

## LINGUACULTURAL ROLE OF VALUES IN MASS MEDIA

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**Annotation:** This article discusses the linguoculturological role of values in the media.

**Key words:** Media, actual, style, autor, people, information, social.

Mass media texts as units of communication reflect reality and convey culture, they are oriented to the maximum impact on the audience and are characterized by borrowing features from other styles, including vocabulary (scientific terms, clichés of the official business style), as well as adding expressiveness and emotionality to the artistic style for better perception and impact. This type of text presents a connected symbolic complex focused on the interaction between its author and a mass audience for the exchange of relevant social information, ideas, opinions and maximally actualizing the potential of textual dynamics. The operational component of these texts stems from the nature of journalism, the activity of which is related to pressing social and political issues: such a text is always the result of urgent problems that require an instant response. The specificity also lies in the combination of artistic and scientific methods, combining logical and figurative thinking. Publicism takes research methods from science. This is manifested in the use of conclusions, evidence, terms and concepts. Beyond that mass media texts borrow the image from art. Hence their main specific feature is syncretism, that is, the use of both scientific, rational-conceptual and artistic, emotional-figurative means in their indivisible unity. It is known that in most cases it is not enough for the author to simply “portray” reality. The author needs to force the reader to use his imagination. In this case, the text uses various artistic techniques to emotionally impact the audience.

Every day, one comes across innumerable images and commercials for various products. This excessive amount of media in our day-to-day lives cannot be side lined and affects all those surrounded by it. The world is changing rapidly today and in its footsteps, our core values are changing too. The last two decades because of globalization have seen an unparalleled change, which has expressed itself in the form of diminishing community values. Social values are being eroded, moral values have become fragmented and the society is facing an unprecedented cultural evasion. Children can readily find stories about violence, sexual promiscuity, theft, and greed in a variety of media outlets including fictional programming, reality shows, rap music,

and the Internet. Almost no research, however, focuses on how the media shape children's moral development. Researchers have written widely on how the media affect children's behaviors, both prosaically and antisocial. But they have paid little attention to the moral lessons children learn from the media that may be underlying these behaviors. Our society today is taking on new values that are at loggerheads with the time tested and religiously accepted principles of our society, a large part of the responsibility for which must be borne by the television commercials and the unethical practices of the business and corporate houses, which sponsor them. Our social media pays the less attention to values while more attention should pay in developing values among the members of the society. It is very clear that without good values among the members of the society, society cannot be developed. Social media should not fully commercial. It should mostly ethical also. The writer has a hope that this article will attract the attention of social media to developing the values.

Introduction There is public cry of value degradation everywhere. Values seem across the road. Poor and Richest both types of human beings are under pressure. Nobody is happy. There are various causative factors of value degradation I.e. growth of industrialization, Lust for power ,indiscipline , selfishness, materialistic attitude, social disorganization, bad Character, Violence, Corruption, advancement of Science and technology, injustice, Casteism, modernization , Lack of feeling of loyalty, lack of code and Conduct, Psychology movements and social sensitiveness etc. Values word seems a dream of distant. Social networking is a recent development made possible by the internet which has become every popular across the globe mainly with young people. This is mostly because it affords users the opportunity to interact with one another making it possible to share information, pictures and videos. This new form of social interaction also brings people of different social background together in a forum and enables them to interact regardless of location and time. According to social network is a social structure made up of individuals or organizations called “nodes”, which are tied or connected by one or more specific types of interdependency, such as friendship, kinship, common interest, financial exchange, dislike, sexual relationships or relationships of beliefs, knowledge or prestige. In addition, social network can also be referred to as a map of specified ties, such as friendship, between the nodes being studied. The nodes, to which an individual is thus connected, are the social contacts of that individual; the network can also be used to measure social capital, which is the value an individual gets from the social network. Social networking sites include: Yahoo Messenger, Facebook Messenger, Blackberry Messenger (BBM), Google. Social media was made possible by web and mobile based technologies, which were used to turn communication into interactive dialogue among organizations, communities and individuals. It has also been described as an interactive mechanism on the internet. The high interactive stance of the social media has made it a vital part

of social life all over the world. Defined social media as a group of internet based application that allows the creation and exchange of user generated content. In his own contribution views social media as social instruments of communication which are different from the conventional instruments like newspapers or magazines. They are online content, created by people using highly accessible and a scalable publishing technologies to disseminate information across geographical boundaries, providing interaction among people. It supports demonstration of knowledge and information, thereby making the people both information producers and consumers. This feature of making the people information producers and consumers is one of the distinguishing features of social media from traditional mass media that only make the people consumers only. One criticism often leveled against the media is that they are contributing to the decay of morality. Indeed, a recent national poll reported that 70 percent of Americans are very or somewhat worried that popular culture, as portrayed in television and movies, is lowering moral standards in the United States. The concern is fueled by the tremendous amount of time youth are spending with the media and by their easy access to explicit content. Children can readily find stories about violence, theft, and greed in a variety of media outlets including fictional programming, reality shows, rap music, and the Internet. Almost no research, however, focuses on how the media shape children's moral development. Researchers have written widely on how the media affect children's behaviors, both prosocial and antisocial. But they have paid little attention to the moral lessons children learn from the media that may be underlying these behaviors. Moral development in children follows a predictable developmental path. When presented with an ethical dilemma, children under the age of eight typically judge an action as wrong or incorrect when it results in punishment or goes against the rules set forth by authority figures. As children mature, they begin to consider multiple perspectives in a situation, taking into account the intentions and motives of those involved and recognizing the often-conflicting rules inherent in moral dilemmas. In other words, their moral reasoning becomes more flexible and “other” oriented. Every day, one comes across innumerable images and commercials for various products. This excessive amount of media in our day to day lives cannot be side lined and impacts all those surrounded by it. It is an expression of the society of which we are a part, its mirror-image for all practical purposes and has a far reaching influence on the social, cultural and moral values of its inmates. The world is changing rapidly today and in its footsteps our core values are changing too. The last two decades on account of globalization have seen an unparalleled change, which has expressed itself in the form of diminishing community values. Social values are getting eroded, moral values have become fragmented and the society is facing an unprecedented cultural evasion. Our society today is taking on new values which are at loggerheads with the time tested and religiously accepted principles of our society, a large part of

the responsibility for which must be borne by the television commercials (TVCs) and also the unethical practices of the business and corporate houses which sponsor them. Today, the reach of television is widespread. Commercial television channels have penetrated even the remotest of areas and most adults are exposed to thousands of advertisements annually. It is thus natural for the ramifications of the violations of ethics by TVCs to be seen in our personal lives and also on the society as a whole. Theories of powerful media effects assume that a wide range of social values and behavioral practices are learned from the ideas and images conveyed by popular television entertainment, glossy magazines, internet websites, music videos, consumer advertising, feature films, and news reports. The mass media as one of the standard agencies of socialization, rivaling the role of parents and the family, peer-groups, teachers and religious authorities, and social norms operating within the local community and national culture. Socialization is a multidimensional process involving the acquisition of knowledge, attitudes and values. In particular, cultivation theory suggests that frequency of exposure to the mass media, especially television viewing, leads towards the internalization of its messages. Through this process, the media are thought to be capable of influencing moral standards, including attitudes towards the family, marriage and divorce, orientations towards sex roles, support for gender equality, and tolerance of sexual diversity, and beliefs about appropriate ethical standards in public life, as well as shaping broader religious values, beliefs, and practices. Regular exposure to messages conveyed by mass communications is believed to have a cumulative effect upon moral values and behavior, with a particularly influential role upon impressionable young children and adolescents during their formative years as they transition to adulthood. The direction in which TVCs are moving today, has generated enormous social tension to which we have not been able to find appropriate solutions. The situation as on date is that via these commercials, power has been transferred to business houses that have consistently ignored the social implications of their actions. The problem is fundamental, as on the basis of the review of literature, it has been established that the content of TVCs is damaging for not only society, but morality too. Complaints and concerns about TVCs have been extensive since their advent. Although some substantial research has been done on the negative consequences of TVCs across the world, the behavioral consequences and distortion of values caused by exposure to them is yet an unexplored area. The researchers have not come across much research on this issue in India.

Active role of social media may develop values. Various researches show that there is impact of positive or negative scenes or pictures on the mind of children. positive scenes propagate the positivity and negative scenes propagate negativity. It means that eyes put the impact on mind and hurt. Small children are found involve in antisocial activities, result of scenes ,which they have seen.To summarize, some

research suggests that extensive viewing of television violence can alter children's views about the acceptability of violence and perhaps even hinder the development of their moral reasoning. Such conclusions must be tentative, however, because of the paucity of studies in this area. With the exception of one experiment and one longitudinal study, nearly all the evidence is of the snapshot-in-time variety and does not permit drawing causal conclusions. In addition, the research has examined only children's moral views about aggression. It has paid little attention to media's effect on other moral issues such as altruism and even other types of antisocial behavior such as cheating, lying, and stealing. In addition, the research has focused solely on television. Websites, video games, movies, and even children's books sometimes grapple with moral dilemmas, and researchers need to explore their impact as well. Social media is a powerful in the hands of public to motivate the members of society to do and think positive for society. If positive activities are shown to the public by social, media and neglects anti-social behavior then may be positive impact on the mind of members of the society. In addition, our great educationists, social, political and religious leaders should come front and should participate in social media in developing values directly and indirectly.

Linguocultural features of the media text, which determine the inventory of linguistic means and their organization. Particular attention is paid to the phenomenon of precedence, the communicative and pragmatic potential of the functioning of phraseological expressions, allusions and the use of collocations in mass media texts. Semantically transformed phraseological units in the media text establish a connection with various images and stereotypes of a particular culture. Allusions based on universal cultural or historical concepts represent ways of seeing the surrounding world, common to different linguistic communities. The research has theoretical and practical significance and will be useful in the further study of the linguocultural features of the use of lexical units to influence the reader and reflect the individual style of the author.

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- RUSSIAN LINGUISTIC BULLETIN 4 (28) 2021  
73
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