

Using visuals in written texts

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Abstract: When comparing the directions of modern linguistics with the linguistics of the past centuries, it can be noticed that their number has increased significantly. The main reason for the expansion of the fields of linguistics is the integrated study of the phenomenon of language with other disciplines. We can cite sociolinguistics, pragmalinguistics, cognitive linguistics, communicative linguistics, etc. as examples of new directions of modern linguistics. Now, if we are going to talk about the relationship between the research topic and the directions of linguistics, it is appropriate to talk about psycholinguistics. Psycholinguistics is a science that studies the emergence of speech and its mental perception, the further formation of speech, and it originated from the union of psychology and linguistics. The founder of the science is the German linguist G. Shteinthal, whose most important work in the field is "Classification of language s and the classification of their laws of development".

The psycholinguistic school emerged in the first half of the 19th century and the beginning of the 20th century and studied the functional features of language, language construction, and speech perception. Later, in psycholinguistics, the concept of linguistic consciousness became more and more refined and became one of the important objects of science. Linguistic consciousness is the planning and development of communication in the internal process and is inextricably linked with the concept of text, because the text is one of the highest units of communication. The process of psycholinguistic analysis of the text includes its functional and stylistic features. From this point of view, the following work is among the analytical methods of psycholinguistics.

Key words: Stylistics, psycholinguistics, text, speech, visual aids, stylistic effect, visual communication.

Introduction.

Text is the main object of another branch of modern linguistics called text linguistics. There are different opinions in Uzbek and world linguistics aimed at explaining the term text, and among them, the linguist M.Kh. Hakimov in his scientific dissertation for the study of scientific text defines this syntactic unit as follows: the existence of concepts, therefore, studying how text content is connected with each other using some connectors has become one of the main problems of the field of "Text Linguistics". Repetition, which expresses the interconnection of text units, and its several forms, some words related to the pronoun family, the functions of the appearance of the sentence characteristic of the interrogative form in the creation of a text are of special importance in text linguistics. ¹ In addition, the author draws attention to the distinction between the terms speech and text in this work, emphasizing that only the written form of speech can be a text.

The structure of the text is studied from different aspects, and in the following work, the text is studied from a functional stylistic point of view. When a writer creates a text, he directs it to a specific activity representative, object, topic and purpose, and the text is presented in different ways so that the users of the text understand the intended purpose. For example, mainly mass media text is created to increase expressiveness or medical texts to give advice and convey information in a fluent way. Another noteworthy aspect is that the paragraphs of the text are connected in a logical sequence and the purpose of the writer is highlighted as a whole. As for heading texts, the chosen heading

¹Hakimov M. O'zbekilmiyatniningsintagmatikvapragsmatikxususiyatlari. Filol.fan.nomz...dis. -Toshkent, 1993, 7-b.

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should apply to the entire text. V. A. Maryanchik's article "Stylistic effect" analyzes the stylistic effect in the speech activity and states that the stylistic effect in the speech in the form of text has two - emotional and cognitive reactions. Also, he describes the experience that creates this, stating that the development of a typology of different methods of determining the stylistic influence of a text on a specific group is one of the current issues of linguistics. The stylistic effect is expressed by whether or not the intended stylistic function of the author is included in the cognitive component by the recipient. In order for the author's intentions to collide with the reader's interpretation, the author can imagine the addressee in advance and create the text while being able to predict the reaction to the text, he says, increasing its stylistic effect. In order to analyze the stylistic influence, the author, in the process of experimenting with interpreters and interpreters, used different styles of text for analysis (scientific (monograph, excerpts from textbooks), journalistic (article, excerpt from public discussion), official (order, office work) documents), artistic (prose and poetic works of small genres)) uses. In the process, the suitability of the genre of works in the artistic style to the content of the text, the correct selection of the title, the proportionality of the beginning and the end of the plot, the inconsistency of the author's logic with the logic of the addressee are analyzed. In oral speech, it is recorded that the vulgar used (although the text was not written for the participants of the experiment) brought negative emotions. Also, the author says that surprise is the purest stylistic effect, because he emphasizes the neutrality of the positive value in relation to the text. Concluding the work, the author states that texts of different styles have different stylistic effects, that there is a meaningful gap between stylistic and pragmatic effects, and that one effect can cause another effect.

S.A. Kanashuk in his article entitled "Functional, stylistic and communicative features of instructional texts at the current stage of development" states that "the full essence of the text is linguistic (lexical, semantic, syntactic) and extralinguistic (situation, tradition, ritual) and they are embodied in aspects of worldview"- he says. It touches on stylistic aspects of the speech used in giving instructions during the work. In this case, the main stylistic change in modern guidelines or advertising texts is the introduction of recommendations in texts of this category, and examples of this include the level of harm, negative consequences, such as "not recommended", "use in moderate amounts", "under strict control". justifies that sentences form stylistic coloring in terms of strictness.

In Introduction to Symbolic Logic, Kathleen Rowlands defines the word structure as follows: "The structure of something is the combination of the parts that make it up. Anything has a structure and interconnected aspects, parts, and contents." In the analysis of the structure of the text, it is important to consider the parts that make up it, how these parts reveal meaning, and why the author arranged these parts in a particular sequence. It helps to understand what the author aims to do with each paragraph in large, specialized, or highly scientific texts. If the texts with the same qualities are written in a foreign language, the texts create more difficulties for language learners. In the course of this work, it will be discussed how understanding the functional aspect of complex texts in the mother tongue and foreign languages helps to fully understand the text, as well as the tools that help it, including visual and verbal.

Discussion.

In the principle of written composition of the text, the birth of meaning and its transfer to that expression, as well as the absence of direct communication between the interlocutors (the presence of a break in time and space) are of great importance. The relation of the written text to the situation is reflected through lexical means and syntactic systems. But today's written texts are not only connected with lexical and syntactic systems, but also with graphic systems. ²Visual communication is the perception of information conveyed by our visual organs. If we keep in mind the division of

²S.X. SHOMAKSUDOVA, M.I.ISRAIL OAV DA YOZMA MATN NUTQ VA MUNOZARA TOSHKENT «IQTISOD-MOLIYA» 2018 10-bet

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texts into written and oral forms, then we understand that visual communication is mainly manifested in the form of written speech. Because in oral or audio texts, the process of perception through hearing is strong, except for the observation of the speaker's body language and hand movements. It is no exaggeration to say that it is the age of technologies that served as the foundation for the development of visual communication in written texts, and the multi-functionality of the word editor can be a proof of this. The use of visual symbols in texts not only helps the reader to understand the text deeper, but also gives aesthetic pleasure. The reason for this is to type the text in a different color, font, typeface, bold, or using other text editor functionalities. We can combine all of these under the term visual content category. The term visual content can be defined as follows - all photos, pictures, diagrams, videos, graphic design, logo, paragraph separation, parts of writing that are different from the usual state of the text are considered visual content.

The following are the functions of visual symbols:

1. To facilitate easy understanding of the text.
2. Increasing interest in reading the text.
3. Highlight the important points in the text.
4. Giving relief to the author of the text in the process of expressing the goal he has set for himself.

Add a title to the text.

There is a product of every creativity, which will never be without a name, that is, without a title. Therefore, the content and essence of the work and article are closely related to the title. Choosing a title requires the author to master the art of choosing words. Tag header fonts are written in smaller hgrfs than the main header font and are placed sequentially.³

Also, headings perform different functions in the text:

1. Naming
2. Differentiate texts from each other
3. Creating an impression about the text in advance

The chosen title should correspond to the meaning of the text, otherwise the gap between the meaning of the text and the title may create a perceptual bias in the reader.

Divide into paragraphs.

One of the visual aspects that help to determine the functional structure of the text is the size of each paragraph. Sometimes the author can express the idea he wants to convey in a paragraph consisting of 2 or 3 sentences, and sometimes the statement of the opinion requires a large part. But these parts, regardless of whether they are big or small, have a purpose that must be delivered to the addressee. To understand this goal, the reader of the text should mark the main concepts in large paragraphs (so as not to lose logical consistency), and write short comments, which will help to understand the meaning more deeply.

Paragraph headings.

The paragraph, which is the smallest unit (and appearance) of the text, also consists of the construction of its own content and components. Such content-logical parts are usually composed in the relation of introduction, main part and conclusion and form a complex syntactic whole, communicative completeness. Its content center is the theme. Headings for paragraphs are chosen within this context.

Results.

There are specific principles of text creation, especially its composition and arrangement. The author, first of all, based on the needs of the reader (audience) of the text, chooses the basis and scope of the information and the method of its expression, taking into account the students of the publication

³S.X. SHOMAKSUDOVA, M.I.ISRAIL OAV DA YOZMA MATN NUTQ VA MUNOZARA TOSHKENT «IQTISOD-MOLIYA» 2018 33,34-bet

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type. Accordingly, he refers to the principles of 1) the construction of oral speech, 2) the construction of written and printed speech, or a combination of both.

Being able to concentrate and spend a lot of time on the text is the simplest and at the same time the most difficult thing in writing. It is necessary to work on yourself, to devote all your time to the text, while you are busy with your daily worries, see new things and give up learning. It takes hours, weeks, months, sometimes years to create a good text. The process of creating a text is sometimes quick and easy, while in others it is slow and difficult. In addition to talent, good writing requires dedication. As Marge Piercy said, "A true creator is a writer who writes." So hurry back to your desk and keep writing.⁴

Stupidity - appears even before the creation of the text. You need to clearly visualize the information you want to convey. Only then can you convey the information clearly and concisely to the reader, and visual editing of the text plays an important role in achieving this conciseness.

The external structure of the Constitution describes its relationship with other sources of law, the totality of relations, its place and role in the legal system and its significance in the system of social and normative regulation in society.

The article presents the role of family, forming system of upbringing, traditional-educational system and traditions in Uzbekistan.

In an article consistently revealing the principles of the Bologna process for measuring the quality of education, the dynamics of internationalization and the logic of integration in European higher education and in Eurasia.

Methods.

While writing this article word program on desktops were used actively to get to know the visual functions properly. Works done by other scientists were read and conclusions were drawn based on judgments.

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⁴Lauren Kessler, Duncan McDonald. When words collide. A media Writers Guide to Grammar and Style. Thomson Higher Education Boston, MA 02210- 1202, USA. 2008. 7-Up.

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