

PAPER

FEATURES OF LEARNING THE LANGUAGE OF MEDIA

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Abstract

The level of studying the language of mass media in the world linguistics has been rapidly increasing in recent years. Currently medialogistics studied largely from the point of view of its multi-faceted relations and functions. The language of media and thinking, language and media companies, language, media and cultural studies, language, media and politics are bright objects such studies. Of course, new approaches to the language of mass media are not only related to the general trends in the development of world linguistics. The changing functions of the media, the transition processes taking place in society, also have a direct impact on this. This creates the need to understand the language of the media, taking into account the processes taking place in society in the field of culture, politics and ideology. Verbal language used in interpersonal communication, in its own way, manifests its main features in the process of mass communication. In the following years, the concept of media text has become widespread in the modern information world. The concept of media text emerged instead of the traditional printed text in the twentieth century due to the rapid development of mass communication as a new form of text that is associated with cinema, radio-television, video, the Internet and mobile phones. This article is devoted to the study of the language and style of media, the principles and approaches of teaching media linguistics at the faculties of Journalism and Philology.

Key words: discursive analysis, linguistic stylistic features, linguistic stylistic analysis, media linguistics, media space, media language, media text, media style, language and style of the media.

Introduction

The concept of media text is widely used mainly in the field of media. In the following years, a number of studies were conducted by such linguists as Volkov A. A., Volodina M. N., Demyankov V. N., Dobrosklonskaya T. G., Ivanova L. Yu., Klushina G. I., Kobzeva I. M., Kuchiboev A., Makhmudov N., Melnik G. S., Tepyashina A. N., Mirsanov G., Pardaev A., Ra'ziev F., Mahamadaliev H., Smetanina S. I., Solganik G. Ya., Shevelevsky I. M., Bakieva G. H., Teshabaeva D. M., Israil M. I., Tashmukhamedova L. I. G. Bakieva and D. Teshabayeva in the monograph "Text in the media space" argue that new approaches in the process of studying media text are associated not only with the general directions of the development of world linguistics. This is directly influenced by the changing functions of mass communication, as well as by the transition processes taking place in society. This makes it necessary to understand the text of mass communication, taking into account the processes in the field of culture, politics and ideology that take place in society [2, 8].

At the moment, the sex approach is developing in the

study of the media language. Such an educational and scientific direction is called Medienwissenschaft in German, and according to the English scientific tradition, medialogistics – medialogistics. Under this new direction in linguistics, various areas of studying Mediatexts have been combined. All of them represent the dialectical integrity of linguistic and media characteristics and are manifested in three dimensions of the medianutq: the scale of the text, video or graphic image consisting of words, the scale of the sound volume (the scale of sound harmony).

Sociolinguistics, cognitive, semantic, psycholinguistic, pragmatic and cultural, discursive principles open up wide opportunities in the full imagination of the so-called unique socio-linguistic phenomenon of the media. The study of the media language in such aspects also requires the study of important features of the processes of speech interaction [1, 19].

Mediatexts are considered within the framework of various schools and spheres: from the point of view of sociolinguistics, functional methodology, discursive theory, content analysis, cognitive linguistics, rhetorical criticism. The attention of the

researchers is attracted by a variety of topics: these are the methods of identifying the functional and methodological state of the language of the mass media, as well as the methods of describing the various mediatexts and the influence of socio-cultural factors on the mediatext and the linguistic technologies of influence. The analysis of the activities of representatives of this sphere makes it possible to emphasize that at the end of the XX century all the necessary conditions were created for the formalization of the accumulated knowledge and experience in the independent scientific direction of the language of the mass media. In other words, the overall volume of research carried out within the framework of mediamatics has reached a "peak of criticism", suggesting a new quality of study of this area – a systematic complex approach to medialinguistics, the study of the language of the media within its framework.

The term "Medialinguistics" is formed by analogy with a number of related terms, which are used in new academic disciplines that arise in the cross-section of Sciences. The term itself combines two main components – media (massmedia) and Linguistics, and the subject of this new science is the study of the function of language in the field of mass communication. That is, medialinguistics deals with the study of a certain area of the use of speech – the media language [7, 19].

Discussion

Even if the terminology of medialinguistics is now being formed, we can distinguish a number of specific terms that are widely used in the media to describe the functioning of the language. These are words and phrases formed mainly with the help of the lexical basis of "media". For example, mediamatn, medianutq, medialandshaft, median language traits and characteristics, linguistic impact technologies, etc. Thus, the analysis of the state of the components of the basic rule in relation to medialinguistics makes it possible to emphasize that there are all the grounds for considering this humanitarian direction as an independent scientific rule. It is worth noting that, like other sciences that arise at the intersection of Sciences, medialinguistics naturally combines the features of two scientific fields: on the one hand, it relies on the generalized base of linguistic research, on the other hand, it enters into the general system of media communication – a new scientific direction. It is engaged in a comprehensive study of the media [7, p. 24].

The work "news analysis in the press" and "structure of news in the Press" by the well-known Dutch scientist Teun van Deyk are examples of many studies conducted using the method of discursive analysis for characterization in the media. Seeing the news as a specific type of discussion, Teun van Deyk draws an important conclusion on the entire composition of the media outlets. In his opinion: "if we analyze them as a result of the cognitive and social activities of journalists in the production of texts and their meanings, then the interpretation of the texts by the readers and viewers of the gazeta, based on their experience of communication with the media, can only be adequately understood in one case. [20, 123]. Thus, with discursive bias, each concrete text is considered, proceeding from the prism of social and ideological relations, taking into account the social interests and political views of the participants of mass communication, the people who created and perceived it. The main purpose of discursive critical analysis is to identify and characterize the links that are usually hidden for a wide audience between language, authority and ideology.

Critical linguistic style, which is close to the method of analyzing critical discourses for the performance of its functions, is a new direction in relation to linguistics, which appeared at the end of the last century. Explaining the Basic Rules of this direction,

linguists came to the conclusion that the signs of the language and the methods of their actualization are not neutral. The purpose of the critical linguistics method is to find and study the ideologically diverse components of the text. In addition, special attention is paid to the analysis of media texts as texts with a deep ideological character.

Also, great attention is paid to the study of Mediamatics within the framework of cognitive linguistics, the main task of which is to determine the interrelation of different language processes with cognitive methods of information processing. Using the techniques of cognitive linguistics, one can learn the meaning and methods of expressing different concepts in the media.

G.H. Bakieva and D.M. Teshabaeva's textbook "The language of mass media" provides such an idea about the cognitive approach: the study of the media language in a cognitive direction is also one of the most relevant research aspects. According to him, the language not only reflects the concepts in thought, but also significantly impresses on him. According to this approach, the role of the media is not limited to the broadcast and dissemination of knowledge. The media through its language creates a certain view of the world landscape. It remains important to determine the characteristics of the Bunda, different from its, for example, scientific-artistic or religious landscape. After all, the publicistic landscape of the world, created through the distinctive linguistic and non-linguistic features of the media, has the property of having a stronger impact than other types of models of the world. It is known that language is not only an axiom of thought, but also a means of influencing it sufficiently [1, 25].

The problems of multicultural society, immigration, religious conflicts, attitude to the environment, gender problems – cognitive analysis of the mass media, which is constantly highlighted, allows us to understand how the general information landscape of the world develops, in which the national and cultural peculiarities of the media landscape of certain countries are manifested. Therefore, from the point of view of cognitive linguistics, it is important that the thematic organization of the information space, expressed in a certain set of stable media paths and reflecting the peculiarities of the media flow, is important.

The cognitive approach also allows us to answer the most important question about the methods of interrelation between real reality and its manifestation in the media. Modeling the presentation of real events in the media allows to conditionally reflect, reconstruct, distinguish between three types of media presentations, which can be distinguished as afsona, mexanizona, afsona, afsona and .ona. The type of "reflection" suggests describing events as close as possible to reality. As an example of the presentation of this type of media, some events, including political events, include the most objectionable and reliably illuminated mediamatics. At the linguistic level, the peculiarity of presenting this type of media is the abundance of quote speeches, the multiplication of whole fragments from the speeches and speeches of politicians, the mandatory presence of links to the source of information, as well as the practical absence of analytical, interpretive and evaluative parts.

The type of "reconstruction" provides a wide range of freedom of interpretation in the media: the real event is "reconstructed" on the basis of more specific political and ideological views in the media. Therefore, the existence of an analytical commentator and an ideologically evaluative part is a characteristic sign of the resumption of the mass media.

The third type of media presentation – "afsona" – is created for this purpose, often very far from the embodiment of the event. There are cases when there are reports of events that have not occurred in the media, but simply to provoke some kind of attitude of the audience [7, 31].

Cognitive analysis is aimed at studying the mediamatn as a

tool and result of understanding the world. The concept and the linguistic image of the world are the most important categories of cognitive linguistics. Conceptions are mental (fantastic) concepts that have their own term in the language and reflect the cultural-national imagination of mankind about the world. Using the techniques of cognitive linguistics, it is possible to study the importance of various conceptions in mediamatn and the importance of their enslavement: law, America, Russia, Punishment, Crime, own/alien, enemy, terrorism, Patriot, family, etc. The cognitive approach also makes it possible to find answers to important questions that arise in the study of Real life and the mutual difference in the expression of fantastic concepts [18, 44].

“A lot of attention will be paid to the issues of research of texts in the field of Culture on the study of the media language in a culturological direction. It is important to interpret the cultural characteristics of the media language in connection with the understanding of the text.

Culture is a collection of texts, interpreted as a sum or “complex structured text”. G.S. Melnik believes that the text is not an unchanged hardened phenomenon as a product of culture, it is accompanied by the expression of different meanings (one-meaning texts), creating new meanings, that is, it also has a creative-creative function (multi-meaning texts). Such texts have a significant cultural value on a global scale. The scientist claims that any reader in them can look for something new for himself” [14, 37].

Conclusion

When studying mediamats, it is important to pay attention to their genre characteristics. Because each of the journalistic genres has its own laws, which also directly affect the linguistic composition of the mediams. In the genres of journalism, it focuses on the discovery of phenomena occurring in society in social, political, cultural, spiritual and other spheres, based on the characteristics of the genre. The use of language tools of each genre will be unique. For example, in information genres it is required to strictly observe the norms of the literary language, not to use impulsive words, and in analytical and publicistic genres it is allowed to approach the style of artistic speech of the language, to use a wide range of expressive means. It is very important to research the genre-style characteristics of Mediatexts.

In conclusion, there are different approaches to the study of Mediatexts. Of these, a group of methods of linguistic analysis is important. In the study of the language, style and genre characteristics of Mediatexts, a continuous text analysis method that allows to determine the rules of the mediamatn structure at the syntagmatic and stylistic level is important. Also, the purpose of the stylistic analysis method, which is important in the study of Mediatexts, is to determine the various methodological tools and their role in the implementation of mediamatn general communicative view.

To this end, in carrying out the study, we found it appropriate to use linguistic features of Mediatexts, analysis methods that allow us to determine the structure of mediamatn, analysis of linguistic-stylistic and genre characteristics of Mediatexts. We were also helped by the use of the analysis methods discussed above in each complete study of the mediatext.

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