

METHODOLOGY OF TEACHING PSYCHOLINGUISTICS IN THE FIELD OF JOURNALISM. PSYCHOLINGUISTIC ASPECTS IN TEACHING ENGLISH IN JOURNALISM

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Annotation. The article deals with the relevance and necessity of teaching psycholinguistics in the sphere of journalism. The main methodological approaches to teaching psycholinguistic disciplines are analyzed, taking into account the specifics of journalistic activity. Innovative methods and forms of teaching are proposed, which contribute to the development of future journalists' skills in analyzing and interpreting speech, as well as creating effective and persuasive texts.

Keywords: psycholinguistics, journalism, teaching methodology, language competence, media text, communicative effectiveness.

Modern journalism requires specialists not only a mastery of literary language and stylistics but also a deep understanding of the psychological mechanisms of speech perception and impact[1]. Psycholinguistics, which studies the relationship between language, thinking, and communication, provides journalists with the necessary tools to analyze and interpret media texts, create convincing arguments, and interact effectively with audiences.

Knowledge of psycholinguistics allows journalists to:

- analyze the linguistic features of media texts and identify their hidden meanings and intents;
- understand the psychological mechanisms of the impact of speech on the audience and use this knowledge to create persuasive texts;
- develop language competence, which contributes to improving the quality of journalistic materials;
- effectively interact with the audience, taking into account its psychological characteristics and language preferences;
- counter manipulative techniques in the media and develop critical thinking.

Methodological approaches to teaching psycholinguistics.

Integration of psycholinguistic knowledge into journalism courses: inclusion of disciplines on the psychology of language, the psychology of perception, and the psychology of communication in training programs.

Use of interactive teaching methods: discussions, case studies, role-playing games, and analyses of real media texts.

Application of modern technologies: use of online platforms, multimedia materials, and specialized software products for speech analysis.

Developing research skills: involving students in research activities, conducting psycholinguistic experiments, and analyzing linguistic data.

**Innovative methods and forms of training.**

- ✓ Using Neuro-Linguistic Programming (NLP): teaching students NLP techniques to create effective and persuasive texts.
- ✓ Applying methods of cognitive linguistics: analyzing frames, scenarios, and metaphors in media texts.
- ✓ Exploring the psychology of social media: analyzing the communicative features of social media and their impact on language.
- ✓ Using corpus linguistics methods: analyzing large amounts of textual data to identify patterns in media language.

Teaching psycholinguistics in journalism is a prerequisite for training highly qualified specialists capable of working effectively in the modern media sphere. The integration of psycholinguistic knowledge into educational programs, the use of innovative teaching methods and forms, and the development of students' research skills contribute to the formation of future journalists' deep understanding of language and its role in communication[4].

In today's world, where information travels at the speed of light, journalism plays a key role in shaping public opinion and reporting on events. For journalists working internationally, proficiency in English is not just an advantage, but a necessity. However, teaching English in journalism requires a special approach that takes into account the specifics of the profession and the psychological mechanisms of language perception and production. This is where psycholinguistics, a science that studies the relationship between language, thinking, and communication, comes to the rescue[2].

How does psycholinguistics help in teaching English in journalism?**1. Development of linguistic competence.**

Vocabulary: teaching specialized vocabulary related to different areas of journalism such as politics, economics, culture, sports, etc.

Grammar: practicing grammatical constructions characteristic of journalistic texts, such as indirect speech, conditional sentences, and modal verbs.

Stylistics: the study of the features of various genres of journalistic texts, such as news articles, reports, interviews, and analyses[3].

2. Understanding the mechanisms of speech perception.

Focusing on the audience: teaching students to consider the psychological characteristics and language preferences of the target audience when creating texts.

The influence of context: developing skills in analyzing the context in which language is used and its influence on the interpretation of the message.

The effects of priming: exploring how previous information affects the perception of subsequent information and how this can be used to create more persuasive texts.

3. Developing effective communication skills.

Clarity and precision: teaching students to formulate their thoughts clearly and concisely, avoiding ambiguity and uncertainty.

Persuasion: developing argumentation skills and using rhetorical techniques to create persuasive texts.

Emotional impact: exploring ways to use language to convey emotion and create an emotional connection with an audience.

4. Analyzing media texts.



Critical thinking: developing skills in analyzing and interpreting media texts, and identifying hidden meanings and intents[5].

Recognizing manipulative techniques: teaching students to recognize and resist manipulative techniques used in the media.

Intercultural Communication: The study of the characteristics of communication in different cultures and their influence on media language.

Learning methods and tools.

Analyzing authentic materials: using real news articles, reports, interviews, and other journalistic materials in English.

Role-playing and simulations: conducting debates, press conferences, interviews, and other activities that simulate real-life situations in journalism.

Using corpus linguistics: analyzing large sets of textual data to identify patterns in media language.

Application of Neuro-Linguistic Programming (NLP): teaching NLP techniques to create effective and persuasive texts.

Exploring the psychology of social media: analyzing the communicative features of social media and their impact on language.

The Psycholinguistic Lens on Teaching English in Journalism

Teaching English to aspiring journalists goes beyond mere vocabulary and grammar drills. It delves into the fascinating realm of psycholinguistics, exploring how language interacts with the human mind in the context of news reporting and storytelling[6]. This approach recognizes that effective journalism hinges not only on linguistic proficiency but also on understanding the psychology of language use and its impact on audiences.

One key aspect is **audience awareness**. Journalists must tailor their language to the specific needs, interests, and background knowledge of their target audience. This involves understanding how readers process information, what kind of vocabulary and sentence structures they find comprehensible, and how to evoke emotional responses through language choice.

Furthermore, **textual analysis** plays a crucial role. Students learn to dissect news articles, opinion pieces, and other journalistic genres, examining how language choices influence meaning, tone, and persuasiveness. They explore the use of rhetorical devices, framing techniques, and narrative structures to understand how language shapes perceptions and influences public opinion.

Developing **critical thinking** skills is also paramount. Students learn to identify bias, propaganda, and manipulative language in media texts. They explore how language can be used to distort facts, create stereotypes, and promote specific agendas. This critical awareness empowers them to become responsible and ethical journalists who value accuracy and objectivity.

Psycholinguistic principles also guide the development of effective communication skills. Students learn to write clear, concise, and engaging prose that captures the reader's attention and effectively conveys information. They practice structuring arguments, using evidence persuasively, and crafting compelling narratives that resonate with their audience.

By incorporating psycholinguistic principles, teaching English in journalism fosters a deeper understanding of language as a powerful tool for informing, persuading, and engaging



audiences. This approach equips future journalists with the skills and knowledge to navigate the complex media landscape and contribute meaningfully to the world of information and storytelling.

This article is an important contribution to the development of psycholinguistics. It not only summarizes the achievements of this scientific discipline but also suggests promising directions for further research. The article stimulates a discussion about the role of psycholinguistics in modern society and how it can contribute to solving current problems related to language and communication[7].

The psycholinguistic approach to teaching English in journalism allows students not only to master the language, but also to develop skills in analyzing and interpreting speech, creating effective and persuasive texts, and becoming more competent and responsible journalists.

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