

PROBLEMS AND PROSPECTS OF FORMING SPELLING SKILLS  
IN SCHOOL STUDENTS WITH VISUAL DISABILITIES IN  
UZBEKISTAN

**Abstract:** In this article, problems related to the formation of skills related to the correct pronunciation of English words in schoolchildren with visual disabilities in Uzbekistan are studied through the interview method. In this case, there is a lack of literature in Braille, differences arising in connection with the writing and pronunciation of words in Uzbek and English, confusion arising from similarities and differences between the English alphabet based on Braille and the Uzbek alphabet in Latin graphics, lack of educational materials, preparation of basic and additional educational literature. special attention is paid to the analysis of such problems as the difficulties associated with the same category of students, such as psychological difficulties in learning the English language.

**Key words:** English-Uzbek dictionary, Braille, spelling, education, "Nurli Maskan" specialized boarding school, special printer, visually impaired person, reading, writing, contact book, audio.

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## EFFECTIVE PRINCIPLES FOR CREATING MEDIA TEXT

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**Abstract:** The article studies the concept of a media text, the most important rules for creating a media text, specific principles of its composition and arrangement, and the construction of the linguistic structure of media texts according to functional communicative laws.

**Key words:** media text, addressee, context, public communication, language construction, style, article, genre.

### 1. Introduction and Hypothesis

In the conditions of modern reality with a significant amount happening in the world events and the need to form a complete understanding of them, the role of mass media is increasing owl information. There is no doubt that what exactly the media in their in various forms contribute to the formation in the minds of listeners, viewers and readers not only a holistic picture of events in all its diversity, but also value assessment occurs walking and definite attitude towards various problems of social, political and cultural of a different nature (Vasilenko, 2021).

It is known that media text is the main means of expression in the modern media world, and when creating it, a number of rules and requirements must be observed. In connection with the development of the modern media sphere, the Internet and the media are considered not only as a communication tool, but also as a tool for manipulating public opinion. In these tools, the process of expressing thoughts is carried out primarily through linguistic means, i.e. media text.

Currently, the media text will have the main status in the fields of media linguistics, media culture, media education - new areas of linguo-philosophical and pedagogical science. Important features of the media text are manifested in:

A media text can be considered, firstly, as a text «in the universal, classical understanding of this concept» (Misonzhnikov, 2012), secondly, as a unique type of text, unlike texts in other spheres of communication (scientific, artistic, etc.), and thirdly, as an accumulated product of the media - each of them represents journalistic, advertising and PR texts that have certain characteristics. Nevertheless, in modern media linguistics the text also includes speech.

The concept of media text is currently used in communication science, journalism theory, sociology and other fields to describe the actual reality in modern society. In a certain sense, the concept of «media text» is distinguished by a variety of forms

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media text  
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and characteristics. For example, journalistic text, advertising text, Internet text are classified by type and type, genre and form, but they are all presented as media text.

The text may have one author or be collective, depending on the method of its creation. We can provide any authored media for text attributed to the author. For example, an article by a TV presenter or a report by a correspondent. As an example of a collective text, one can cite information from news agencies (UzAA, ITAR-TASS, Air Force, etc.), the author of which is not indicated.

According to their form, media texts are divided into verbal and non-verbal (for example, photographs) and mixed (creolized) types. Of these, mixed media texts are the most common. Such media texts consist of two distinct systems of verbal and non-verbal signs, which differ from the natural form of language. Mixed types of media texts include comics, caricatures, and advertising texts. Currently, the mixed type of media text is widely used in print media. In essence, television and Internet texts are mixed texts.

## 2. Methods and Materials

Theoretical views on effective principles of creating media text J. Mamedov, E. Oruchov, S. Isaev, A. Boboeva, Sh. Abdusaidov, A. Shomaksudov, I. Toshaliyev, G. Irnazarov, G. Bakieva. The research included scientific and practically studied by M. Teshabayeva, M. Israil, P. Allamberganova, B. Dostkoraev, M. Khudoykulov, Y. Mamatova, S. Arifkhanova, A. Nurmatov, N. Toshpolatova, N. Muratova and other journalists and philologists.

A number of studies on the study of media texts have been carried out in the CIS countries. V. Kostomarov, G. Solganik, D. Rosenthal, E. Alieva, Y. Antonova, M. Zheltukhina, I. Zhukov, E. Pokrovskaya, T. Dobrosklonskaya, M. Dushkaeva, M. Bakhtin, G. Vinokur, M. Vinokur, M. Volodina, I. Galperin studies the language and style of the media.

Western experts Lauren Kessler, Duncan MacDonald, Colin McFarlane, H. Jones, Sylvia Jaworska, Erhan Aslan, Nazmi Avcı, S. Ozerkan, Y. Yurdigullar drew attention to the scientific and theoretical study of the linguistic features of media texts, genre and methodological aspects, effective principles of creating media text.

To cover the topic of the scientific article, theoretical (analytical-synthetic, compositional-typological, content analysis), comparative, classification and descriptive methods were used.

## 3. Results

When creating media texts, the author actually asks the question

«what?», «about what?», «how?», «to whom?» and must answer the questions «why?» (Maidanova, Kalganova, 2006).

According to modern text theory and the rules of psycholinguistics, the creation of a text consists of several stages:

First stage. Impulse, that is, usually some information causes the creation of a media text. In the process of obtaining this information, the writer thinks about what he wants to talk about and what is new, that is, about the meaning of the text. Some linguists call this stage «primary semantic writing». It is here that the general meaning of the future text is determined. When the content of the work becomes more refined during the work, a certain part of the ideas and facts is necessary already at the initial stage of creation. Existing and new information (topic and rheme, what to talk about and what to talk about) create a meaningful framework for the future message and ensure its meaningful connection (coherence) (Luria, 1969).

The next stage is to consistently form and reflect the idea, reflect on the content of the text. It is at this stage that the author needs to take into account the factor of the «addressee» and resolve questions about who and what the text is addressed to and how his relationship with the addressee arises: «The writer must imagine who he is addressing in his imagination, how this person will react to the message» (Luria, 1969). And here it is important that the text, reflecting the external, real communicative situation, has its own internal author and addressee (Maidanova, Kalganova, 2006).

Expressing text through language. At this stage, a compositional and linguistic plan of the work is drawn up. Due to the fact that the written text is formed in the correct sequence, the writer himself determines where to start, in what sequence and according to what logical rules to convey information, and how to end the text. He must know the basic categories and rules of the text (connection, disconnection, modality, retrospection (the reader returning to previous information) and prospectivity (moving forward), etc.). «The message must be created in such a way that the person reading it can understand the internal meaning through external speech» (Luria, 1969). They determine the choice of linguistic units.

Another question arises: what is the connection between genre and these stages of text creation and at what stage does the author think about genre? According to L.M. Maidanova: the author may not even think about the genre, «the genre directs his activity at the very beginning of work on the text» (2006). In fact, the source information itself may be genre-specific. If it is structured according to a descriptive and logical scheme, it can be used as a review or promotional article. If the topic is an event,

then it can be classified into the genres of reporting, news, and investigative journalism. A unifying logical scheme underlies analytical genres (problem article, analytical commentary, etc.).

An effective media text must contain at least one of the following elements:

- Impact force. The consequences depend on how many people were involved in the incident, how many people were injured, how many cars were damaged, etc. The greater the number, the greater the impact of the event.

- Proximity. The closer the audience is to the event, the stronger its interest in it.

- Given at the right time. The latest news is always better than news from, say, a week ago. Therefore, it is advisable to transmit the message while it is fresh.

- Popularity. The public tends to care more about celebrities and are more interested in information about them.

- News. If an event is unique, rare, once in a lifetime, or occurs for the last time, its significance is much greater than events that are repeated constantly.

- Conflict (conflict). News about war, politics, and crimes have always found their place in the news.

- Payment. News can be relevant as long as it is interesting to the reader. Isn't this information that he is not interested in news?

- Information you need in life. He is always interested in the information he can give to the reader.

- Be interesting to people. If everyone is talking about it, then it might be news. Although he is slower to respond to other demands, if he has caught people's attention, the news will be at the forefront of the news.

The most important rules when creating text are accuracy, simplicity and conciseness.

Clarity. An article can be interesting and compelling, but if it contains errors, it becomes irrelevant. It is unforgivable for the media to spread false news. This is also provided by law. The public should always receive objective and accurate information. This condition is important in the development of democracy. If the public does not trust the impartiality of the media, it may also not trust democracy. It is always necessary to check the information and only then start writing an article. Clarity is the key to success.

Secondly, emphasis on brevity. Each word in the article has its own function, otherwise it should be deleted. Remember the shape of an inverted pyramid. The main thing is that it is in the first row. After attracting the reader's attention through a lead, they try to give the most important information in the first line, starting with the next.

Concreteness manifests itself even before the text is created. Londalik intends to report. The author must have a clear idea of the information he wants to convey. Only then can information be conveyed to the reader clearly and concisely. The story should not raise suspicious questions in the reader. Jargon should be avoided. You need to try to reveal something unusual to people. The more information the author has, the more information he has to edit and extract the essentials.

The Five Ws (Who, What, When, Where, Why).

Each news item must answer five questions. These questions are: Who?, What?, When?, Where?, Why? How in some cases? These are questions you can answer in the rest of the article rather than in the chapter itself. In fact, it should be placed in the first chapter or the section closest to it. After writing the article, ask yourself these questions again and make sure the article answers (Bill Parks, 2015).

American journalist and author Roy Peter Clark wrote the book «50 Rules of Writing» to develop a model version of writing. In his words, «...I realized that writing techniques developed a hundred years ago cannot be used as the basis for writing an article that will impress readers today, so I realized that this issue needs to be thought about completely» (Bill Parks, 2015).

Later, 50 methods were reduced to 20, and 10 rules were developed for those who are just learning to write:

1. The possessive and participial forms must come at the beginning of the sentence. This design serves to make the text understandable from the very beginning.

2. Use the simple form of the verb in the past and present tense. Strong verbs have a strong effect.

3. Try not to use cases. Essentially, they just repeat the verb. For example, if instead of «The explosion completely destroyed the church» you write «The explosion destroyed the church», the meaning will not change.

4. Place strong words at the beginning and end of sentences. Try using fewer commas and punctuation marks. When you put an end to it, thought temporarily stops. Read the next sentence more carefully. For example, «Three major events happened yesterday—the death of a senator, a helicopter crash, and a tragedy at a private school». Now compare the same words: «Three main events happened yesterday. Death of a senator. Helicopter crash. Tragedy at a private school». Which of these statements resonated with you the most?

5. Help him pronounce the words as best he can. Don't reuse expressive words. This quickly tires the student and does not give the desired effect.

6. Use words correctly. Even a simple word can have power



if used correctly. Choose words that match the style of the text.

7. Pay attention to the smallest details. Because they (be it a puppy's name or people's clothes) can completely create the atmosphere of the event, thereby increasing reader interest and trust.

8. Avoid «creative clichés». Look for original options.

9. Value simplicity. Use simple, general words instead of technical words and words of limited use.

10. Every news is connected with a story. So, learn more about Legacy of the Past: History, Novel, Myth and More. Only then will you be able to clearly, romantically, poetically (mythologically) explain the event that is happening.

According to Roy, these are methods that a journalist can use, but not the law.

The most basic rule of a journalist is to write in your own style. Not like others. Only then will you be able to win the respect and love of your students.

There are certain principles for creating a media text, features of its composition and arrangement. The author, first of all, chooses the basis and volume of information, as well as the method of its expression based on the needs of the reader (audience) of the text, taking into account students of the type of publication. Accordingly, it refers to the principles of constructing oral discourse, constructing written discourse, or a mixture of both. A unique method arises at the basis of constructing a media text based on the principle of oral speech:

- 1) the context is used as much as possible;
- 2) semantic connections are not fixed — they are imagined;
- 3) from phraseological units and changes in word order;
- 4) introductions and forms of address characteristic of oral speech are used. In short, an attempt is made to create an image of oral speech.

According to the way reality is described, there are types such as story, image, opinion, definition, recommendation, discussion. In press text, these methods of presentation are often mixed. In practice, there is often a mixed use of these two principles. In public communication:

- 1) regular rhythmic text;
- 2) stylized (stylized) imitative text (less common);
- 3) mixed texts are used freely.

### **Discussion**

The construction of the text is based on the rules of relational and ideological gradualism (dynamics) and understanding (decoding). In the process of communication, stable patterns and rhythmic structures of language undergo various changes and are rebuilt.

The text is constructed from the point of view of transmitting and understanding information, and not from a system of language rules.

The linguistic structure of media texts is built and organized according to functional communicative laws. Therefore, a certain content-logical part of the text can be expressed not only in the form of a sentence, but also in the form of a word, word form, word system or phrase. He took out a peach. Recently disabled. Ice cream style. Therefore, it is natural that the sentence in the text does not have the structure of rules recommended in grammar textbooks; it is divided into independent parts and changed. After all, when an expression (text or phrase) adapts to the content and purpose of the communication situation in which it is used, stable linguistic means undergo a process of textual changes. This is not a phenomenon contrary to the nature of language. Language is a unique phenomenon that self-regulates when composing text in various communication situations and thereby adapts to the needs of speech. Text (speech in general) is a linguistic work; not a code (symbol), but a coded message, information. Text is a chain of coherent speech, sentences are its links. These rings are not the same in size, shape and structure. However, a certain connection (expression) is involved in a specific text structure as its only possibility (form, meaning), and a stable and unchanging language undergoes various changes in the course of communication. Residents of Kalam must have a good sense of this nature and be able to correctly and beautifully use these qualities in their work.

The requirement to accurately convey the transmitted information to the addressee and accurately (adequately) understand it requires the journalist not only to correctly select the means of expression in the text, but also to place them in accordance with the purpose. This requirement is realized through such speech actions as adding, dividing, zooming in or out, aligning or deleting, adding, renaming, repeating text elements. Such actions can become the basis for saying that the construction of the text has its own progressive communicative grammar. Communication linguistics is interested in these aspects. Knowledge in this area is very useful for improving the culture and skills of journalistic communication. Compiling, changing, and improving text areas are modern methods of planning communication, translating information into text expression, and the process of influencing the reader (Toshaliyev, Abdusattorov, 2006).

#### **4. Conclusions**

When creating a text, a journalist strives to transform speech notations into grammatically correct, understandable speech. The clarity of the author's text can only be achieved through the use of grammatically correct text and understandable words. Thus,



we can find out the specific ways of forming journalistic texts, and to what extent the texts create the necessary conditions for the successful transmission of internal clear logic. Some types of journalistic text are considered as an object of analysis from the point of view of journalistic skill, compliance with genre criteria and the grammar of a particular language.

Journalists are interested in text linguistics as a science that deals with the creation of text, modeling its structure and studying this process of activity. This is due to the fact that linguists describe the current state of a living language on the basis of a wide range of linguistic and speech traditions and on the basis of various factors.

Creating a media text is a complex process, and the author must meet a number of requirements. These range from the type of audience the text is aimed at to the author's ability to use language tools.

There are certain principles for creating a media text, features of its composition and arrangement. The author, first of all, chooses the basis and volume of information, as well as the method of its expression based on the needs of the reader (audience) of the text, taking into account students of the type of publication. Accordingly, it refers to the principles of constructing oral discourse, constructing written discourse, or a mixture of both. The linguistic structure of media texts is built and organized according to functional communicative laws.

The effectiveness of communication is related to the level of impact on the listener or reader through the appropriate choice and use of linguistic means.

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