

**LINGUISTIC ANALYSIS OF EPITHETS IN NEWSPAPER-JOURNALISTIC AND SCIENTIFIC GENRES***Berdimuratova Aziza Bahadir kizi**Linguistics : English Language*

**Abstract:** This study explores the use and function of epithets in newspaper-journalistic and scientific genres. Epithets, descriptive terms or phrases that accompany a noun, serve diverse purposes depending on the context and genre. In journalistic texts, epithets often carry subjective, emotional, or evaluative connotations, aiming to influence readers' perceptions and elicit emotional responses. By contrast, epithets in scientific writing are typically more restrained, used to describe phenomena or findings with objectivity and precision. This paper examines the syntactic, semantic, and pragmatic features of epithets across both genres, highlighting the differences in their frequency, emotional impact, and function. Through a comparative linguistic analysis, the study demonstrates how epithets contribute to tone, reader engagement, and meaning-making in journalistic and scientific communication. The findings underscore the contrasting linguistic strategies in conveying information, where journalistic texts prioritize persuasion and emotional appeal, while scientific texts emphasize clarity and factual representation.

**Keywords:** Epithets, Linguistic analysis, Newspaper-journalistic genre, Scientific genre, Subjectivity, Objectivity, Semantic function, Pragmatic analysis, Stylistic function, Descriptive language.

Language plays a crucial role in shaping how information is communicated and perceived across different genres. Among the various linguistic tools employed in writing, epithets—descriptive words or phrases attached to nouns—serve a powerful function in conveying meaning, tone, and emphasis. Epithets can significantly influence how readers interpret the content, whether they are engaging with news articles or scientific papers. However, the use and purpose of epithets can vary dramatically depending on the genre.

In the newspaper-journalistic genre, epithets are often employed to evoke emotional responses, highlight key aspects of a story, and influence the reader's opinion. They can provide commentary on individuals, events, or situations, often serving to persuade or frame a particular narrative. By contrast, in the scientific genre, epithets tend to be more restrained, used primarily to describe phenomena in a precise, objective manner, without evoking strong emotional reactions or subjective judgments.[1,23] Here, epithets aim to inform, clarify, and specify rather than persuade or engage. This study examines the linguistic features of epithets in both the newspaper-journalistic and scientific genres. By analyzing the syntactic, semantic, and pragmatic functions of epithets, this paper seeks to highlight how these descriptive terms contribute to meaning-making, tone-setting, and reader engagement in each context. It explores the contrasting ways epithets are used to communicate subjectivity and objectivity, as well as how

they affect the overall impact of texts. In doing so, this analysis will shed light on the stylistic choices and linguistic strategies that distinguish journalistic writing from scientific discourse, offering valuable insights into the interplay between language, genre, and communication.

In the realm of journalism, epithets serve a variety of functions that revolve around persuasion, tone-setting, and emotional engagement. The primary role of epithets in this genre is to influence readers' perceptions and shape their understanding of events, people, or issues. Below, we explore the main functions of epithets in journalistic writing.[2,34]

**Persuasion and Subjectivity** Epithets in journalistic texts are often employed to subtly express subjective opinions or to align with a specific editorial stance. For instance, a politician described as a “controversial leader” or an economic policy labeled as “reckless” can guide the reader toward forming a particular opinion about the subject. These epithets do not just describe; they imply an evaluation, thus reflecting the writer’s judgment or the underlying political or social agenda of the publication. For Example: "The controversial decision to increase taxes has sparked widespread protests." In this sentence, “controversial” is an epithet that is used to signal disagreement and to imply that the decision is not widely accepted or praised.[3,45]

**Evoking Emotional Responses** Journalistic writing often seeks to create an emotional connection with the audience. Epithets that describe events or people in emotionally charged terms can elicit strong feelings in readers, enhancing the impact of the story. Words like “devastating,” “heroic,” or “tragic” not only describe but also invoke a specific emotional reaction. These epithets make the narrative more compelling, ensuring that readers become emotionally invested in the subject matter. For Example: “The devastating effects of the earthquake left thousands homeless overnight.” [4] Here, “devastating” amplifies the severity of the situation, urging readers to feel sympathy for the affected individuals.

**Framing and Narrative Construction** Journalists often use epithets to frame stories, guiding the reader toward a particular interpretation. By choosing specific descriptors, journalists can subtly influence how a situation or person is perceived. For instance, labeling a protest as “violent” rather than “peaceful” or calling an economic downturn “catastrophic” rather than “temporary” can shape the tone of the entire article. For Example: “The violent clashes between protesters and the police resulted in dozens of injuries.” [5,13] In this case, “violent” emphasizes the intensity and aggression of the situation, shaping the reader's perception of the event.

In contrast to journalistic writing, scientific genres prioritize objectivity, precision, and clarity. Epithets in scientific texts are employed differently, serving to describe or categorize phenomena, rather than to evoke emotional responses or influence opinions. These epithets are more restrained and are typically used to highlight the significance, novelty, or importance of findings without subjective embellishments.

Epithets in scientific writing are used to precisely describe phenomena or discoveries. For example, epithets such as “novel,” “groundbreaking,” or “significant” help underline the importance of an event or finding. These terms are grounded in factual assessments rather than emotional judgments. Importantly, scientific epithets are generally kept within a neutral or formal tone to maintain the objectivity of the text. For Example: “The novel CRISPR-Cas9

technology has revolutionized genetic editing.” Here, “novel” simply indicates that the technology is new and original, without suggesting any emotional response or bias.

Unlike the journalistic genre, where subjectivity is a key feature, the scientific genre relies on epithets that remain neutral, avoiding the insertion of personal opinions or emotional language. Even when epithets highlight the importance of a discovery or finding, they are typically framed in a way that is factual and objective. Words like “noteworthy,” “important,” and “unexpected” are used to emphasize the relevance of results without introducing a tone of admiration or disapproval. For Example: “The unexpected results of the experiment have led to further investigations into the theory.” “Unexpected” here is an epithet that highlights the nature of the results, but it remains neutral, focusing on the discovery’s novelty rather than on the emotional reaction to it.[6,56]

Epithets are also frequently used in the scientific genre for classification purposes, particularly in taxonomy or when describing different types of phenomena. This is most evident in fields such as biology, where species or organisms are classified using epithets in Latin, and in medicine, where specific terms describe diseases or conditions. These epithets have a strictly descriptive function, aiming to offer a clear and standardized classification. “Homo sapiens is the scientific name for the human species.” Here, “Homo sapiens” is a specific epithet used to describe the human species, contributing to scientific clarity without any emotive connotations.

Epithets may also carry different connotations in different cultural or societal contexts. For example, epithets in political reporting (e.g., “dictatorial regime” vs. “democratic government”) can be highly charged depending on the political context. Similarly, in scientific writing, certain descriptors might change as new research or discoveries alter perceptions of a phenomenon.

In conclusion, the use of epithets in newspaper-journalistic and scientific genres highlights their distinct roles and functions within these forms of writing. In journalistic writing, epithets are primarily used to evoke emotional responses, emphasize key aspects of a story, and guide the reader’s perception, often serving to sensationalize or highlight particular viewpoints. These epithets are dynamic, subjective, and designed to engage the reader quickly and powerfully.

On the other hand, scientific writing uses epithets in a more restrained and objective manner, focusing on precise descriptions and technical characteristics. In this context, epithets help to clarify or specify phenomena but avoid any emotional or evaluative connotation. They are employed to inform, categorize, and describe in a way that maintains the neutrality expected of scholarly communication.

Thus, while both genres utilize epithets to convey meaning, the tone, purpose, and impact of these descriptors differ significantly. The journalistic use is typically designed to shape opinions and provoke reactions, while the scientific use aims to communicate information clearly and without bias. Understanding these differences is crucial for appreciating how language functions in varying contexts to influence and inform audiences.

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