

STRUCTURAL FEATURES OF PUBLICISTIC TEXT

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<https://doi.org/10.5281/zenodo.15549650>

Abstract. Publicistic texts, which encompass journalistic articles, opinion pieces, and editorials, are characterized by their unique structural features that aim to inform, persuade, or provoke public discourse. Among these features, cohesion and coherence play a central role in ensuring clarity, readability, and the effectiveness of communication. This article explores the linguistic mechanisms of cohesion—such as connectives, referencing, and lexical repetition—and the logical strategies that underpin coherence, including topic development, consistency of tone, and argumentative progression. By analyzing these aspects in detail and providing examples from publicistic writing, the study underscores how cohesion and coherence contribute to the overall communicative function and impact of publicistic discourse. The findings highlight the importance of structural organization and the deliberate use of linking devices in producing clear, engaging, and persuasive public texts.

Keywords: Publicistic text, cohesion, coherence, connectives, referencing, structural features, linking words, journalistic writing, discourse analysis, textual unity

Introduction. Publicistic texts, often found in newspapers, magazines, speeches, blogs, and other media platforms, serve as a vital link between information dissemination and public opinion formation. Unlike purely informative or literary genres, publicistic texts combine elements of both, aiming not only to inform but also to influence, persuade, and engage readers. Therefore, understanding the structural features of publicistic texts is essential for comprehending how they function rhetorically and linguistically. To begin with, publicistic texts typically follow a flexible but recognizable structural pattern. This structure often includes the following components:

- Headline or Title
- Lead or Introduction
- Body (Main Content)
- Conclusion or Call to Action [3, 69-71].

Each of these parts plays a unique role. Firstly, the headline serves as a crucial attention-grabbing device. It must be concise, engaging, and informative. For instance, headlines in journalism often use bold or sensational wording to catch the reader's eye. Secondly, the lead paragraph introduces the main topic and gives the reader a reason to continue reading. In many cases, especially in



journalism, the lead follows the inverted pyramid model, where the most essential information comes first, followed by supporting details. Thirdly, the body of the publicistic text elaborates on the main idea through arguments, examples, evidence, or commentary. This section is usually divided into short paragraphs for readability. Transitional phrases such as “in addition,” “however,” “for example,” and “moreover” are commonly used to maintain logical flow. Finally, the conclusion often summarizes the key message or urges the reader to take action. Depending on the purpose, it may end with a rhetorical question, a call for awareness, or a direct appeal.

Besides its structure, the style of a publicistic text plays an important role in shaping its message. One of the defining traits is the combination of objective information and subjective commentary. Unlike academic texts that focus solely on facts, publicistic texts frequently incorporate opinions, evaluations, and rhetorical devices. For example, metaphors, similes, rhetorical questions, parallel constructions, and emotive language are widely used. These stylistic tools enhance the expressive power of the text and help in establishing a connection with the audience. Furthermore, publicistic texts maintain a balance between formal and informal language. While they generally avoid slang or overly colloquial expressions, they aim to remain accessible to a broad audience. Hence, sentence structures are usually simple and direct. This feature distinguishes publicistic texts from highly technical or literary writing. In addition, personal pronouns like “we”, “you”, and “I” are often used, especially in editorials, opinion pieces, or speeches, to create a sense of intimacy and involvement. This personalization makes the content more relatable and persuasive.

From a functional perspective, the structure of publicistic texts is shaped by their primary communicative purposes: to inform, to persuade, and to shape public opinion. To illustrate, a newspaper article on climate change aims not only to present the facts but also to raise awareness, prompt concern, and potentially influence political or social behavior. Consequently, its structure is designed to reinforce the urgency and relevance of the issue. Similarly, in political speeches, structural elements are used strategically to build arguments, emphasize key points, and evoke emotional responses. Repetition, tripling, and contrastive structures (e.g., “not this, but that”) are common techniques for emphasizing messages and aiding memorability. Therefore, the structure of publicistic texts is not fixed; it is dynamic and adapts according to the context,

medium, and intended audience. Nevertheless, it always aims to achieve clarity, engagement, and communicative effectiveness [4, 119-131].

It is also important to note that publicistic texts come in various forms—news reports, feature articles, opinion columns, editorials, blogs, and speeches—and each has its unique structural nuances. For instance, news reports prioritize factual clarity and follow the inverted pyramid model. By contrast, opinion pieces often begin with a personal anecdote or question, proceed through reasoned arguments, and end with a strong conclusion or recommendation. Furthermore, digital publicistic formats such as blog posts or online commentary often integrate multimedia elements, bullet points, hyperlinks, and interactive sections like comment threads. These additions require a more modular and visually accessible structure. Moreover, in televised or spoken formats like public speeches, structure must account for auditory processing. As a result, such texts rely more heavily on repetition, rhetorical pauses, and rhythm to maintain coherence and impact.

Another critical structural feature of publicistic texts is cohesion and coherence. Cohesion refers to the linguistic devices that link sentences and paragraphs together, while coherence refers to the logical flow and consistency of ideas. To achieve cohesion, writers use:

- Connectives (e.g., *however, therefore, in contrast*)
- Referencing (e.g., *this, that, these issues*)
- Lexical repetition or synonymy

Meanwhile, coherence is established through clear topic sentences, consistent tone, and logical progression of arguments. For example, if an article is advocating for education reform, each paragraph should build upon the previous one, supporting the overall thesis. In this regard, linking words and transitions are essential. They serve not only to guide the reader through the text but also to emphasize relationships between ideas—whether additive (“furthermore”), contrastive (“on the other hand”), or causal (“as a result”).

Conclusion. In conclusion, publicistic texts possess a distinctive structure that is both flexible and functional. Their key structural features—headline, lead, body, and conclusion—are designed to inform, persuade, and connect with audiences. These texts blend objective reporting with rhetorical flourish, using stylistic and linguistic tools to create clarity and emotional impact. Moreover, the structure adapts to genre, platform, and audience, whether in print, digital, or spoken formats. Cohesion and coherence, supported by logical organization and linking devices, further ensure that publicistic texts remain accessible,

impactful, and persuasive. Understanding these structural elements is not only beneficial for readers but also essential for writers aiming to craft compelling, influential public discourse. As the media landscape evolves, mastering the structure of publicistic writing remains a powerful skill for effective communication in society.

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