

# The Pragmalinguistic Interpretation of Mediadiscourse Within the Framework of Mass Communication Studies

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**Abstract:** This study explores the pragmalinguistic interpretation of mediadiscourse in the framework of mass communication. This article encompasses the pragmatic strategies employed in two presidential speeches, focusing on how speech act, implicature and contextual cues are used to achieve specific communicative goals. Moreover, this investigation encapsulated how linguistic choices, contextual cues, and illocutionary acts are strategically employed to shape audience interpretations and achieve specific communicative goals. Focusing on the interplay between language and context, this study examines how speech acts, implicature, presuppositions and deixis are utilized to construct persuasive narratives.

**Keywords:** Mediadiscourse, speech, communication, mass media, implicature, pragmatic intention, speech act, conversation.

**Introduction:** As the development of our society and variable world of humanity is evolving fast and rapidly in the century of technologies, undoubtedly, its effect can be visible in the sphere of linguistic studies. The concepts of mediadiscourse, mass communication, mediatext, medialanguage, medialogistics, internet-discourse and many other such notions are the products of today's modern investigations, and technological innovations. One of the pivotal objects of linguistic studies-mediadiscourse has already occupied leading spaces in the researches of multifold scientists. These terms play a significant role in shaping our comprehension of the media landscape. Mary Talbot, in her book "Media Discourse: Representation and Interpretation" suggested, that "Media discourse is a multidisciplinary field. In addition to extensive interest in media and cultural studies, it is the subject of scrutiny in linguistics-particularly conversation analysis, critical discourse analysis, ethnography of communication, linguistic anthropology, pragmatics and sociolinguistics-and also in cultural geography, psychology, sociology and tourism studies" [Talbot:2007]

## Literature review

The emergence of the term of mediadiscourse is intricately linked to the notion of discourse which has

recently become a focal point of extensive investigation in the field of linguistics. A thorough examination of the concept of discourse reveals that, as articulated by Dobrosklonskaya, scholars from the Western European and American linguistic traditions, such as T. Van Dijk and Z. Harris, perceive discourse as a form of communication. This communication occurs in both oral and written forms, wherein the dynamics of interaction between the sender and the recipient of the message are distinctly evident. [Dobrosklonskaya:2006].

In her article about mediadiscourse, T.G.Dobrosklonskaya researched multifold scientific works that have been done in this field of pragmalinguistics, and stressed to the words of famous Deutch researcher, T.Van Dijk, "defining the discourse as a complex communicative phenomenon, that includes the entire set of extralinguistic factors, accompanying the process of communication, such as: social context, giving an idea about the participants of communication and their characteristics, features of production, dissemination and perception of information, culture-ideological background and etc., gives great to an expanded comprehension of the contextual perspective of discourse, especially when studying mass media communication" .[T.Van Dijk:1989, Dobrosklonskaya:2006]

According to T.G.Dobrosklonskaya, “In the most general form, mediadiscourse is a collection of processes and products of speech activity in the sphere of mass communication in all the richness and complexity of their interaction.” [Dobrosklonskaya:2006]

Uzbek researcher Rizayeva Kamola Shuhratovna devoted one of her articles to the topic of Analyzing English and Uzbek mediadiscourse, and came up with the ideas of some prominent linguists of this field. She enriched her article with the definition of A.V.Smirnova, “mediadiscourse is a complex system of texts that are united by a common social task to be performed. Hence, the main purpose of this discourse is regulation of the behavior and thinking of the recipient information” [Rizayeva:2023]

S.P.Grynyuk tried to identify differences between mediadiscourse and mediatext in her researches. She gave the definitions of some scholars to the concept of mediadiscourse, and one of them was Z.Harris. According to Z.Harris, mediadiscourse (mass information discourse) is a speech type of activity in the media, aimed at informing the audience about various spheres of social life through mass communication (through television, radio, Internet, print media, etc.) It is a peculiar and specific category of modern media linguistics, involving special methods, means and techniques of analysis. It is connected, first of all with the expansion of media channels—printed content (newspapers, magazines) and interactive material (radio, television, Internet, advertising). [Harris:1952, Grynyuk:]

Grynyuk indicates that, classifying the types of media and the definition of discourse relies on two approaches

-the first approach defines the functioning of language in various spheres of human activity, particularly in science, education, politics, mass communication, as the basis for distinguishing types of discourse; media discourse, thus, is formulated as a specific type of speech and thought activity, characteristic only of the media, and accordingly, varieties of media discourse—political, religious, scientific and other types;

-the second approach sees media discourse as any type of discourse implemented in the field of mass communication and therefore researchers focus on certain types of mediadiscourse—political, religious and other types of mediadiscourse. [Jeltuxina:2007, Grynyuk:]

Svitlana Grynyuk, defining and expressing the mediadiscourse suggested Eleonora Lissan's words about the mediadiscourse, she says, that, “mediadiscourse has such characteristic features as: group relatedness (the addressee shares the views of his

group); publicity (openness, orientation towards the mass addressee); polemical orientation (creating a polylogue with subsequent discussion); staging and mass nature (impact on several groups of addressees simultaneously); information globality and complexity; precedent place in the geocultural picture of the world, etc. [see Grynyuk:2022:109]

From the given statements, we can comprehend that the characteristics of mediadiscourse are mainly relied on the relationships of addresser and mass addressee, and in this association, the features of publicity, that is the content of the mediadiscourse is created according to the requirements, needs and necessities of publicity, relatedness, which indicates that the material is not only conveying one person's opinion or personal impact, but also it depicts the views of group of people, mass nature and globality of information expresses the impact on numerous groups of addressees simultaneously, and covers global problems or information in the plot of mediadiscourse.

Kazakh linguists Issina Gaukhar Ilikishevna and Kondratyeva Yulia Taguirovna pointed out that, “Mediadiscourse is considered as any kind of discourse, implemented in the field of mass communication produced by the media. So we can speak about political, religious, educational and other mediadiscourse, implying that these types presuppose a relatively stable set of practices of production, transmission and interpretation of media” [Issina & Kondratyeva:2015]

As indicated A.Shesterina, T.Kaminskaya, E.Zvereva, in their work “Media Discourse as a Research and Media Educational Problem: Approaches and Scientific Schools”, analyzed and researched numerous works of scientists and implied that, N.N.Boldyrev and T.N.Efimenko, using a cognitive approach, consider the problem of media discourse “in the context of the linguistic interpretation of scientific knowledge in the media” [see Shesterina & Kaminskaya & Zvereva:2024]

## METHOD

In this study, a variety of methodologies were employed, including qualitative approaches and discursive analysis. Additionally, descriptive and comparative methods were utilized to enhance the investigation's comprehensiveness. As the foundation for mediadiscourse, it is examined Uzbek and English broadcast, social media content, as well as various mass media journals and newspapers.

## RESULTS

The examination of the media discourse within English and Uzbek materials through the lens of pragmalinguistics yielded several conclusions regarding

the underlying communicative strategies. This analysis facilitated a deeper understanding of the linguistic features and pragmatic implications present in the discourse. Furthermore, integration of cross cultural perspectives in the analysis underscores the significance of contextual factors, that shape communicative practices, thereby, revealing the intricate interplay between language, culture and ideology in the construction of meaning within media narratives.

The initial illustration of pragmalinguistic analysis is dedicated to the speech of the president of Uzbekistan, Sh.M.Mirziyoyev. The source of mediadiscourse that was taken from, is the official telegram channel of Uzbekistanofficial that was established to disseminate comprehensive news and information, regarding the sociopolitical landscape of Uzbekistan. It provides official updates concerning the discourses that encapsulate substantial components of Uzbekistan's daily life, thereby informing and shaping public understanding of these critical areas.

“Ukraina atrofidagi vaziyatni hal etish bo'yicha muzokaralar boshlanganini to'liq qo'llab quvvatlaymiz”-Shavkat Mirziyoyev.

Samarqandda boshlangan Yevropa Ittifoqi- Markaziy Osiyo sammitida O'zbekiston prezidenti shavkat Mirziyoyev nutq so'zlad.

Analyzing the title of the declaration articulated by the president Sh. Mirziyoyev shows that, he unequivocally expressed Uzbekistan's full support for the commencement of negotiations aimed at resolving the situation surrounding Ukraine. This statement underscores Uzbekistan's commitment to peaceful and diplomatic solutions in addressing complex international issues.

If we analyze this statement from pragmalinguistic point of view, we can see the usage of objective and analytical attitude to the events that are occurring in the world. The short and concise plot of the statement is understandable and directed to the certain intention. Moreover, the inclusion of the context can be seen from the discourse, as the head of government reports his speech in the context of resolving complex international problems. Examining the statement more deeply, gave the chance of determining the main pragmatic intention and the auditory of the utterance, here the pragmatic intention is visible in the form of articulating Uzbekistan's stance within the global arena, specifically concerning its perspective on the Ukrainian situation and to advocate for the fortification of collaborative relations between Central Asia and the European Union. The speech oriented auditory, here, undoubtedly, the official members of European

Union, the leaders of Central Asian countries, the representatives of international organizations and the mass media.

“.....Ayonki, hech bir mintaq keng xalqaro hamkorliksiz bu qadar murakkab masalalarni mustaqil holda hal etishga qodir emas. Markaziy Osiyo va Yevropa Ittifoqi an'anaviy sheriklar bo'lib, o'zaro yaqin hamkorlik uchun talab faqat o'sib bormoqda. Biz ham Yevropa tomoni kabi xalqaro huquqning tamoyil va me'yorlariga sodiqligimizni bildiramiz.”

Ukraina atrofidagi vaziyatni tinch yo'l bilan hal etish bo'yicha muzokaralar jarayonlari boshlanganini olqishlaymiz va to'liq qo'llab-quvvatlaymiz. Oldinda juda murakkab va yechimi oson bo'lmagan masalalar turganini tushunamiz. Biroq diplomatik sa'y-harakatlar va siyosiy qarorlar qabul qilishdan boshqa muqobil yo'lni biz ko'rmayapmiz”, dedi Sh.Mirziyoyev. [Uzbekistanofficial, telegram channel]

The excerpt from the speech expresses some pragmatic speech acts and strategies, such as Declaratives: “Biz ham Yevropa tomoni kabi xalqaro huquqning tamoyil va me'yorlariga sodiqligimizni bildiramiz”. In this speech, president is using the pronoun of “biz”-“we”. This pronominal usage serves to highlight the president's emphasis on Uzbekistan's unity and shared stance with the nations of Central Asia. This statement is the best concise representation of Uzbekistan's position in the political landscape.

Assertives: “..Ayonki, hech bir mintaq keng xalqaro hamkorliksiz bu qadar murakkab masalalarni mustaqil holda hal etishga qodir emas.” This excerpt is totally expressing the assertives with the word “ayonki”, and the president is stressing on the complexity of the situation, emphasizing the impossibility of resolving such problems without international collaboration.

Directives: “Oldinda juda murakkab va yechimi oson bo'lmagan masalalar turganini tushunamiz”. This phrase is indicating the complication of situation and warning about the lack of effortless resolution to this problem. Furthermore, here, we can realize the solidarity of the president and his mutual understanding in this political complex process.

Persuasives: “Biroq, diplomatik sa'y-harakatlar va siyosiy qarorlar qabul qilishdan boshqa muqobil yo'lni biz ko'rmayapmiz”. With these phrases the head of government is convincing the importance of diplomacy and political decisions. The usage of the word “biroq” and “boshqa” is adding to the sentence the meaning of the only way of achieving concordance in the negotiations is resolving in diplomatic way.

If we investigate linguistic tools from pragmalinguistic perspective, we can obtain such results as official

lexicon: as this utterance is politically oriented, the usage of formal and official language is foregrounded. “xalqaro huquq”, “tamoyil va me’yorlar”, “muzokaralar jarayonlari”, “diplomatik sa’y harakatlar”, “siyosiy qarorlar”.

The repetition of the words such as “murakkab”, “yechimi oson bo’lmagan”, “juda murakkab” are emphasizing the degree of seriousness of this complex political problem.

The usage of the verbs in the form of 3rd person plural, like “tushunamiz”, “qo’llab-quvvatlaymiz”, “ko’rmayapmiz”, “bildiramiz” serve to indicate the emphasis of not being indifferent of Uzbekistan’s politics in such challenging situations in the world political society.

The contextual analysis of the speech can be determined in this way: the speech is stated in the summit of European Union and Central Asian countries and this enhances the degree of influence; Uzbekistan’s position towards the situation surrounding Ukraine is of great importance for international community of countries and we cannot neglect the impact of the discourse to the relationships between Central Asia and European Union.

The continuation of our investigation is focused on the pragmatolinguistic analysis of English mediated discourse, more precisely, the speech of Donald Trump excerpted from the “Make America wealthy again event” that was held on April 2nd, 2025 in White House.

“Thank you very much. Thank you. Nice crowd. What a good-looking group of people. Well, we have some very, very good news today and a lot of good things are happening for our country. Please sit down. My fellow Americans, this is Liberation day, been waiting for a long time. April 2nd, 2025 will forever be remembered as the day American industry was reborn, the day America’s destiny was reclaimed and the day that we began to make America wealthy again. Going to make it wealthy, good and wealthy.” [Transcript of President Trump remarks at ‘Liberation Day’ event]

The pragmatic intention and auditory of this discourse can be comprehended from the first phrases of the utterance. The pragmatic intention of the speech is creating positive atmosphere among the audience and attracting their attention to the speech;

generating ceremonial atmosphere before announcing an important news; preparing the audience to the main part of the speech;

awakening the national pride in the heart of people.

The audience is formed from American citizens, especially the class of workers, politicians and the representatives of government, international

society and other countries’ presidents, mass media.

Pragmatic speech acts and strategies are expressed as follows:

Gratitude.(Appreciative): “Thank you very much. Thank you.” In this excerpt showing gratitude is used in order to create a sincere contact with audience.

Compliment: “Nice crowd. What a good-looking group of people”. Boosting the mood of audience and inspiring a positive relation by complimenting and saying mild words.

Announcement(Declaratives): “We have some very, very good news today and a lot of good things are happening for our country”. Here the president is warning about the announcing some important good news for the country and repeating the words very and good is serving to show the satisfaction and content mood of the head of government.

Order(Directive): “Please sit down” this phrase is used in the speech on the purpose of calling the audience to order and grab the attention before commencing the utterance.

Declarative: “My fellow Americans, this is Liberation Day, been waiting for a long time. April 2nd, 2025 will forever be remembered as the day American industry was reborn, the day America’s destiny was reclaimed and the day that we began to make America wealthy again.” Such type of declaratives is used here for announcing historical event and stressing on its importance.

Promising.(Commissive): “Going to make wealthy, good and wealthy”. With this phrase, the president is promising for the country’s prosperous future and convincing the audience. The repeated usage of good and wealthy is indicating the high degree of trust for the wealthy future of America.

Linguistic tools that enrich the pragmatic analysis of discourse are:

Emotional lexicon such as “very, very good news, “good-looking”, “Liberation day”, -these words and phrases are used to make an emotional impact on the audience.

Repetition: “very, very”, “wealthy, good and wealthy” are used to emphasize and enhance the impact of speech.

Simple and conversational language. The resemblance of the speech intonation to informal conversational speech helps to set up close communication with audience.

Symbolic expression of “Liberation Day” is used for creating the similarity with historical event. The pronoun “we” is used for evoking a sense of solidarity



with audience. The expression of context and impact is determined by such ideas:

Ceremonial atmosphere: The beginning of the speech is constructed on the basis of establishing ceremonial atmosphere, and this strengthens the importance of crucial news. The phrase of “Going to make it wealthy” is indicating the hope of prosperous changes in near future. As we stated above informal context and simple conversation between the president and the audience helps to construct close interaction, relation with people. The appeal to the audience with the word “fellow” is representing the president’s sociable and open-hearted character and it is obvious that, these characteristics are the key features to find a way the nation’s heart.

## DISCUSSION

The analyzes that we examined in the mediadiscourse of English and Uzbek materials shows that the pragmalinguistic characteristics of mediadiscourse have some similarities, for instance, both speeches employ strategies to connect with their respective audiences. In the English speech we can see the direct address to the audience such as, “My fellow americans” and compliments “nice crowd, good-looking group” to create a sense of inclusion and positive atmosphere.

Uzbek president’s speech is based on formal tone and context of summit to create sense of importance and respect. Both leaders use “we” pronoun to establish a sense of collective identity and shared purpose. Every speech contains declarative speech acts, announcing important events or policy changes. We can observe the try of both presidents to convince their audience about their political intentions.

The difference can be seen in emotional tone and language. Trump’s speech is characterized by a highly emotional and nationalistic tone, while the Uzbek president’s speech maintains a more formal and diplomatic tone, using measured language and avoiding overtly amotional expressions. This is a diplomatic approach that is expected from the speaker in international summit.

## CONCLUSION

The pragmatic analysis of two language based mediadiscourse reveals that both speeches are strategically crafted to achieve certain communicative goals. However, the approaches used by presidents are different, reflecting the contrast between contexts, audiences and political objectives. We examined the priority of emotional engagement and natipnalistic fervor in the speech of America’s president, while, the president of Uzbekistan foregrounded the importance of diplomatic decorum and international cooperation

among countries.

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