

## PUBLICIST SKILLS IN ENSURING THE HARMONY OF CONTENT AND FORM IN THE ESSAY

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### ABSTRACT

The article deals with one of the important aspects of the creative process and the significance of and artistic skills. In the process of creation, it is determined by the relevance of the subject matter of the writer to his place in society and his reputation, the deep analysis of the facts, his art and skill, the impact on the audience as well. There is given analysis on artistic skills by means of the genre, subject, idea and image in this feature article.

Also, the author has tried to give a theoretical and practical argument that his artistic skill as a writer and a publicist itself to be unique, high peak and school of skills.

**KEY WORDS:** publicist skills, essay, content and form, author's words, detail.

### INTRODUCTION

In this article, we want to tackle one of the most important aspects of the creative process, the significance of the artistic skill.

In the creative working process, there have been traditions such as teacher-student and school of masterpiece and, currently, it is considered to be particular relevance to study them. Especially, there are so many important aspects of studying the craft school of the folk poet and publicist of Uzbekistan and Karakalpakstan, Ibrayim Yusupov, is quite significant. We would not be mistaken if we say that his work “autumn at the old mulberry tree” to be a clear example of masterpiece. Feature article is a small epic form of the artistic and publicistic genre (Adabiyotshunoslik lug‘ati 210). In many literary books feature article has been described to have its own unique role in the classification of genres of literature and journalism genres. In that case, the masterpiece has a number of creative factors in it. Its scope is large.

According to literary scientist Izzat Sultan’s opinion about this: The writer's skill is the ability to find words and phrases that can convey the most accurate and most effective way of describing the subject and spiritual state of the subject. Furthermore, Hotam Umurov, author of Theory of Literature points out that: the writer summarizes the facts gathered on the basis of a particular idea, and enriches it with his own experience, and summarizes it in many ways. Masterpiece and artistic skills are not words that are applied to many people. It is the result of proficient knowledge, hard work, research and experience.

However, according to the requirements placed on it, the documentary prevails, that is, its characters are alive and vitally important people and the events that are happening are largely related to the ongoing reforms in society. In the Literary Dictionary, some contradictory insights include the following: In some publications, it is claimed that feature article by nature, can be included in literary literature, belletristics or publicity. However, in this case, the distinctive aspects between the story and feature article can not be clarified, because some stories have featured character. Therefore, it is better to understand the concept as a genre of belletristic and publicity (Adabiyotshunoslik lug‘ati 211).

Thus, journalistic features of the feature article make the way to its description of the main aim. It defines the role and importance of this genre in journalism. As we have mentioned above, in order to name feature article as literary genre it is necessary to show the differentiating aspects of the story. There are a lot of similarities between these two smaller genres. If we compare them according to the essence and requirements of the feature article, we can see that there have been used more facts in it and it is true to life. And that is exactly what it is about a genre of journalism. There are several varieties of feature article. In the book of Journalism and Publicity (Jurnalistika va publitsistika 265), feature article is divided into portraits, events, troubles, roads, and trials feature articles in terms of its form, purpose and object.

## MAIN PART

As our object is the portraits of feature article, the range of portrait feature article is so deep that we can choose themselves loyal workers and public figures who serve all aspects of society as the main character. It is more important to introduce the main hero to society and to the audience, than the characters identity. During the writing process of feature article, the author tries to make the hero's inner world, his surroundings and his attributes as his contemporaries. It has been stated that: When a social portrait of a man is discovered skillfully in the featured article, it will have a great learning force. Every image that has been discernible, makes a place in the heart of the reader, and will help him to determine his place in life. The activeness and the viciousness of a hero in feature article make a decision (Zamon va mezon 16). Readers can have explanations and understandings with the help of the concept of the author and the portrait. He starts to recognize him and wakes up and his kindness is awakened. In fact, the aim of the feature article is not to praise heroes, but to expose their qualities, human qualities and, most importantly, their efforts to the development of society and people.

Since the feature article is considered to be one of the most popular artistic publicistic genres, there is a strong link between the artistic literature and the publicist character.

First of all, we tried to clarify the inner character of the writer, and then what he says, how the creator finds his audience despite setbacks. Whilst studying, we tried to keep in mind and analyze even the smallest theoretical elements. The first impression of a literary work can be appeared in the form and content, its first stage begins with the idea and the theme.

The theme is the essence of literary work, and the idea is the idea that determines the purpose of the subject (A'debiyat teoriyasi 54). The theme of the work is the essence of the writer's intentions to develop, as well as the key idea of the subject matter is closely linked to the idea of a great idea. The idea is rooted in the images in the art, through their actions, struggles, aspirations and desires. (Adabiyot nazariyasi 27).

The idea takes on the burden of an entire work. It is noteworthy that the feature article is called "Autumn at the old mulberry tree". The reason is that the author connects everything with the hero and all the related processes around him, even with his conclusion. Thus, the idea should open the full theme and serve to ensure its logical connection. In some literary works these two concepts define the fate of the entire masterpiece.

It is important to mention that, thanks to a single theme it can be known that the author has a strong talent. This requires a high level of experience and skill. In "Autumn at the old mulberry tree" the subject is of a great deal, and now we learn how the idea opens it. It is evident from each work of the writer that "it is a skill for Ibraim Yusupov to create an artistic image to the entire living and lifeless nature" (Ha'zirgi Qaraqalpaq lirikasinda ko'rkem formalardin' evolyusiyasi ha'm tipologiyasi 40).

The masterpiece can not be created without imagination as the potential and the potential of the image is wide. Image is created by using impressive word, a strong feeling, and an expression of opinions, which reflects the manifestations of human beings, their imaginations, their morals, and features of their character. The idea of the work is revealed with the help of these images. The first expressions of creating characters are a portrait and landscape.

The subject and the idea of the work itself illustrates the use of portraits and landscaping in image formulation. The skill of writer's ability to reveal his character to the audience, and the realistic and vitality of what he describes, define the success of his work. In this regard, every single sentence he uses shows that the publicist is always in search.

The author portrays the character of the hero in a special unusual way. We can learn this from the following examples: **On the appearance of Seydulla Baba there is no indication that he is different from other elderly people. On the contrary, his appearance in the sun is sunburn , and his mustache and eyebrows that we do not yet see are old** (G'arri tuttag'i gu'z 5).

The creator will introduce us to our hero, as he looks at the best tariffs. That's ... his his appearance in the sun is sunburn , and his mustache and eyebrows that is not old enough shows particular hero, that he is a simple man, in the labor-power of his village. The landscape below illustrates the extent to which the artist understands the nature of the vision: "Autumn is pouring its color on the fields, the golden yellow ornaments on fruit trees. In this color, the farmer's eyes read the joyful words "it is riped"! The autumn is like a flaming

rainbow, with a silver laughter showing pearl cotton teeth, and white foothills of the mountain ...” (G’arri tuttag’i gu’z 6).

The creator draws the autumn painting, which is the golden chapter of nature, by painting the landscape with a great skill. He tries to express the autumn and his genuine beauty through artistic means, such as, the autumn a **floral furrow**, the cotton pitching, as **“laughing with silver laughter showing gems”**, orchard at points, like **“white clouds in the foothills of the mountain.** [G’arri tuttag’i gu’z 6]

Through the landscape, the character of the heroes can also be adjusted to the surroundings. In the example below, we see that the mood of people is naturally related to the nature: **“autumn leaves the orchards on the fruit trees. In this color, the farmer's eyes read the joyful words “it is riped!”.** [G’arri tuttag’i gu’z 6]

When you read the feature article you feel the breath of the writer. We can connect this with the author’s words. “The author's words are in any artistic work. Literary works can not be created without this. Because the events in the book are bounded by the author’s words” (A’debiyat teoriyasi 77). The writer expresses his hero as in his imagination and mind. For instance: **But when he got to know it, it was not difficult for him to realize that this man's old-fashioned coat was in a state of collective labor, and that he was in awe of the highest human qualities. I thought, “The truth is the hero of the poem,” and what he carried from his elderly village to his hands was his pure heart** (G’arri tuttag’i gu’z 7).

In order to show his distinctive heroic character from others, the publicist speaks about the indispensable features of his hero, for instance, he wrote about Seydulla **“this man's old-fashioned coat was in a state of collective labor, and that he was in awe of the highest human qualities”** [G’arri tuttag’i gu’z 7] of course, such information will greatly assist in explaining the character.

It is possible to call it differently, that is, the audience is not interested in the work if individual situations have not been expressed. Individual events or individual features of the character not only reveal the difference, but also gives opportunity to write original masterpiece. For example: **“When Seydulla grandfather moved his horse and tried to pick up cotton, it was left a little to the sunset. We talk about the past and the days while harvesting cotton. It seemed to him that he had nothing to say. I also wanted to know his past and the way of his life, but grandfather did stop talking about today”** (G’arri tuttag’i gu’z 7)

In the example above, it was used to reveal the individual features of Seydulla grandfather.

Moreover, the following extracts **“Shamurat and Seydulla are the famous collectors of the Akhunbabayev collective farm of the Kenges district, those who are old and show great examples to young people with working hard, have instilled in me a warm feeling ...”** (G’arri tuttag’i gu’z 5) demonstrates his skill in communicating, his personality, his own imagination, and feelings of the hero through the artistic skill.

“One of the cornerstones of creating character is to use the details. Detail is a piece of art, and it is closer to the “subtle representation of objects” (A’debiyat teoriyasi 78). The small detail can serve as an opening of the entire work, and in some cases it may be in the center of the main focus.

The subject of the work is “Autumn at the old mulberry tree”, of course, here a question may be arisen, what it has to do with Seydulla grandfather. The detail that we are looking for is the old mulberry tree.

The following is an example of how the author skillfully used details to describe the life in the village, to think about life, to explain the value of old age, human intelligence, and labor. We can see this in the following examples in Uzbek language.

We can not but admire the truth of the author's truth. An old man tells about his painful traces, from the bitter past of the old gray-haired image. In his fate, he described the triumphant days of the human beings, the memorable memories and its effects through artistic means. In contrast to this detail, the author points out the hero's image as well as the insights into the unchanging principle of life. In addition, genre of the feature article, theme, idea and image is a proven fact that the artist possesses advanced skills. In addition, in the work Seydulla grandmother, and also his wife, Begzada, the crew of the brigade Qatira, the character of a prominent Uzbek cotton founder Shamurat Musaev were also skillfully exposed.

## CONCLUSION

These examples illustrate that the author has the ability to choose the character and the ability to choose the right one. In fact, the human personality and conduct are influenced by some of its surroundings. He has made a great contribution to the formation of a real person in all aspects of Seydulla grandfather, who has turned his life into a life-cycle of honesty.

As a consequence, understanding Seydulla grandfather's compassion for the land, his eagerness to work, his honesty, and the high humanistic qualities of his character, his words and his attitude toward the aethers, are expressed in the writer's words: Here is the hero of a real poem (G'arri tuttag'i gu'z 5).

In fact, intelligence and labor are the great beliefs given to us by life. It is a good thing to be remembered and admired, even years after years. We would say that creativity might have two lives. The prominent literary scholar, Kamal Mambetov stated that: Ibraim Yusupov is a master of creating lyrical images.

Thus, we may say that certain aspects of the fact that his talent, artistic skills as a writer, a publicist and a journalist is a great masterpiece.

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