



MODERN MEDIA TEXTS AS A DIRECTION IN LINGUISTICS

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Annotation

The given article is dedicated to the media text in linguistic aspect. Today, media text has acquired the status of a basic category in media linguistics, media stylistics, media culture, media education. In other words, media language is becoming one of the most important objects of linguistic research.

Key words:

Mediatext, newspaper text, media space, media type, media culture, communication.

Today it is impossible to imagine the life of a modern person without the Internet and television, without radio and modern means of communication, with the help of which people quickly find out the latest and most relevant news and can inform each other about certain events in a matter of seconds.

The term "media text", introduced into wide use by T. G. Dobrosklonskaya, in her book "Media linguistics: a systematic approach to the study of media language: the modern English media language" which used as media text, nonfiction text, newspaper text, radio and teletext, network text, hypertext, advertising text, PR text, Internet text, etc.

In the 1990 years in the English-language scientific literature, the term "media text" appeared which literally immediately became widespread in national media discourses and international academic circles. Russian scientist G. Ya. Solganik gives the media text the following definition: this is a type of text belonging to the mass media, characterized by a special type of author (the fundamental coincidence of the producer of speech and its subject), a specific text modality (open speech, diverse manifestation of the author's self), designed for a mass audience". In other words, a media text is a text of any media type and genre, thanks to which speech communication in the field of mass communications is carried out. Today, media text has acquired the status of a basic category in media linguistics, media stylistics, media culture, media education (T.G. Dobrosklonskaya, G. Ya. Solganik, A.V. Fedorova and others). From the point of view of sociolinguistics and functional stylistics, media texts were studied by such scholars as A. Bell, T. van Dijk, M. Montgomery, N. Feyerklough, R. Fowler. G. Ya. writes in his research. Zasursky: "Today, media text is in a sense more than text. This is the graphics, which are used to make the text more versatile and more accurate, this is its sound embodiment, and its connection with the object of consideration in question. The media text acquires well-known universal features. The peculiarity of the media text is that it can be included in different media structures". Yu.V. Rozhdestvensky noted that the peculiarity of a media product is associated with a change in the status of a classical work and is determined by the external conditions of its existence. So, the specificity of a media text is determined by the external conditions of its existence, which include the special type and nature of information broadcasts by the mass media:

- ♣ Disposability, non-reproducibility of information;
- ♣ Collective production of media text;
- ♣ The mediation of communication and the special nature of feedback;
- ♣ The importance of technical means through which the message is broadcast;
- ♣ An economic factor that determines the ideology of the publication, affecting its content and technological implementation.

Also the newspaper text, like itself, performs two main functions: informational and influencing. Today so-called fashionable words play a special role in the newspaper information text. These can be words of foreign origin, only included in the language, or old words that unexpectedly expanded the range of collocation. The frequency of the use of these words, notes I.S. Alekseeva, is high today. They increase the reader's confidence in the text, emphasize the relevance of the information.

Thus, the main purpose of the newspaper text is to communicate new information and influence the reader. On this basis, the newspaper text has a number of specific features that often cause certain difficulties in the translation process.

M.M. Morozov described the practical difficulties in translating English newspaper text into other languages, which, in his opinion, are:

- 1) In the different meanings of words (i.e., in the use not in their usual sense);
- 2) In turns, found in colloquial speech;
- 3) In the specific turns of the newspaper and political language;
- 4) In words that in appearance are easy to mistake for other, well-known words;
- 5) In syntactic constructions
- 6) In terms.

Indeed, the mass media are characterized by a number of features that influence the linguistic properties of the text. Thus, print media (newspapers and magazines) imply text with graphic design and illustrations. Radio text is distinguished by voice characteristics and sound accompaniment, while television text enhances the verbal and auditory component with video. In this case, it should be noted that in recent years such a concept as "publication format" has appeared.

T.G. Dobrosklonskaya also offers a system of parameters, taking into account which, it is possible to draw up an objective classification of media texts affecting both technological and linguistic features:

- ♣ By the method of text production (author's and collegiate);
- ♣ By institutional type of text (journalistic text, advertising text, PR-text);
- ♣ By the form of creating a media text;
- ♣ Through the distribution channel (print, radio and television, Internet);
- ♣ By functional-genre type of text (news, interviews, advertising);
- ♣ By thematic dominant (economy, sports, culture).
- ♣ Form of reproduction (oral, written);

Media texts can also be typologized according to topics regularly covered by the media: politics, sports, culture, religion. However, this classification is not so much universal as nationally specific. So, for example, in Russia criminal events and various incidents are more often covered, while in England - the life of the royal family, in India, Nepal, Iran - the religious life of the country, and in the USA, Pakistan and Afghanistan - military operations. Moreover, although all media texts are publicly available, in reality each media product is addressed to a very specific audience (children, youth, adults, bankers, journalists, car enthusiasts, Muslims, Hare Krishnas). For example, the "Sports Thursday" heading in the "Molodezhnaya Gazeta" is designed for a very specific target audience - young people. From this we can conclude that today the editorial policy of a particular media outlet is being

adjusted depending on the interests of the consumer. Simply put, each publication works for its own audience, since this approach allows for commercial success.

Summing up, it should be noted that today there is a so-called inversion of the communicative roles in the relationship between the auditor and the addressee, and the distance between them is decreasing. "Mass media is gone. The mass media have ceased to be mass media - due to the narrow specialization of the media, on the one hand, or due to the dispersion of target audiences by niches".

The List Of Used Literature

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