it becomes crucial to craft texts that can stand out among numerous alternatives. Consequently, the significance of structural elements in journalistic texts that ensure effective communication with the audience grows. One such element is the lead — the opening paragraph of a news text, which has a dual function: informative and engaging (Suryaningtyas, 2025). The quality of the lead can influence the reader's subsequent decision: whether to explore the content further or to stick to just reading the headline (Shulman, Markowitz, & Rogers, 2024).

The relevance of this research stems from the need to enhance news writing practices. Despite the transition of print media to digital formats, some of the main criteria for news quality remain accuracy, expressiveness, and the structural clarity of the material (Calvo & Torrijos, 2024). This work provides a comparative analysis of leads in online media from Uzbekistan and Kazakhstan, identifying patterns in their construction, primarily focusing on their strengths and weaknesses. In our study, the lead is regarded as an element of composition and communicative impact, since the selection of facts, their order, and stylistic presentation are directly related to models of engaging the reader to read the full text (Yahorau, 2025). Therefore, analyzing the lead offers an opportunity to understand better the mechanisms of news perception by the audience, as well as the factors influencing

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communication effectiveness.

The goal of the research is to identify the features of constructing and editing leads in news texts from Uzbekistan and Kazakhstan, as well as to reveal their strengths and weaknesses. To achieve this goal, the following tasks were formulated:

1. Analyze theoretical approaches to the definition and classification of leads in scientific literature;

2. Conduct a comparative analysis of the structure of leads in online media from Uzbekistan and Kazakhstan;

3. Identify and systematize examples of effective and ineffective lead construction in online media from Uzbekistan and Kazakhstan;

4. Determine the main aspects of editorial work on leads that require improvement.

2.Methodology

The study is based on a unified methodological framework that includes three approaches aimed at a comprehensive analysis of editorial aspects in news leads within the media space of Uzbekistan and Kazakhstan:

1. The compositional-structural method. It enables examining the internal structure of the lead and identifying its structural elements;

2. Content analysis. This method was used to identify and categorize stable linguistic patterns and stylistic devices within the structure of leads;

3. The comparative method. Based on this method, key similarities and differences in approaches to constructing leads were identified and interpreted. Additionally, the strengths and weaknesses of the editorial aspect of the leads were revealed.

The empirical basis of the research consisted of a sample of 20 news leads selected from online media outlets in Uzbekistan: Gazeta.uz, Kun.uz; and Kazakhstan: Tengrinews.kz, Kazinform.

3. Discussion and results

The central object of this study is the lead — a key structural element of journalistic text that serves as an introductory part, immediately conveying the main idea of the material while also attracting the audience's attention (Lenkova, 2023). The term "lead" has an English origin and relates to the verb "to lead," meaning "to guide, to direct," accurately reflecting its function: to lead the reader into the very essence of the material (Timokhina, 2016). The lead should convey the main idea of the headline while also elaborating on it, considering information from the news article itself. In other words, the lead does not simply repeat the information from the headline but aligns with it and adds key details (Nikonova, 2008). Addressing the difference between a lead and a subheading, it

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can be emphasized that traditionally, a subheading primarily supports the headline by clarifying its content. In contrast, the lead additionally reveals the main topic or idea of the entire subsequent text (Álvarez & Pulgarín, 1999). In modern newspapers, especially online media, the lead can function as a "second-order subheading" (Jiang, 2025). M. V. Grigoryan (2007) describes the lead as a simple and straightforward statement consisting of one or two sentences. In news genres, the most preferred lead is the direct lead, which directly introduces the essence of the event.

An ideal lead provides answers to six key questions: Who? What? When? Where? Why? How? The optimal length of a lead is considered to be 30–40 words or 250–350 characters. The lead is understood as the compositionally highlighted first paragraph of a journalistic text, performing a dual function: informational (communicating important facts and answering the six key questions) and engaging (creating interest and encouraging further reading). In M. I. Shostak's work (1997), the multifaceted functions of the lead are highlighted. In the book "Journalism of News," the lead is defined as the "leading part" or "carrying element" of an informational text — the fragment of a news message that not only delivers key information but also engages the reader and sets the tone for the entire subsequent narrative.

In addition, the view of a lead from a typological perspective is offered by A.V. Kolesnichenko, who distinguishes between a direct and a prolonged lead. According to A.V. Kolesnichenko (2008), a direct lead, typical for news, directly reveals the essence of the event, while a prolonged lead employs various narrative techniques (scenic, narrative, anecdotal). A scenic lead emphasizes the event's location; a narrative lead focuses on the event's beginning; and an anecdotal lead focuses on the event or incident as a whole.

Analyzing leads requires a clear understanding of their typological diversity. Therefore, it is essential to compare the approaches of different specialists in lead typology. As mentioned earlier, A.V. Kolesnichenko (2008) distinguishes between direct and prolonged leads. The researcher elaborates on this category, identifying such varieties as: summarizing — which conveys the main content of the event by answering six questions; modified — focuses on 2–3 aspects of the news, usually answering the question "What?" with additional responses to questions like "Who?", "Where?", or "When?"; wrapping — describes several situations at once; split — emphasizes only one event, while subsequent events are mentioned later in the article with their own leads (Kolesnichenko, 2008).

In contrast, a delayed lead postpones delivering key information by using narrative techniques to engage the reader gradually. A.V. Kolesnichenko (2008) categorizes its types

as follows: theatrical — immediately informing the audience about the key moment of the event; narrative — describing the beginning of the event's development; and anecdotal — depicting a completed event.

Notably, this classification also includes a group of undesirable leads, which the author refers to as thematic, interrogative, and quotational, arguing that they are less effective in news genres. Thematic leads are considered unsuccessful because they shift the focus from the essence of the event to the fact of its occurrence, thereby diverting the reader from the key information. The interrogative lead is considered weak because, instead of providing an answer that interests the audience, it merely poses a question. As for the quotational lead, its undesirability is due to the fact that direct speech often conveys the key information less effectively than a concise journalistic statement, and it is only appropriate in cases of exceptionally vivid and intriguing statements (Kolesnichenko, 2008).

An alternative approach to lead classification, which overlaps in many ways, is proposed by M.I. Shostak (1997): the summarizing lead, similar to the generalizing one by A.V. Kolesnichenko; the single-element lead, focused on the central aspect; the combined lead, highlighting many elements at once; the contrast lead, built on opposition; the consequence lead, highlighting the outcomes of an event; and the forecast lead, oriented toward future developments of the situation.

Based on the examined definitions, it can be concluded that the lead is an initial, compositionally distinguished element of journalistic text, serving as the introductory part of the material. Its main function is to convey the essence of the message briefly and clearly, reflecting key facts — who, what, where, when, why, and how. At the same time, the lead performs an engaging function, attracting the audience's attention and motivating further reading. Thus, the lead acts as a link between the headline and the main text.

The practical part of the research focuses on a comparative analysis of news leads in online media outlets in Uzbekistan and Kazakhstan, as well as examining their editorial process. Specifically, it aims to identify effective strategies and shortcomings in editing news story leads. First, we will highlight and systematize examples of successful editorial decisions in online media from both countries. To facilitate practical analysis, these leads are grouped into three key parameters:

1. Structure and informativeness of the lead (does it answer the reader's fundamental questions like "What? Where? When?" Does it start with the main news? Does it include specific details such as numbers, dates, or deadlines?);

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2. Linguistic aspect (the quality of editorial editing in language use: employing professional yet accessible vocabulary, clear syntax);

3. Communicative impact (how much the lead is oriented toward practical benefit for the reader and whether it uses techniques to retain attention: questions, creating an emotional background, intrigue).

3.1. Structure and Informativeness of the lead

The criterion involves analyzing two interconnected aspects: the compositional construction, which emphasizes key information (answers to questions: what happened, who is the subject of the action, where, and when it happened), as well as factual richness, implying the inclusion of specific data such as numbers, dates, names, and deadlines. These elements exclude abstract formulations and provide the reader with direct information. This criterion is based on the fact that these factors are among the important aspects to consider when drafting a lead (Putrayasa & Wendra, 2017). When describing, a headline will be provided first, followed by the lead.

As examples of this criterion, the following news can be cited. The headline from Kun.uz: The presence of rust in hot water was explained in Tashkent. The lead: In several districts of the capital, rusty water was observed in the hot water supply. Veolia explained this as preparation for the heating season and noted that a recalculation would be carried out for consumers who applied based on the relevant document (Sultanov 4, 2025). From the perspective of the chosen criterion, this lead can be considered well-written due to its structural clarity and logical sequence. The first sentence states the fact of the problem itself, while the second logically combines the cause and effect. The headline from Gazeta.uz: A new category of driver's license is being introduced for moped and scooter operation, training is being canceled. The lead: Starting January 1, Uzbekistan, by government decision, will introduce a subcategory of the driver's license 'A1' for operating mopeds and scooters. Training at driving schools will no longer be mandatory for this. Holders of licenses in categories 'A', 'B', 'C', and 'D' are permitted to operate mopeds and scooters (A new category, 2025). This lead demonstrates exemplary informational richness and logical sequence. Three simple sentences consecutively reveal all key aspects of the news: what is being introduced (subcategory 'A1'), when it happens (January 1), how the procedure is changing (training... no longer mandatory), and who is exempt from the new regulation.

The headline from Tengrinews.kz: Foreign marketplaces are being given a condition in Kazakhstan – otherwise, they will be blocked. The lead: The State Revenue Committee announced that

foreign marketplaces are required to register in Kazakhstan and pay VAT — otherwise, they will not be able to operate. (Dusengulova, 2025). The leader is structurally clear, and in its first part, the main requirement is stated (must register... and pay VAT), while in the second part, separated by a dash, the direct consequence of non-compliance is formulated (they will not be able to operate). The headline from Kazinform: Kyrgyzstan is strengthening measures to fight domestic violence. The lead: President of Kyrgyzstan Sadyr Japarov signed a law that provides for stricter punishment for offenses related to domestic violence (Abdrakhmanova 1, 2025). The headline follows a standard legislative news format, providing sufficient informational content: the subject (the president), the action (signed), the object (the law), and clarification of the headline's main point (strengthening measures). How exactly was it strengthened? Through a law, the details of which are described in the news article itself.

3.2. Linguistic Aspect
Linguistic Aspect involves a comprehensive analysis of the language execution of the text. This parameter evaluates components such as the accuracy of lexical choice appropriate to the topic of the message and the level of preparedness of the target audience; syntactic construction that ensures clarity, logical connections between components of the statement, and ease of comprehension; as well as overall stylistic harmony, which excludes unwarranted mixing of registers (for example, official-business and conversational) and the use of bureaucratese or excessive emotional constructions. All of these aspects are directly related to the effectiveness of news leads (Gligorić, Lifchits et al, 2021).

The following leads can be considered representative examples of the lead linguistic. The headline from Gazeta.uz: Uzbekistan's GDP increased by 7.6% over 9 months. The lead: Data from the National Statistics Committee indicates that the economy of Uzbekistan grew by 7.2% in January-September. The main growth dynamics are forming in the consumer sectors and construction. (Povarov, 2025). The syntax is clear: two sentences are logically connected, with the second revealing a causal relationship, ensuring smoothness and completeness in the presentation. However, despite the good linguistic structure, it should be noted that from a factual standpoint, there is a discrepancy in the numbers between the headline (7.6%) and the lead (7.2%). It is the editor's responsibility, in addition to checking the linguistic, to pay close attention to the facts. The headline from Gazeta.uz: "The number of banks is not the main thing — competition is important" — head of the Central Bank of Uzbekistan. The lead: In the Uzbek financial market, there is not enough competition

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despite the presence of a large number of banks, stated the head of the Central Bank, Timur Ishmetov. The regulator plans to change the situation by supporting fintech companies, allowing them to launch certain banking products, and by developing Islamic finance. (The number, 2025). The syntax of the first sentence is more concise than that of the second and presents the problem without overloading the text. The second sentence is a detailed complex that logically lists the areas of activity. At the same time, its structure remains clear and easily divisible thanks to the correct use of a participial phrase and coordinating conjunctions.

The headline from Kazinform: A rare find for the region: a dinosaur skull discovered in Tajikistan. The lead: Russian paleontologists discovered a fragment of the skull of a duck-billed dinosaur in Tajikistan (Dzhanibekov, 2025). This lead exemplifies conciseness and terminological precision in popular science discourse. The lack of familiarity with a professional term does not hinder understanding of the news itself. A simple, non-complex sentence contains all the necessary information, arranged in the classic sequence of 'subject-action-object-place'. The headline from Kazinform: Parliamentary elections in Kyrgyzstan: one party drops out of the race. The lead: The political party 'Kyrk Uuz' refused to participate in the early elections of the Jogorku Kenesh deputies. (Abdrakhmanova 2, 2025). Another example of a concise lead with simple, uncluttered syntax, providing all necessary answers and conveying complete meaning.

3.3. Communicative impact

The last parameter considers the lead not only as a source of information but also as a way to actively influence the audience, forming a stable communicative connection. Techniques such as generating intrigue, using questions, and gradually shifting information from general to specific are employed to enhance its significance. It also evaluates how much the lead's text is oriented toward the practical benefit for the reader (Pöttker, 2003).

The following leads will serve as examples. The headline from Kun.uz: The price of meat has reached a record high. What is the reason? The lead: The average cost of one kilogram of beef worldwide has risen to $6.90, which is an all-time record. In Uzbekistan, the increase in meat prices is three times higher than the annual inflation rate. What are the reasons for such a price surge? (Sultanov 3, 2025). This lead employs two techniques to create a communicative effect. First, a gradation technique is applied: the reader is initially shown a global trend, which enhances the problem's greater scale and significance, and then a 'shocking' context is presented (three times higher). Second, the final question (What are the reasons...?) plays a crucial role: it shifts the reader from a passive recipient of information to an active

participant, engaging them in a joint search with the journalist for an answer and providing an incentive to read the main text.

The headline from Gazeta.uz: A new category of driver's license is being introduced for moped and scooter operation, training is being canceled. The lead: Starting January 1, Uzbekistan, by government decision, will introduce a subcategory of the driver's license 'A1' for operating mopeds and scooters. Training at driving schools will no longer be mandatory for this. Holders of licenses in categories 'A', 'B', 'C', and 'D' are permitted to operate mopeds and scooters (A new category, 2025). This lead not only announces the innovation but also consistently and thoroughly addresses potential questions from the target audience: 'What do I need to do?' (obtain subcategory 'A1'), 'Will the process be simplified?' (training is canceled), and 'Does this affect me personally?' (all who already have driving rights are included). This approach transforms the lead from just an informational message into a direct call to action, maximizing its practical value for the reader.

The headline from Tengrinews.kz: They were expecting a school, but will get a climbing gym: residents of Almaty complain about another construction project. The lead: Residents of one of Almaty's upscale neighborhoods are outraged: a climbing gym is being built just a few meters from their homes. A pit has been dug right up to the properties—some fences have collapsed, and cracks have appeared in the walls. The residents believe that the construction is in violation of the city's Master Plan. (Silem, 2025). The lead is built on creating a strong emotional background and a sense of presence. Using negatively connoted vocabulary like 'outraged', 'collapsed', and 'cracks' not only informs about the problem but also evokes an emotional response from the reader. The consistent buildup of details — from the construction fact to its physical consequences and then to the legal conflict — creates a tense narrative structure that maintains attention throughout the lead. The headline from Tengrinews.kz: Foreign marketplaces are being given a condition in Kazakhstan – otherwise, they will be blocked. The lead: The State Revenue Committee announced that foreign marketplaces are required to register in Kazakhstan and pay VAT — otherwise, they will not be able to operate. (Dusengulova, 2025). The communicative effect here is achieved through the use of contrast and the creation of a direct cause-and-effect relationship that has the character of an ultimatum. The construction 'must... — otherwise they will not be able to' is a stylistic device that instantly conveys to the audience (both the marketplaces themselves and the consumers dependent on them) the inevitability and seriousness of the situation. This generates a sense of the news's importance and its potential impact on the

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market, prompting readers to continue reading for more details.

The analysis of successful news leads indicates that the primary focus during editing should be on structural clarity, factual accuracy, linguistic clarity, and the overall communicative orientation of the text. Collectively, these factors contribute to achieving the primary goal — delivering the news to the audience in the most effective and balanced manner.

The next step in the research involves examining weaknesses in lead writing from an editorial perspective. To systematize the identified issues, a classification is proposed based on the following three parameters:

1. Informational and compositional mistakes (the lead fails to serve its main role — to provide new, additional, and valuable information);

2. Linguistic, stylistic, and syntactic mistakes (poor readability of the lead due to language overload, ineffective style, bureaucratese, or tautology);

3. Genre-structural and functional inconsistencies (shift from the news genre, analysis, or announcement).

3.4. informational-compositional mistakes

The parameter describes a set of violations where the lead does not perform its primary function, demonstrating structural and substantive flaws. The key manifestations of this parameter include tautological duplication of the headline, substitution of an informative message with a formal announcement, and creating false intrigue instead of presenting facts. These errors result in a message lacking information, confusing the reader, and decreasing the news' practical value (Kelly, Knight, et al, 2003). In the analysis below, leads will be examined in accordance with their headlines, and then, considering the full news texts, recommendations for their improvement will be provided.

The headline from Kun.uz: The EU has ceased issuing Schengen multiple-entry visas to Russian citizens. The lead: Russian citizens will no longer be able to obtain multiple Schengen visas. This was announced by the European Commission, noting that Russians will now need to apply for a new visa each time they enter the European Union countries (Haidaraliyev, 2025). The first sentence of the lead does not provide the recipient with a single new piece of information compared to the headline, duplicating already known information. The second sentence, although it contains some development of the topic, remains overly general, failing to explain the reasons for the decision (answering the question 'why?'), specify the implementation dates (answering the question 'when?'), or identify possible exceptions. Based on the text of the news article itself, the lead can be improved

as follows: 1) eliminate repetition of the headline and add new factual information — the reasons for the decision, the logic of the European Commission, and the essence of the changes; 2) indicate the presence of exceptions to engage the reader with details that are revealed in the main text.

The headline from Tengrinews.kz: Louvre Robbery: 5 more people detained, but the jewelry was not found. The lead: In France, five more suspects in the Louvre robbery have been detained (Imamniazov, 2025). The lead repeats the first part of the headline, paraphrasing it, but completely ignores the second, which is the most significant in terms of developing the news story. The headline creates a clear two-component structure: the action (detention) and its result (failure in the search for jewelry). When the reader moves from the headline to the lead, they do not receive new information; on the contrary, they encounter a reduction of an already known fact. The lead can be strengthened by: 1) creating tension, considering the negative aspects of the event (mass arrests have taken place, but the investigation remains at a dead end due to the absence of stolen jewelry); 2) focusing on the context — simultaneous arrests, preliminary confessions, and lack of data on the suspects' profiles.

3.5. Linguistic, stylistic, and syntactic mistakes

The focus on violations of language norms and syntactic construction of the text, which directly reduce its readability, hinders information perception and creates a negative user experience. The essence of errors within this parameter lies in ineffective, overloaded, or stylistically inappropriate ways of presenting information. Key manifestations include: syntactic overload, expressed in the use of excessively complex grammatical structures; lexical clutter with bureaucratic jargon and clichés that are not characteristic of journalistic style; as well as tautological repetitions that carry no semantic load and unnecessarily consume the reader's attention (Lassan, 2020).

As a characteristic indicator of the manifestation of this criterion, the following examples can be cited. The headline from Kun.uz: In the Muzrabatsky district, an architect and the head of the construction and housing and communal services department were detained. The lead: An architect of an LLC specializing in construction design, gaining the trust of a resident of the Muzrabatsky district, fraudulently demanded 17 million sums for 'unimpeded' approval of the project documentation in the relevant organizations for an unfinished non-residential building owned by the citizen (Sultanov 1, 2025). First of all, the style of the text is overloaded with bureaucratic language and cumbersome case constructions, which are common in official documents but not

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in news reports. Additionally, the lead is not broken into parts, resulting in a single, hard-to-read sentence. Considering the quick reading pace of news viewers, the effectiveness of such a lead significantly decreases. Suggestions for improving the lead include: 1) simplify the syntax for easier reading; 2) split the lead into two sentences; 3) remove unnecessary details.

Similar stylistic issues are also present in materials from the Kazakhstan media. For example, the headline from Kazinform: Kazakhstan sets a practical tone in the 'CA – Russia' dialogue – expert. The lead: The second-ever Central Asia–Russia summit confirmed the systemic nature of the dialogue and the commitment to deepening pragmatic cooperation. Following the meeting, a work plan through 2027 was adopted, and the reported growth in trade turnover, which surpassed $45 billion, underscored the economic foundation of the partnership. About the key outcomes of the summit, the region's growing agency, and the role Kazakhstan plays in these processes (Tasmaganbetova, 2025). The first sentence is overloaded with abstract vocabulary, such as 'systemic nature of the dialogue' and 'deepening pragmatic cooperation,' which do not convey specific facts but instead offer a general, difficult-to-verify assessment. However, the second sentence corrects this and contains more concrete information regarding the news. For this reason, such a lead does not require a complete overhaul; to be more effective, it is recommended to focus on specifics that will be more useful and interesting to the reader.

3.6. Genre-structural and functional inconsistencies

The last criterion is characterized by its deviation from the core principles of the news genre in favor of related formats, such as analysis, expert commentary, or formal announcements. The primary task of a news lead is to quickly and accurately inform the reader about a completed event, answering the key journalistic questions that arise. However, when genre shifts occur, the informational function is replaced with an announcing or interpretative-analytical one (Harcup & O'Neill, 2016).

Examples of such mistakes can be the following materials. The headline from Kun.uz: The embassy in Singapore issued a warning for Uzbeks. The lead: Uzbeks currently in Singapore or planning a trip to this country should familiarize themselves with this document (Sultanov 2, 2025). This lead is mostly a basic announcement, completely lacking informational content. It does not address any of the key questions: what is the core of the warning, what specific risks or new rules does it emphasize, and why was it issued at this particular time? Its function is limited to formally indicating the existence of some document without providing relevant additional details. The lead should be improved by: 1) clearly stating the primary purpose of the warning and the key

risks for citizens, such as increased penalties for vapes, including prison time and high fines; 2) briefly specifying which measures have come into effect, who they affect, and why the embassy's warning is important. This approach will add informativeness — making it clear to the readers that it is not just a 'document,' but one with severe sanctions.

The headline from Kazinform: $4.2 billion: what is behind the KTZ contract with Wabtec. The lead: The national company "Kazakhstan Temir Zholy" (KTZ) provided a detailed explanation regarding the agreement with the American company Wabtec worth $4.2 billion in response to an official request from the Kazinform agency (Esenalieva, 2025). The lead demonstrates a functional inconsistency. The headline suggests an extended explanation of the essence of the deal: its parameters, motives, consequences, benefits, and contentious points. The reader expects the lead to continue in this direction — highlighting the key intrigue or subject of the deal. However, although the lead clarifies what the news article will be about, it shifts the focus: it does not create proper interest or motivation to read, nor does it reveal or supplement the headline (for example, the content of the contract or reasons for its conclusion), but merely reports the fact that KTZ provided clarification, which was already clear from the headline. In news standards, such wording is considered functionally weakened because it does not fulfill the main purpose of the lead — to convey the essence of the news by expanding on the headline, rather than just repeating it. Additionally, it fails to motivate the reader to continue reading the full text. The lead can briefly highlight the controversial point — for example, suspicions of an inflated price — and hint that the company has revealed key details explaining the final amount. This will allow you to supplement the headline, expand its context, and generate interest in further analysis.

4. Conclusion

Analysis of leads in news texts from online media in Uzbekistan and Kazakhstan has allowed for generalizing key patterns in their construction and identifying factors that directly influence the qualitative characteristics of the initial news segment. The integration of compositional-structural analysis, content analysis, and the comparative method provided a comprehensive view of the features of the implementation of the informational, linguistic, and communicative components of leads, enabling the systematization of the identified trends and clarification of the parameters of the effectiveness of this element of news texts.

The results obtained demonstrate that a qualitative lead is formed through information compression, linguistic purity,

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and communicative orientation. Communicative orientation is enhanced through the use of intrigue techniques, structured, gradual presentation, and a focus on practical significance, which increase the text's appeal to users and promote effective signal transmission in the digital environment. Deficiencies that reduce lead quality have been identified, such as tautology in relation to the headline, excessive syntactic load, bureaucratism, and functional mismatches.

The theoretical significance of the research lies in clarifying the criteria for analyzing and evaluating leads at the intersection of compositional, linguistic, and communicative parameters, which broadens the methodological scope of studying news discourse in online media.

The practical significance lies in the applicability of the conclusions to improve the efficiency of editorial procedures aimed at optimizing the structure and language of news texts, as well as enhancing the readability and functional accuracy of leads in operational journalism.

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РЕДАКТОРСКИЕ СТРАТЕГИИ ПОСТРОЕНИЯ ЛИДОВ НА МАТЕРИАЛЕ УЗБЕКИСТАНСКИХ И КАЗАХСТАНСКИХ СМИ

Аннотация: Статья посвящена анализу редакторского аспекта в создании лидов на основе онлайн-СМИ Узбекистана и Казахстана. Исследуются теоретические подходы к определению и классификации лидов, а также их функции как информативного и вовлекающего элемента. Для повышения эффективности новостной журналистики проводится сравнительный анализ построения лидов по критериям структуры, лингвистики и коммуникативной эффективности, а также подчеркиваются типичные ошибки: дублирование заголовка, синтаксическая перегруженность, жанровые несоответствия. На основе контент-анализа успешных и неудачных примеров лидов выявляются эффективные редакторские стратегии по улучшению лидов.

Ключевые слова: лид, лингвистический аспект, структурная четкость, канцеляризмы, информативность, синтаксическая перегруженность

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O'ZBEKISTON VA QOZOG'ISTON OMMAVIY AXBOROT VOSITALARI MATERIALLARIDA LID TUZISHNING TAHRIRIY STRATEGIYALARI

Annotatsiya: Maqola O'zbekiston va Qozog'iston onlayn ommaviy axborot vositalari asosida lidlarni yaratishda muharrirlik jihatini tahlil qilishga bag'ishlangan. Lidlarni aniqlash va tasniflashga nazariy yondashuvlar, shuningdek, ularning ma'lumot beruvchi va jalb qiluvchi element sifatidagi vazifalari o'rganilmoqda. Yangiliklar jurnalistikasining samaradorligini oshirish uchun tuzilma, lingvistika va kommunikativ samaradorlik mezonlari bo'yicha lidlarni qurishning qiyosiy tahlili o'tkaziladi, shuningdek, odatiy xatolar ta'kidlanadi: sarlavhaning takrorlanishi, sintaktik ortiqcha yuk, janr nomutanosibligi. Muvaffaqiyatli va muvaffaqiyatsiz ehtimoliy mijozlarning kontent tahlili asosida ehtimoliy mijozlarni yaxshilash uchun samarali muharrirlik strategiyalari aniqlanadi.

Kalit so'zlar: lid, lingvistik aspekt, strukturaviy aniqlik, kanselyarizmlar, informativlik, sintaktik ortiqchalik

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