

Convergent Characteristics of Media Texts

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Abstract: This article analyzes the concept of media text, its role in the modern information space, and the characteristics that are formed under the conditions of media convergence. In addition, the convergent characteristics of media texts such as multimedia, interactivity, hypertextuality, and cross-platform distribution are scientifically examined. The results of the study show that media texts are acquiring new forms and functions in the digital communication environment.

Keywords: Media text, media convergence, digital journalism, multimedia, hypertext, interactivity.

Introduction: Modern life cannot be imagined without tools that help people obtain the latest and most relevant news and exchange information within minutes. Such tools include the Internet, television, radio, and modern communication technologies. Due to the rapid development of the modern media sphere, the Internet and mass media are now considered not only means of communication but also instruments capable of influencing and shaping public opinion.

In these media platforms, the process of expressing ideas is mainly carried out through language tools, namely media texts. Under the conditions of media convergence, a new format for delivering information has emerged — the media text. The rapid development of information technologies has brought fundamental changes to the system of mass communication. Traditional mass media such as print press, radio, and television are integrating into the digital environment and forming a new media space. This process is called media convergence.

The term media text (derived from Latin *media* – medium, *mediator*, and *textus* – fabric, weaving, connection) refers to messages and texts presented in various media formats and genres. The concept of media text emerged in the twentieth century as a result of the rapid development of mass communication technologies. It replaced the traditional printed text with new forms related to cinema, radio, television, video, the Internet, and mobile communication.

The concept of media text is widely used mainly in the field of mass media. It is also applied in media education, media criticism, and media psychology.

A media text represents media information such as news published in newspapers and magazines, as well as television and radio broadcasts. It is a textual product used in print media, television, radio, and the Internet.

Mass communication is the process of distributing socially significant ideological, spiritual, and educational information to a large and geographically dispersed audience through technical means in a popular and accessible form. This process includes both the dissemination of information and the resulting communicative product.

From a psycholinguistic perspective, this process involves transforming information into linguistic expression (speech or text) and its perception, comprehension, and interpretation by the audience. The first stage relates to the activities of the communicator (the editorial team), while the second stage concerns the recipient (reader, listener, or viewer).

Any text has a dialogic nature and is addressed to someone, which determines its communicative character. Each text is created by authors who have their own worldview and rely on both previous and subsequent texts.

In communication, media text functions within media

discourse, representing a form of dialogue between individuals and their environment.

In media discourse, the relationship between the author and the audience should appear in a dialogic form from both the writer's and the reader's perspectives. However, in the communication process, the author usually interacts with an imagined audience. Based on this imagined recipient, the communicator determines the structure of the text.

From the author's perspective, media texts activate the diversity of media genres. From the consumer's perspective, all types of media texts are perceived as a unified journalistic text.

The Concept of Media Convergence

Media convergence is the process of integrating different information technologies, communication channels, and forms of content. As a result, information can move freely from one platform to another and be distributed simultaneously through multiple channels.

In modern journalism, convergence manifests itself in several forms:

technological convergence

platform convergence

content convergence

audience convergence

This process directly influences the structure, form, and content of media texts.

Convergent Characteristics of Media Texts

1. Multimedia

One of the most important characteristics of media texts is multimedia. It refers to the ability to present information in different formats such as text, audio, video, and graphics. Multimedia content allows audiences to perceive information faster and more effectively.

2. Hypertextuality

Digital media texts are connected with other materials through a system of hyperlinks. This feature is known as hypertextuality, which enables readers to explore information in a broader context.

3. Interactivity

Modern media texts ensure not only one-way but also two-way communication with the audience. Users participate in the information process by leaving comments, sharing content, and expressing their opinions.

4. Cross-Platform Distribution

Convergent media texts can be distributed simultaneously across several platforms such as

websites, social networks, mobile applications, and video platforms. This significantly expands audience reach.

5. Dynamism

In the digital environment, media texts can be constantly updated. Therefore, they represent dynamic rather than static information products.

Dialogic Nature of Media Text

An important internal feature of media texts is their openness to dialogue. Conversational speech often includes expressive and aesthetic elements that enhance the impact on readers. Influencing the reader allows the author to create a dialogic structure within the text.

Dialogization is a key characteristic of media texts. It can be seen in address forms, response structures, dialogic texts such as interviews, intertextual elements, and even internal monologues.

Dialogue appears in different genres of media texts. Address indicators are reflected in specific linguistic elements.

From the perspective of creation and transmission, media texts are multimodal, integrating various elements into a unified semantic structure.

Within the author category, two personalities can be distinguished: the individual as a part of the audience and the social individual. In the first case, the author tries to approach the audience and shows interest in people's personal lives. As a social individual, the author speaks not only on their own behalf but also from social, group, or corporate perspectives.

Media Text as a Multicode Structure

A distinctive feature of media texts is their ability to combine different semantic codes — both linguistic and non-linguistic — into a single communicative environment. For instance, modern newspapers still use photographs, tables, graphics, and typographic design.

According to G. Ya. Zasursky, the concept of media text is broader than the traditional notion of text. It includes graphics, audio expressions, and links that help to clarify and expand the meaning of the text.

Media texts possess universal characteristics and can be integrated into various media structures.

Media Texts in Journalism, PR, and Advertising

Media texts are not limited only to journalistic activity. This concept includes all materials of modern mass media: reports, television stories, articles, radio broadcasts, and others.

Three main areas of media texts can be distinguished:

journalism

public relations (PR)

advertising

PR managers and journalists study similar types of texts to promote materials in the media market. For example, a PR manager may prepare advertising content in the form of a journalistic article and publish it in newspapers or magazines. PR specialists in organizations also prepare official information for journalists.

Journalists, in turn, must understand the principles and laws of PR and advertising because they frequently encounter them in their professional activities.

External Factors Influencing Media Texts

The characteristics of media products depend on external environmental factors. These include:

the uniqueness and non-repeatability of information

the collective nature of media production

specific forms of feedback and communication

the use of technical means for information transmission

economic factors influencing editorial policy and technical structure

Mass media significantly influence the linguistic and formal structure of texts. Printed media use graphic design and illustrations, radio texts rely on sound and music, while television texts combine verbal and audiovisual elements.

In recent years, the concept of publication format has emerged, referring to specific methods of selecting, designing, and presenting information.

Today information quickly becomes outdated. News may lose relevance within hours. Radio and television provide rapid news updates, while the Internet delivers information continuously 24 hours a day.

DISCUSSION

Convergent media texts create new creative opportunities in journalism. However, this process also requires journalists to acquire new skills such as multimedia content production, working with digital platforms, and establishing interactive communication with audiences.

At the same time, media convergence raises important issues related to information quality, fact-checking, and maintaining credibility.

CONCLUSION

The study shows that media texts are acquiring new convergent characteristics in the digital communication environment. These include multimedia,

hypertextuality, interactivity, cross-platform distribution, and dynamism.

The process of media convergence transforms the form and content of media texts and contributes to the development of a new model of journalism. Therefore, studying the convergent characteristics of media texts remains an important direction in contemporary media research.

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