

MEDIA SPEECH LINGUISTIC ANALYSIS

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Abstract: Our article looks at different approaches to media language. They became widely used in linguistics at the beginning of the 21st century. The author pays particular attention to the concept developed in media linguistics. The scientific contribution shows the position of researchers on the theory and practice of the media. You understand media discourse pedagogy as the interface between media and social phenomena. From the point of view of such an approach, the category of the media becomes a language-forming factor.

Keywords: extra-linguistic aspects, mass media, media discourse, political, economic, scientific, religious, military, sporting.

At the turn of the century, the media discourse became a modification of the journalistic discourse, which "reflects the status quo in society, combines many styles and fervors, being the most adequate context for the study of both purely linguistic and extra-linguistic aspects" [1;131]. The media discourse has written, oral and electronic forms, since the concept of "mass media" covers all mass communication media. Several approaches to media discourse are known in Russian linguistics. In the works of V.I. In sociolinguistics, the term "mass information discourse" is found (apparently, it acts as a substitute for the term "media discourse"), whose social mission is to communicate relevant information to a mass audience.

Like other institutional discourses (political, economic, scientific, religious, military, sporting, etc.), the mass information discourse focuses on status-role communication, since here the subject (addressee of the information) appears as the representative of a social institution. Institutional discourse < ...> This is a type of masked communication in which each of the interlocutors plays a specific social role. The status, the representative function of a person comes to the fore in this type of communication [2;62]. The actualization of communicative factors in modern linguistics has institutionalized the multitude of stylistic factors that determine the emergence and development of professional sublanguages.

According to E. S. Sheigal, "institutional discourse types use a certain system of professional signs, thus have their partial language (special vocabulary, phraseology, and paremiology)" [3;14].

The institutional discourse and its corresponding professional sub-language, i.e. language within language (with special vocabulary, semantics, and grammar) is the life of society in the social dimension. Discourse exists mainly in texts, but those that have a special grammar, a special lexicon, special usage and syntax rules, a special semantics, so ultimately a special world, says Yu.S. Stepanov, who describes the essence of discourse from a logical and philosophical point of view [4;36]. In the by T.A. Dobrosklonskoy, the media discourse is a specific type of language-thinking activity that is implemented exclusively in the information space of the mass media. In its most general form, media discourse is a set of processes and products of linguistic activity in the field of mass communication in all the richness and complexity of their relationships [5;21].

If the text is a message, then the media text is a message plus channel and the media discourse is a message combined with all other communication components [6]. From the perspective of other scientists - E.A. Kozhemyakin, N.I. Klushina, G. Ya. Solganika, the media discourse is something like a set of different discourses that function as its main thematic variants. In the mass media, not one discourse is represented, but many, according to the pluralistic model of modern society [7;40]. According to this concept, any kind of institutional discourse can become media discourse, implemented: political, sports, educational, scientific, economic, etc. Thus, one of the main factors of discourse formation about media content becomes thematic, meaningful content. The media discourse is a thematically focused, socio-culturally conditioned linguistic thinking activity in the space of the mass media. The fundamental difference of this type of discourse is that, in addition to the production of certain knowledge, the evaluation of objects and their images, as a result of language-thinking activity, creates an idea of the ways of knowledge translation [8; 16].

In both concepts, the media text is viewed as a node in the network that structures the media space. Regardless of the interpretation of media discourse, the main unit of media flow is captured in the unity of form and content, activity, and its instrument, since discourse is an integral communicative and cognitive process of generating meaning. Under this condition, not only the principles of their internal coherence are revealed, but also the conditions of their appearance, the rules for the formation of certain meanings, etc. Taking this approach as the basis of our work, we also believe that the media discourse arises from the intersection of Media and social phenomena (politics, economy, culture, sport, etc.)

The processes of collecting, distributing, and storing information in society at the beginning of the 21st century, with the help and support of mass communication media in particular, have had a significant impact on individuals and society. Mass media today is not only a technological resource but also an important source of social dynamics. The society in which modern man lives is exclusively a mass media project,

a media project intended to ensure the process of communicative interaction of broad social groups. Involving the widest audience in their communication practices and captivating them with the movement of their dense streams of information, the modern mass media have become an alternative condition and way of life for a person, a condition for the movement of his thoughts [9;171].

The connection of mass media with social phenomena is called medialization. The transformation of the outside world into the media world is one of the most important tasks of journalists, writes N.I. Klushina, notes that the media world is “a special cultural environment woven from the voices of other peoples (commentators, experts, officials, etc.)” [10;68]. Considering the media discourse as a result of the manifestation of the guiding strategy of the medialization of the information society implies an appeal to the category of mass media, which reflects the peculiarities of mass media practice and belongs to the discourse-forming basic factors.

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