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LINGUISTIC FACTORS IN THE MEDIA

Abstract: *The media is deeply integrated into the life of modern society, media texts are not limited to topics and cover a wide range of issues in different spheres of life, which means that any individual media coverage inevitably intersects with other texts and social practices. The intensity of interaction with other texts is determined by the choice of the broadcasting channel: the Internet and television provide the greatest opportunities for intertext and interdisciplinary communication, and the time constraints of radio texts make it possible to use citation as the main type of textual communication. Cognitive units, universal for the nation, have always interested the media audience and, if used in proportion to the text, they have a formative influence on the spiritual world of both the author of the media text and its consumer.*

Key words: *media, text, linguistics, audience, media text, mass communication, journalism, expressiveness.*

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Introduction

An important result of the study of the expressiveness, assessment and emotionality (sensitivity) of linguistic parts in the media is that these features are necessary elements of the semantic structure, the fact that the original nominative case is a fact. In other words, in the broadest sense, it is an acknowledgment that they are intended (informative) for information. Using these features, the language can perform one of its most important functions - pragmatic, that is, the function of speech impact.

As for the language of the media, we can say that research, understanding the world is not the main task of the media. But its place in society cannot be assessed as propaganda, as a source of knowledge. "The responsibility and skills of a journalist in processing information, interpreting and expressing it orally or in writing are an integral part of both national culture and human information culture" [1].

The famous psychologist A. Luria said: "The great achievement of a person with a developed language is that in his eyes it seems that the world has doubled. With a language that expresses objects, he can use objects that are not part of his personal experience and are not directly accepted. The person will have a two-way world". This includes the world

of objects that are directly reflected, as well as the world of images, objects, relationships, and characteristics that are defined and expressed in words. The word is a special form of reflection of reality. "A person can name, call, pronounce these images at will, regardless of whether they exist in practice or not, which means that he can control this second world" [2].

How the audience perceives information also depends on which media are used to convey it. Each media uses its own language and relevance of information to shape its nature, which, in turn, affects the perception of existence.

In the process of transmitting and receiving information, interpersonal communication, language communication occurs. Communication is primarily a communication phenomenon. This leads to a relationship between one or more people, which consists in mutual understanding and the transfer of information from one person to another or several people.

Mass media includes:

- 1) psychological characteristics of obtaining information;
- 2) informational features;

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3) values based on the goals set in the process of mass communication activities;

4) theoretical concepts of language and text as a means of updating information [3].

Although there is a strong tendency among researchers to study the language of the media as a separate stylistic phenomenon, it was noted that the functional and stylistic aspects of this problem have not been sufficiently studied. In particular, the language of newspaper journalism is recognized as a complex phenomenon in all respects, as it reflects all styles of modern language in the context of newspaper speech.

In modern linguistics, special attention is paid to the study of the text as a unit of speech. In this regard, many scholars offer a separate interpretation of the concepts of style and discourse. For example, E. Beglova points to functionality and pragmatism as key factors in the study of mass communication texts [4].

V.I.Konkov rightly asserts that today stylistics should be studied as the stylistics of speech. "The teaching style is seen as a form of literary language, and not as the content of many style textbooks. The very description of the style also follows from this principle. The teaching methodology in journalism departments requires a slightly different approach. Because here it is very important not only to get acquainted with the structure of the language, but also to develop the most consumed, active and necessary speaking skills. This approach is based on the analysis of the characteristics of the subject of speech, that is, the behavior of the author of the text in terms of speech" [5].

The importance of the style structure of G.Y. Solganik writes: "The advantages of studying the literary language are that functional methods are associated with the study of the structure of speech. Functional style. The structure of speech has been studied mainly from a linguistic point of view. But the speech aspect also provides a good opportunity to characterize the style" [6].

The system of functional-stylistic styles analyzes the use of language functions in them, the study of texts within a certain style, communicative-stylistic discourse, clearly focused communication between the author and the recipient and texts in a communicative situation.

Therefore, from the point of view of functional stylistics, it is especially important to identify and describe general stylistic patterns in specific texts, methodological features of texts of different styles.

For example, if we consider the journalistic style in diachrony, we can distinguish the constant (variable) and variable features of this style. Constants are the means by which a journalistic style was inherent in any period and which forms a style that distinguishes it from other stylistic differences found in the expression of literary language. They consist in the expression and consistent application of the

standard, social assessment, specificity of authorship, author's position, ideology and values.

In journalism, in addition to methodological constants, variable features are also distinguished. Variable traits are specific aspects of the journalistic style that led a certain period of public life. Examples of the changing characteristics of contemporary journalistic style are irony, intertextuality, eloquence, word games. Variational features are determined by extralinguistic factors. Each period reveals its new features.

It is known that language is a means of human communication, through which the culture of this society is in constant and continuous communication through knowledge of the world, and ultimately determines the level of development of society. An important factor in the development of human society is reflected in the interaction, communication, interdependence of language and culture.

In the process of communication, it is important not only that the speaker conveys certain information to the listener, but also how much this idea affects the listener. That is why a skilled orator or writer always pays close attention to the means of providing expressiveness, expressiveness, that is, expressiveness of speech.

It is in the media space that the culture of speech is formed, the text is born, and favorable conditions for linguocultural creativity arise.

The severity of the communicative goal in the text is determined by the influence of actualizing means. In particular, actualization tools such as word order, logical and expressive emotional accent play an important role in the manifestation of the pragmatic phase inherent in the speaker's communicative intention [7].

Communication through language requires knowledge of a certain language, based on certain models, and these can acquire a special meaning in the minds of the interlocutors.

To ensure the effectiveness of communication and the task of re-analyzing knowledge, they should play a heuristic (creative) role in the process of learning linguistic signs. That is, the form of knowledge as a form of meaning interacts with another significant object and, according to its laws, tends to surpass the previously existing signs in the process of development and progress.

Today the media are understood as disseminators of knowledge. Mass media refers not only to technical means or channels of information, but also to public organizations and people involved in the dissemination of information. It should be noted that the language itself does not serve to exchange information in the media. Information can also be obtained by non-verbal means, images.

The dissemination of information creates a landscape and an assessment of the surrounding world, exerting a certain influence on public

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consciousness and creating an overall picture of the Universe.

When performing this task, the following features of the media are important:

- targeted at a mass audience;
- designed for everyone;
- speed [8].

Of course, the literary language plays an important role in conveying the necessary information. If we look at a language system as an opportunity to conform to certain linguistic laws, that is exactly what the native speakers of that language use. M.V. Panov points out that in our time, the norm is not study, but the choice of linguistic means of expression [9]. One of the important features of the norm is that it is deliberately managed and honed [10]. The norm helps to choose the words that are most suitable for the context of the language.

The verbal activity of a linguistic personality (linguistic personality) serves to enrich and develop the social sphere, that is, the semantics of words in discourse. The choice of language tools in the media discourse is associated with an assessment, a system of values, in order to influence the addressee.

When communicating information through language, there is a belief that language is a great driving force for creativity [11].

The existence of a specific language of the media is one of the general laws of the era of public information. Using the linguistic, social and cultural-historical memory of specific languages, this language is used to create texts of mass communication that are of an interethnic nature.

Journalism serves the political and ideological sphere of society. Initially, the affective (arbitrary) character of language was recognized as the main function of this method. But today we are witnessing how important the role of information in public life is. In modern journalistic style, language serves two

equal functions: to inform and to influence. Therefore, in the functional methodology, special attention is paid to the dichotomy of factors that make up the journalistic and informational style of journalistic style. The style itself, to be more precise, is studied as a means of mass communication.

The factors that make up this style are a developed genre system. Language functions are also formed on their basis. Information genres provide information, analytical genres analyze a subject or event, and journalism has an impact.

Language as a social personality is a memory of a person, formed from long-term symbols. During communication, it is necessary to memorize new knowledge and share the accumulated social skills with others.

From a pragmatic point of view, language is studied as a tool for the implementation of human activity. When there are certain means of conveying information, language affects communicators during communication. In this case, language is viewed in human activity as a system of certain means that, to one degree or another, regulate his behavior.

The pragmatism of information is determined by its value. The value of any information, that is, its pragmatic level, depends on how well the information can achieve its goal. Because communication is directly related to a clear communicative goal (intention). This requires a specific strategy when choosing language tools that meet these requirements [12].

The boundless power of language in mass communication and the fact that linguistic thinking serves as a necessary tool in generalization activities, which, in turn, shows its invaluable role in seeing, understanding and obtaining information as a result of information exchange [13]. One of the manifestations of new linguistic principles arising in the study of a language is its relevance with mass communication.

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