

THE SIGNIFICANCE OF MEDIA LINGUISTICS IN THE LANGUAGE OF MODERN MASS MEDIA

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Abstract

A new area of linguistics has been dedicated to the study of media text. The study of media speech and mass communication language is known as medialogistics. Language imperialism and the English-speaking influence on international media are topics of discussion in contemporary foreign studies. Ideologically-modal vocabulary plays a significant influence in the stylistic features of media speech as it relates to the expression of opinion and evaluation in informational and analytical texts. This influence is examined in the article using the Uzbek media as an example.

Keywords: media linguistics, mass media language, mass communication, world view, linguistic imperialism.

Introduction

The globalized society in which we currently live is one that is highly information-rich. Since media texts are currently among the most prevalent types of language use, media linguistics serves as a new, systematic method to the study of media language. Quick advancement of conventional media, including print, radio, and television; new computer information technology; and globalization. Furthermore, a global information space has emerged as a result of the rapid expansion of TV channels, radio stations, online versions of print publications, and online publications themselves. This space is now recognized by both domestic and Western researchers as a unique area of language functioning.

The contemporary Dutch scientist T. van Dijk discusses the need to broaden the definition of discourse and the necessity of incorporating speech situational elements like the social context, which provides insight into the personalities and characteristics of communication participants, aspects of information production, distribution, and perception, cultural and ideological background, etc.

In the late 1970s, French sociologist A. Mol anticipated that the emergence of mass media would alter people's perceptions of society's cultural legacy. Even the widely acknowledged basic education system stops fulfilling its original purpose.

For the typical individual, what matters far more than the quantity of knowledge they receive in school, college, or from their family is what they hear on the radio, see on TV, read in a newspaper or poster, and learn from their neighbors and coworkers. Thus, a set of malleable attitudes that are continuously shaped by the media replaces the previous, more or less integral system of information and values that made up the worldview and structure of the personality. This indicates that the entire framework of spiritual life is shifting, with the newest media taking center stage. These media include the Internet, with its social networks, blogs, and forums, as well as television, radio, movies, and the press, which we rank in decreasing order



of significance. Because of its internationality and lack of linguistic barriers, national-state borders are eliminated, creating a single global information space. There are several ways to enhance the written verbal component: through animation, music, video, or oral speech. Because of all of this, any program or text can be multi-valued and managed (the text and the "picture" can support one another or even convey misleading information through interpretation, commentary, or the application of double standards). As a result, rather than a clear-cut and one-way flow of information, the media discourse was enhanced and simultaneously started to have an impact on the direction and content of spiritual processes and the acquisition of knowledge. A specialist must be able to reflect events in various formats and see the world's information in both a dynamic and stable order of structural and thematic connections due to the mass media's replication of images and interpretations and the global clichédness of news texts.

The national and cultural specificity of the organization of the information space, which must be mastered, is manifested not only at the level of content. Comparison of domestic and English-language media (USA, UK) allows us to see both similarities in the selection of topics and differences, to get acquainted with the priorities of the Uzbek media market. The specialist must comment, create a certain information environment. The well-known Italian journalist J. Chiesa wrote: "The facts are nothing more than a background, the main thing is a commentary." Another contemporary media researcher, Professor O. Boyd-Barret, defines media imperialism as a situation in which the ownership, structure, distribution, and content of the media in a given country are significantly influenced by other, more developed countries in terms of media economics. And this impact is asymmetric, disproportionate and unidirectional. Media linguistics allows you to study what is the mechanism of media interpretation of events, what linguistic technologies are used to create media images. Taking into account the interaction of languages and cultures in the era of globalization, familiarity with the concept of linguistic imperialism expands the traditional scope of language learning as a tool of a specialist. English linguist R. Phillipson back in the early 90s. in his work, he cited the words of the British Foreign Secretary that "one of the main strategic tasks for the current period, he considers the replacement of the Russian language in the educational systems of Eastern European countries with English." The expansion of the English language, especially among the youth, in Internet communication, there is no doubt, but let's not forget that R. Phillipson points out that the "global dominance" of the English language is mainly due to socio-economic and political reasons, as well as the promotion of the national interests of the most powerful language-speaking countries - the USA and Great Britain

Thus, even Western scholars note that this process is accompanied by a reduction in the share of the national media product in the domestic market. Thus, media linguistics teaches to evaluate the general language situation in the media. The powerful influence of the Anglo-American mass media at the language level is noticeable to everyone, primarily at the level of vocabulary, and many works of Uzbek linguists are devoted to the problem of English borrowings. But a significant number of media texts use this vocabulary unmotivated, which is often perceived as an alien inclusion that sometimes violates the general perception. Accounting for the addressee of mass communication, forecasting his reactions to either an incomprehensible or even annoying word is necessary. The new virtual environment for text



communication creates many of its own media streams that actively influence language processes. Thus, one cannot but agree with the opinion of T.G. Dobrosklonskaya: “Along with the verbal and media level, the most important component of the media language is the conceptual or cognitive-ideological level. Indeed, it is the language of the media that is the code, that universal sign system, with the help of which a picture of the surrounding world is formed in the individual and mass consciousness. Specialists in media psychology admit that today the perception of the environment by a person world to a very large extent depends on how the media present this world. Not having our own experience of a huge number of events taking place in the world, we are forced to build our knowledge of the surrounding reality on media reconstructions and interpretations, which, by their very nature, are ideological and culturally specific”. Thus, media linguistics expands our understanding of the possibilities of using the language and becomes a new paradigm in its study, which will reveal both the role and means of the language of the media, which actively influence the formation of public consciousness. The protection of the Uzbek language and the preservation of national culture should be one of the tasks of every specialist in the humanities, regardless of the specifics of the profession. The concept of a single information space, a new virtual territory without state borders, helps to present a holistic information picture of the world in dynamics, using such terms as information environment, information field, infosphere, media sphere, media landscape, media discourse. These complex and multifaceted processes require the development of new paradigms for studying the language of the media. The concept of a media text as a volumetric multi-level phenomenon is supplemented by a stable system of parameters that allows giving an extremely accurate description of a particular media text in terms of its product features, distribution channel, and language-format features.

The named system includes such essential parameters as:

- 1) Method of text production (author's-collegial);
- 2) Form of creation (oral-written);
- 3) Form of reproduction (oral-written);
- 4) Distribution channel (media: print, radio, television, Internet).

The entire range of text processing methods is used for studying mass-media texts: from traditional methods of system and content analysis to discourse, sociolinguistic, and cultural analysis. This extensive methodological base is mainly due to the interdisciplinary nature of media language research. Indeed, mass media texts are studied today from various disciplines – linguistics, sociology, psychology, stylistics, cultural The functional and stylistic aspect of media speech in media linguistics The theoretical basis of the concept of media language is a systematic study of a stable range of issues related to the use of language in the field of mass communication, such as:

- a) What effect does mass communication have on the ratio of oral and written speech, • how does the mass nature of the message affect the movement of the language norm,
- b) What is the language of mass media in terms of functional and stylistic differentiation,
- c) What are the criteria for the typological classification of media texts, d) What are the specifics of the languages of specific media - newspapers, magazine press, radio, television, the Internet, as well as the languages of the so-called media-conditioned systems - advertising and public relations, studies, political science, and intercultural communication.



The integration of various methods of analyzing media texts within the framework of media linguistics allows obtaining a comprehensive idea of the real properties of a media speech, its style, features of influence on individual and mass consciousness, on the ways of verbal and media levels interaction, on ideological modality, on the role of culturally significant components. Among the most effective and common methods of studying media speech are the following:

- Firstly, a whole group of methods of linguistic analysis, allowing to identify the basic properties and characteristics of the text at various language levels: lexical, syntagmatic (compatibility), stylistic (the use of tropes, comparisons, metaphors, and other stylistic devices), sociolinguistic.
- A method of content analysis based on a statistical calculation of specially selected text units.
- The method of discourse analysis, based on the concept of discourse and allowing to trace the relationship between the linguistic and extralinguistic side of the text.
- The method of critical linguistics (or rhetorical criticism), allowing to reveal the hidden political and ideological component of the media text. As shown by the analysis of specific material – English news texts in the press, on radio and television, with some stylistic differences due to the technical and format capabilities of individual media, at the level of syntagmatic, all the basic features of the news text are preserved. At the same time, each of the features reflects a particular essential quality of the news text, such as its dynamism, informative content, and the desire for objectivity and a neutral style of presentation. The description of linguacultural and informational processes using the socio-economic term imperialism, which has certain negative connotations, allows us to emphasize their aggressive and offensive nature. Indeed, the expansion of the sphere of influence of the English language in the world information space significantly increases its impact on other languages, which in particular is manifested in a large number of English-language borrowings. In turn, the expansion of English-language mass culture is inevitably accompanied by a reduction in the share of the national media product in the domestic market. If some countries, for example, France, try to somehow control the English-speaking influence by introducing legislative restrictions, the cultural and information space of Uzbekistan continues to remain completely open. Naturally, this affects both the general language situation and the state of the internal media landscape. The functional and stylistic aspect of media speech in media linguistics of the world's information space has a huge impact on the production and distribution of words. All these complex and multifaceted processes require not only scientific understanding but also the development of new paradigms for practical research of the media language.

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