

Topics Of Media Texts: Functions, Importance And Types (Based On Newspaper Materials)

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Received: 15 October 2025; **Accepted:** 07 November 2025; **Published:** 11 December 2025

Abstract: This scholarly article is dedicated to the comprehensive investigation of the topics (themes) of media texts (based on the example of newspaper materials), and the determination of their functions, significance, and types.

Keywords: Media texts, topics (themes), functions, newspaper materials, journalism.

Introduction: Media text is not only a means of conveying information, but also an animated text with a multifaceted meaning, having a social impact, aimed at a specific goal. In the information society, the media are of great importance as the main means of communication between the individual, society, and the state. Changes in the media environment, especially digital processes, change the form of the text, the reflection of the event, and the mechanisms of impact. Now the media has become not only a means of disseminating information, but also a powerful platform for spiritual, political, and social influence.

The topic of a media text is an important element that attracts the audience and possesses the power to influence. It attracts the reader, the audience as a whole, ensuring the readability of the media text. There are certain requirements and functions set for media texts, the main ones being conciseness, clarity, effectiveness, and orientation toward a specific audience; similarly, there are also specific requirements and functions set for the topics of media texts. This article provides a scientifically based analysis of the tasks of the topic, its significance, and types.

METHOD

1. The concept of media text.

Media text is a unit of information disseminated through the media, combining visual, audio, and written components. Its difference from ordinary text is that in most cases it is simultaneously distributed, received, and influenced on several communication channels.

Media text - a device that conveys information to a reader, listener, or viewer through television, radio, the internet, and the press, influences them, shapes their views, or encourages them to think in a certain direction. It often contains photo, video, and audio elements.

Media texts possess their own fundamental characteristics, which can be observed in the following aspects:

1) Having a multimedia form

Unlike ordinary written or oral texts, media texts contain visual, audio, video, and text elements simultaneously. This enhances their effectiveness and the level at which they are perceived.

2) **Interactivity.** In the digital media environment, texts often have interactivity. For example, it is possible to comment on messages on the Internet, like them, and redistribute them.

3) **Ideological orientation.** Each media text promotes a

specific goal or idea. It can be targeted at a specific audience and aimed at influencing society socially, culturally, or politically.

4) Being related to content. Media texts reflect their effectiveness only through certain content. Therefore, social, cultural, and political factors must be taken into account when analyzing it.

5) Manipulative nature. A media text has the ability to influence not only a person's views but also directly affect their consciousness. For example, through certain words or images, it is possible to implant a specific idea into the mind or consciousness. This is widely used in advertising, political propaganda, or PR texts.

6) Contextuality. The media text fully reflects its essence in specific cultural, social, political, or economic contexts. A media text, perceived as criticism in one country, can be perceived as satire, humor in other countries.

Media texts are divided into several types:

- 1) Information texts** (i.e., news, reports);
- 2) Educational texts** (infographics, multimedia lessons);
- 3) Advertising texts** (video clips, banners);
- 4) Content on blogs and social networks** (posts, tweets, and others).

Each type of media text uses its own unique language, style, and visual methods.

2. Functions of media text topics.

In media, just like each article and piece of information, its topics also serve highly important functions and hold a noteworthy place within media texts. Because in the media text, topics are the first element that attracts attention. As an important part of the text, the topic performs a number of linguistic functions. They are:

- 1) Informational (provides information about the text);
- 2) Pragmatic (the information influences the reader's intellect, consciousness, and emotions).

In the topics of modern newspapers, the pragmatic function is very important. The pragmatic orientation of newspaper topics is based on its role as a link between the reader and the author.

Media text topics are also an integral part of its design. The appearance of daily press is largely determined by their character and design. Their most important task is to attract the reader's attention. Topics help the reader to quickly familiarize themselves with the content of the text, information, to quickly learn what it is about, to quickly find the most important and interesting information presented.

In newspaper practice, the incorrect selection of topics may lead to a decrease in the respect of the published material or even the newspaper itself in the eyes of the readers. An unclear or illiterately chosen topic negatively affects the literacy level of not only the journalist or the author of the text, but also the entire newspaper and the writing culture of the public. Likewise, clear, well-written, and engaging topics that attract the reader through their content and form are also frequently found in newspapers. Such topics are the basis for increasing the number of readers of the newspaper, increasing its circulation, and gaining public respect.

If we look at the history of journalism, at the beginning of the 19th century, newspaper texts were published without themes. At the beginning of each news piece, usually only a geographical point is indicated, which includes the name of the city and the date it was sent to the editor. Later, over time, it became common to assign titles to newspaper materials—titles that distinguish the text from other content, briefly convey its meaning, or indicate key aspects of the main issue.

The title of a newspaper article not only stands out by quickly conveying the information or news, but also serves the function of distinguishing the newspaper text from other materials. At the same time, it facilitates the evaluation of pure news, information, and facts, helping the reader quickly find the information they need in the newspaper. In other words, it serves as a foundation for shaping the reader's attitude, interest, and trust toward certain events, incidents, or situations.

A topic is an integral element that is directly related to the content of the newspaper material and indicates its content, more precisely, arising from its content. The well-known scholar V.G. Korolenko wrote about this: "A topic should, to a certain extent, inform about the content and composition of the text." That is why a topic, more than any other part of the editorial process, requires great attention from both the editors and the authors.

The preparation of the upcoming issues of the newspaper for print is handled by journalists and the editorial staff. Therefore, it is no coincidence that in the process of preparing the newspaper for publication, the topics of some authors' materials change frequently. Because the editorial staff tries to choose effective topics that attract readers' attention.

Many publicists know that choosing a topic for an article, report, or other journalistic work is a highly responsible task. Each publicist and each author chooses a topic for their journalistic work based on their skill, experience, and level of knowledge, and

applies their own style. Some authors, having written their work, choose a theme. Others, in accordance with the direction of the article and the content of the text, first give a title. Sometimes the topics are chosen conditionally, directed to subsequent work, and then improved in accordance with the completed material.

An important issue in studying a topic is determining its function. However, it should be noted that specialists do not always provide accurate information and opinions about the function of the topic, and sometimes confuse them.

The themes of media texts, especially newspaper texts, perform a number of important functions. They are not only responsible for delivering information, data, and news, but also for attracting the audience's interest, capturing their attention, establishing a connection, and influencing them. Below, we will focus on the main functions of newspaper text topics.

- 1) The task of providing information (data, message). The topic should provide brief information about the content of the text. For example: "The upcoming meeting dedicated to the issue of ecology will be held in Nukus" ("Paytaxt" newspaper, 12.04.2023). In this topic, the location and content of the event are clearly presented.
- 2) The task of attracting the audience's attention (stimulating interest). The topic should attract the reader's attention. Therefore, expressive or unusual language units that spark interest are often used. For example: "Why has the number of students in schools decreased?" ("Ustaz joli" newspaper. 23.10.2020).
- 3) Directional function. The topic informs the reader about the genre, style of the article, or the author's attitude towards it. For example, whether it's analysis, news, or article - this should be evident from the topic. For example: "Contacting experts: can there be economic growth?" ("Erkin Karakalpakstan" newspaper. 12.11.2021).
- 4) The function of expressing the author's or editorial stance. In certain topics, the journalistic position or evaluative attitude can be felt. For example: "Youth in focus – our great future." ("Youth of Karakalpakstan" newspaper. 10.06.2024)
- 5) The task of categorizing the text or helping to find it faster. Due to the fact that several materials are presented in the newspaper, it is easier to distinguish them by topics and sort them according to their topic.
- 6) The function of sparking interest and providing motivation to the audience. The topic should encourage the reader to read the article. Question-based, intrigue-filled, or number-based titles serve

to create such an effect. For example: "Learn it in 3 minutes," "Is it possible to learn a language in 6 months?" ("Youth of Karakalpakstan" newspaper. 12.07.2023).

3. The importance of media text topics.

A topic is the "passport" of any material published in a newspaper, or it appears as the face of the article. It is not limited to providing information, but also plays an important role in arousing the reader's interest, illuminating the main idea and content of the text, as well as ensuring its communicative function.

What is the importance of media text? This can be described as follows:

1) Explain the content of the text.

Topic - briefly, clearly, and comprehensibly covers the content of an article or message. Through it, the reader knows in advance what the text is about. This is crucial for quickly finding the necessary message or information. For example: "The President met with youth," "New flights have been launched in Uzbekistan" ("Erkin Karakalpakstan" newspaper. 12.07.2020).

2) Attracting the reader's attention.

A strong and impactful topic quickly attracts the reader's attention and encourages them to read. Especially in the modern information flow, people first of all focus only on the topic, see it, and only then turn to the text. Therefore, interesting topics are also important for attracting the reader's attention. For example: "In summer, the heat will be above normal," "A new factory has started operating" ("Erkin Karakalpakstan" newspaper. 04.06.2021).

3) It is important in determining the genre and style of the text.

Through the topic, one can learn the genre of the article (informational, analytical, artistic-journalistic, advertising, etc.). For example, topics consisting of interrogative sentences are more characteristic of materials of analytical or critical content. For example: "Water – the foundation of life or a global problem" ("Erkin Karakalpakstan" newspaper. 24.09.2023); "Is there internet in the villages?" ("Jetkinshek" newspaper. 12.01.2021).

4) It is important in expressing the editorial attitude to the event.

Some topics express the editorial or author's attitude towards the event. This is a form of the evaluation function. For example: "Youth - builders of the future," "Reforms are yielding results," "There are laws, but no enforcers," "There are still many unresolved issues," "If there is attention, problems will be solved," etc.

5) It is important in conveying social and educational-propagandistic content.

Through the topic, certain ideas, views, or values are promoted in society. This is especially important in socio-political or educational articles. For example: "Patriotism begins with courage," "Every tree is the breath of the future," "A book is the best teacher," etc.

The topic of newspaper texts is the most important part of the article, and its brevity, impact, and informativeness affect the readability of the article, its overall impact, and the level of reception among the audience. Therefore, creating a topic is one of the important indicators of journalistic skill.

4. Types of media text topics.

Topics are divided into several types according to their content, purpose, and style. They can be classified according to the following criteria:

1) Topics in the form of information. For example: "Construction of a new school has been completed," "President arrived in the city of Muynak" ("Erkin Karakalpak" newspaper. 11.08.2021) etc.

2) Topics in the form of questions. For example: "When will the reforms be implemented?," "Is school uniform needed?," "What will the weather be like in spring?" ("Erkin Karakalpakistan" newspaper. 12.04.2020) etc.

3) Intriguing (based on real-life events, unexpected) topics. For example: "He has returned..." "The power of one word," "Even a crumb of bread is bread," "From cradle to grave..." etc.

4) Topics represented by numbers. For example: "5 mistakes or what parents should pay attention to...," "Psychological lessons that can be identified in 3 minutes," "Higher than 40 degrees..." etc.

5) Comparative topics. For example: "From yesterday's school to today's education...," "Internet exists, but there is no connection" ("Youth of Karakalpakistan" newspaper. 11.05.2021) etc.

6) Figurative and expressive (winged) topics. For example: "Patience is the key to health," "Planting is easy, nurturing is hard," "If you hold the law loosely, it will cut off your hand," etc.

The topics of newspaper texts perform various functions, and their type is selected in accordance with the genre, content, and purpose of the article. A correctly chosen topic is crucial for generating interest in the reader, making the information impactful, and for the written text reaching the target audience.

4. Language and style of media texts.

Media texts are also distinguished by genre, language, and stylistic features. Some scholars who have studied genre theory include the following characteristics:

1) Shortness and conciseness. Since the main task of journalistic materials is to report facts, events, and phenomena, it is advisable that they be brief and concise. The more briefly the story is narrated, the faster the newspaper captures the reader's attention. Especially in today's era, where the flow of information is extremely intense, delivering concise and brief news increases its significance and serves as a foundation for attracting a larger readership.

2) Operativeness. Newspaper materials, information, and news must be delivered to the public promptly and in a timely manner, otherwise their value will be lost. The breath of this day should be clearly felt in media texts.

3) Specificity and clarity. An event or incident should include concrete facts and clearly answer the questions: When? Where? What happened? — this is essential. Otherwise, its credibility, specificity, and the reputation of the newspaper will decrease.

4) Effectiveness. The specificity, clarity, and conciseness of media materials ensure their effectiveness. This is because timely, quick, concise, and clear delivery of news has a high impact. However, achieving effectiveness requires the appropriate and skillful use of language tools. Using linguistic elements correctly and appropriately when describing an event briefly and concisely increases the impact of the text.

In newspaper texts, headlines often consist of one or more words. They are encountered in the form of concise single-clause sentences, interrogative sentences, and simple sentences. For example, "Greed" ("Ustaz joli" newspaper. 04.02.2017), "Meeting with an Academic," "Role model" ("Ustaz joli" newspaper. 18.02.2017), "Who is clever?" ("Ustaz joli" newspaper. 25.02.2017), "What is your favorite book?," "Science Month ended," "The intense competition" ("Ustaz joli" newspaper. 7.03.2017) and etc.

In newspapers, stable (fixed) language units are often used for the titles of texts. For example, "A decision was made" ("Erkin Karakalpakistan" newspaper. 12.05.2020), "Made a speech" ("Ustaz joli" newspaper. 17.08.2022), "Delivered a statement" ("Shomanay nuri" newspaper. 02.04.2021), "The Harvest Began" ("Kungrad Truth" newspaper. 14.07.2019), "Cooperation has been established" ("Youth of Karakalpakistan" newspaper. 17.05.2023), "An official meeting was held" ("Paytaxt" newspaper. 04.08.2019), "Traveled," "Achieved Victory" ("Erkin Karakalpakistan" newspaper. 17.01.2021), "Conference was held" ("Paytaxt" newspaper. 8.07.2020), "Conference completed" ("Erkin Karakalpakistan" newspaper. 10.04.2022), "Cotton seeds have been sown" ("Kungrad Truth" newspaper. 21.05.2020), "Left an

impression," "Congratulated warmly" ("Youth of Karakalpakstan" newspaper. 10.06.2021), "Gifts were presented" ("Erkin Karakalpakstan" newspaper. 18.06.2022) etc.

In some newspaper genres, simple sentences are used more frequently, while compound sentences are used less frequently. Because the events, scenes, and situations in it should be explained to readers in a simple way, as if passed from mouth to mouth. In particular, the language of materials in the genre of reportage is becoming more precise and effective. They use a lot of emotionally and expressively colored words and phrases, and often words and sentences that clearly and fully encompass the ceremonial content are chosen as the topic. For example: "The world is filled with Navruz celebrations!" or "Report from the Navruz celebrations held in the Alisher Navoi National Park of Uzbekistan," "The hooves of the steed that inspire the heart" ("Erkin Karakalpakstan" newspaper. 20.03.2021); "Horses are racing..." ("Youth of Karakalpakstan" newspaper. 20.03.2024) "General of the Capital Construction" ("Erkin Karakalpakstan" newspaper. 24.04.2020.); "Representative of the King of Sciences" ("Erkin Karakalpakstan" newspaper. 01.01.2021) "Legend of Karakalpak Journalism" ("Erkin Karakalpakstan" newspaper. 01.02.2018. etc. For comparison, the topic of reports in district newspapers is distinguished by its narrowness compared to the content.

The vivid, emotional writing of media texts depends on the use of emotionally and expressively colored words in its language and style. Effective use of synonyms rich in strong artistic color is also characteristic of the language of newspaper texts. Particularly frequently used are paired synonyms. The repeated and paired use of synonyms effectively serves to enhance emotional and expressive coloring and reflect ceremonial appearances. The use of figurative, concise words and language units increases the effectiveness of newspaper genre topics. For example: " Fill hearts with kindness and compassion, and bring abundant blessings and fortune, Navruz!" ("Youth of Karakalpakstan" newspaper. 20.03.2024), "It has become the face, strength and pride of our nation" ("Erkin Karakalpakstan" newspaper. 27.01.2021), " If my people are well-off, my heart is at peace too" ("Youth of Karakalpakstan" newspaper. 20.03.2022), "A world full of debts" ("Erkin Karakalpakstan" newspaper. 30.01.2021) etc.

Using proverbs and aphorisms to serve as headlines or themes in newspaper texts is one of the manifestations of effectiveness. For example: "The book is a source of knowledge" ("Ustaz joli" newspaper. 18.03.2017.), "A good book is food for the soul" ("Ustaz joli" newspaper.

30.03.2017.), "Water is the basis of life" ("Erkin Karakalpakstan" newspaper. 28.01.2022), " Goodness begins in the heart" ("Erkin Karakalpakstan" newspaper. 05.01.2024. etc.

In linguistics, the emphatic figure created by repeating the same sounds at the beginning of words in a sentence is called the phenomenon of alliteration. Another peculiar form of topic selection in newspaper texts is the selection of a topic from words with the same capital letter. For example: «Jańa jıl jurtımızdı jańa jetiskenliklerge jetkersin» (May the New Year lead our country to new achievements) ("Youth of Karakalpakstan" newspaper. 01.01.2022), «Dárbeittegi daralanǵan dárgay» (The isolated place in Darband) ("Youth of Karakalpakstan" newspaper. 26.06.2024), "Moynaqtıń maqtawlı mügállimi" (Honorary Teacher of Muynak) ("Youth of Karakalpakstan" newspaper. 29.04.2023) etc.

The peculiarity of the themes of newspaper texts is that they often use thematic sentences, which are used in the form of declarative, imperative, exclamatory, simple, and compound sentences. For example: " Let's successfully complete a month" ("Erkin Karakalpakstan" newspaper. 21.01.2021), "May good ideas come to life" ("Youth of Karakalpakstan" newspaper. 12.06.2024), "Let's Improve the Quality of Work" ("Youth of Karakalpakstan" newspaper. 7.10.2022), " May the teacher never grow weary of their profession" ("Ustaz joli" newspaper. 7.04.2018), "Let's pay attention to the upbringing of youth!" ("Ustaz joli" newspaper. 7.04.2018. etc. Interrogative sentences are also used as a theme. For example: " How is the school tariff (teaching load distribution) commission formed?" ("Ustaz joli" newspaper. 31.10.2018), "How are you, teacher?" ("Ustaz joli" newspaper. 31.03.2018), "How should an open lecture be conducted?" ("Ustaz joli" newspaper. 12.07.2020.), "Whose turn is this time? Or history before repetition" ("Erkin Karakalpakstan" newspaper. 12.07.2024. etc.

Thus, the language and style of newspaper texts play an important role in determining the effectiveness of the media and establishing effective communication with the reader. The topic is not only the main part of the text, but also a separate linguistic unit that attracts the reader, reflects the content, and shows the author's position. In particular, the language of topics in modern newspaper materials is distinguished by its short, dynamic, strong expressive, and journalistic style. They appear in various genres and are characterized by being informational, analytical, journalistic, or persuasive in nature. Moreover, they are often enriched with stylistic elements such as figurative imagery, stylistic figures, comparisons, questions, and intrigue.

The language and style of the topics should correspond to the general content of the article, influence the reader's views, and at the same time be formed on the basis of national and social values. Therefore, the use of the topic in media texts is a process that is not only related to the requirements of the field of linguistics, but also includes social and communicative tasks.

CONCLUSION

Media texts occupy an important place in the information environment of modern society. They are used not only for disseminating information, but also as a means of shaping public opinion and influencing social processes. Therefore, when analyzing media texts, special attention must be paid to aspects such as their multimodal structure, target audience, and context.

The topics of newspaper texts are the central element of the article, which is crucial for concisely, accurately, and effectively covering information, capturing the reader's attention, illuminating the content of the text, and fully realizing the journalistic goal. The types, style, and form of the topic are selected in accordance with the genre, content, direction, and communicative function of the text. Informative, analytical, critical, literary-publicistic, political, propagandistic, advertising, and other types of topics possess their own distinctive language and style, through which the position of the editorial team or the author, as well as the target audience, becomes clearly visible. Therefore, in modern journalism, the choice of a topic should be perceived not only as a technical or compositional task, but also as a process that has a socio-cultural, spiritual-aesthetic impact. If it is correct, accurate, and impactful, the article's readability, distribution, and impact on the public will be even higher. Therefore, in the future, the analysis of media texts and their topics, as well as their socio-cultural impact, requires more comprehensive research.

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