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THE CONCEPT OF TOLERANCE IN ENGLISH MEDIA AND PRESS

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ABSTRACT

This article shows the ways of implementing the concept of "tolerance" in the English-language media, that is, in the press. The importance of this phenomenon in world development, the importance of mass media in the formation of the community is emphasized. The formation of a tolerant consciousness in people, getting rid of negative stereotypes is also discussed. In media texts, tolerance is expressed by various linguistic means and ways of constructing a text, many of which are already perceived as stable symbols. To achieve tolerance in the media, various strategies and tactics, lexical, morphological and syntactic means are used: euphemisms, exclamations, negations, stimuli.

KEYWORDS

Tolerance, mass media, consciousness, stereotype.

INTRODUCTION

Tolerance is an important condition for the development of modern civilization and at the same time is an area of study of interethnic relations. Humanity is born in such a way that its feelings,

behavior, lifestyle are considered feedback, and the way we humans treat a person as an individual with respect and tolerance, wherever he is, this tolerance is generally considered our tolerance.

Tolerance in society is of paramount importance, in a modern globalized society, globalization and further mobilization of the economy, rapid development of communications, integration and interdependence, large-scale migration and constant outflow of population reinforce the importance of the principle of tolerance in another society.

Because ideological and behavioral orientations expressing a tolerant or acceptable attitude are inherent in representatives of any nationality and other foreign phenomena. The mass media have a significant influence on the formation of negative stereotypes, for example, religious prejudices between ethnic groups and the population. The problem of the formation of tolerance attitudes in society is also most clearly manifested in the media that oppose intolerance, namely, the prevention of extremism or countering hostile language in the media.

So, if we consider the word "tolerance" in the context of an English speaker, in the Cambridge Dictionary

1) tolerance-formal tolerance, willingness to accept behaviors and beliefs other than your own, even if it means you have to accept them, even if you don't like them.

2) the ability to deal with something unpleasant or boring or to continue to exist despite bad or difficult circumstances Looking at Macmillan's dictionary, according to him,

"Tolerance" is "the attitude towards someone to look at someone disapprovingly, without criticizing other people's beliefs, lifestyle, etc." So, summarizing these definitions, we can come to the following conclusion about "tolerance

It turns out that in English culture, "tolerance is a quality, attitude, willingness or ability. "That is, accepting the actions of different beliefs, lifestyle, feelings of another person accepting others' various beliefs, lifestyles, practices of others, behaviors or, although you don't like these things, you keep in mind their behavior without criticizing feedback, accepting it for what it is. The ability to lift unpleasant or painful objects. The words "Quality", "willingness", "attitude", "ability" denote the concept of tolerance, i.e. tolerance in any case is expressed by the words attitude, ability, quality, in any definition of this term "attitude", "ability" means intention, quality or attitude in modern English society to the concept of tolerance.

At the same time, the state of the tolerance object is defined by such words as "behavior", "thoughts", "beliefs", "lifestyle", "practices". The adjectives "painful", "unpleasant", "different" mean acceptance, unpleasant, painful, other thoughts, behavior, etc.k. Despite the dislike and disagreement of "raise", "dislike", "disapprove", "accept", characterizing the behavior of the subject, the subject allows to speak respectfully and perceives the opinion of the person.

METHODS

The theoretical and methodological foundations of the study are presented by the following works. The following authors are Bakulina S.D., Medushevsky N., Mikhailova O.A., MubanovaZ.F., Adrakhmanova A.A., Mubarakshina A.M. The empirical material for this work is the media texts of the British daily newspaper "The Sun" and the news site BBC News for 2022. Methods of our research are the method of continuous sampling, the method of structural and semantic analysis, descriptive method.

DISCUSSIONS

As a result of the analysis, it can be supposed that the further colloquial words "tolerance" participated and defined the use of words with a positive connotation, euphemisms, common pronouns and nouns with indirect speech.

The most successful examples can be seen in this article, we will see a few examples that show this most successfully. For example, the implementation of the concept of "tolerance" when creating a media image of a "friend" of a "stranger".

If we take the article migrants across the English Channel: the number tripled in the 2020s in 2021", which tells us about people crossing the English Channel on small boats in 2021 and 2022, this article highlights the problem of the spread of smuggling, which can cause negative associations, as well as the problem of refugees.

However, the author's tolerant attitude towards migrants smooths the corners of the article. So, in the following passage, migrants are described as a discriminated minority in need of support, which is achieved by using the phrases highlighted below with some strong adjectives.

"Claire Moseley, founder of the charity Care4Calais, which supports refugees living in northern France, said that the growing number of arrivals by small boats reflects the rejection of attempts to cross the border by truck.

She said: "They are one of the most vulnerable people in the world who have lost their family participants in bloody conflicts were subjected to terrible torture and inhuman persecution.

The government tells us that people should travel by legal means, but if it were really possible, why would so many people risk their lives in flimsy boats?"

Adjectives "vulnerable", "bloody", "terrifying", "inhumane", "far-fetched" allow readers to conclude that in the current situation, migrants are "outsiders" and are themselves victims who have lost their families in violent conflicts with bloodshed, suffered from torture and harassment. This technique reduces the level of tension and fears among "friends" and illustrates the fact that the cause is most likely ineffective administrative and legal mechanisms, rather than socio-cultural or moral differences from their own.

In the article "THE SUN SAYS, imagine the fury if MPs get a raise of 2 thousand pounds in April, as voters will suffer from tax increases" (The Sun), along with the topic of raising the salaries of members of parliament, the problem of migration and migrants is highlighted.

"New images today show the huge cost of housing for those who land on our shores. We pay From 22 to 125 pounds per night for rooms, some in three- and even four-star hotels, for 18,000 people who are now seeking asylum. Even at the lowest rate, and assuming that some use shared rooms, it will probably cost taxpayers a seven-figure sum every week. It is quite obvious why the number of our illegal arrivals tripled last year to a record 28,431."

In this article, the concept of "tolerance" is expressed through the use of such euphemisms as "landing on our shores", "asylum seekers", "illegally arrived" instead of "migrant/refugees".

Replacing direct sentences containing a negative assessment with more general, abstract concepts is

used to exclude the negative assessment component from the semantic structure.

Showing tolerance in news about different countries and peoples is a key element in order to avoid kindling hatred among the readership towards certain nations and formation of negative stereotypes about them.

Let's look at the following example. The article "Unrest in Kazakhstan: Blinken

issues of the deployment of Russian troops" (BBC News) tells us about Kazakhstan's decision to seek military assistance from Russia to combat the ongoing wave of violent unrest. US State Secretary of State Anthony Blinken expressed his point of view, according to which he does not understand the need for such a decision: "But, addressing reporters at a briefing at the State Department, Mr. Blinken warned that "one the lesson of recent history is that once the Russians are in your house, sometimes it's very difficult to get them to leave. <...> Mr. Blinken said. "

In his declaration, A. Blinken speaks about Russia with a certain bias, which may give the reader a negative sensation of the country or put it in a bad light, despite the fact that Russia has sent its military personnel to help solve the situation. The intolerant relation is expressed in the following phrases: "Russians are in your house", "it is very difficult to get them to leave".

In the first phrase, with the help of the possessive pronoun "yours", emphasis

is placed on the fact that Russia is a "stranger" located on "its" territory. In the second phrase, the particle "very" reinforces the negative meaning of the word "difficult" in this context, which emphasizes that it is "very difficult" to get a "stranger" to leave. However,

it is worth noting that the definiteness of the entire utterance is mitigated by the use of the adverb of time, expressing the frequency of "sometimes". In addition, the author disclaims responsibility for an intolerant statement, using indirect speech: "Mr. Blinken warned ...". The author of the article focuses on the fact that in this case Russia is not a "stranger" and not an "enemy", but an "ally", who is trying to help in the current situation. The following tokens are used for this: "made a request" – a request from the authorities of Kazakhstan, "assistance".

"...Some units of Russian paratroopers have already arrived in the country, and on Friday assisted Kazakh forces in recapturing the airport from the protesters."

In this passage, the category "tolerance" is also verbalized in combinations

"Provided assistance", "in the selection of <...> from the protesters", which have a positive connotation in this context.

Thanks to the development and and improvement the of modern technologies Media and Press is one of the oldest types of mass media today but it does not lose its relevance and importance in the life of modern human society. Due to the rapid change in social values, different social groups are involved in the process of change at different speeds. The process of communication between these social groups is provided through the mass media. That is why it is necessary to make efforts to maintain a dialogue between various social forces in the media: exception ethnocentrism, discrimination, intolerance towards other ethnic groups that different values, moral or religious attitudes, etc.

The promotion of the dialogue of cultures through the mass media is achieved through the use of markers of tolerant attitude.

At the present stage of society's development, the concept of “tolerance” has gained particular popularity, and this can be explained by the growth of interethnic and religious conflicts, the democratization of public consciousness and the desire for harmonization in communication and cultural dialogue. Tolerant or intolerant attitude in media texts is expressed using various linguistic means and methods of constructing and formatting the text.

Moreover, many of them are regarded as stable markers of tolerant or intolerant values. To achieve tolerance or intolerance in the media, various strategies and tactics, lexical, morphological and syntactic means are used: euphemisms, exclamation points, negative, imperative sentences, adjectives of comparative or superlative degree, complex sentences, etc.

CONCLUSION

So, in conclusion, we can say that since the media is one of the most important tools for influencing a mass audience and contribute to the formation of a certain public opinion and ethnic, religious stereotypes and prejudices, it is extremely important to adhere to a tolerant attitude when writing articles for a wide audience in order to develop tolerance in society and seek a reasonable solution to world problems. The mass media is the fourth force, it is important to take into account that they are just a means of transmitting information that does not impose a certain opinion on society. Each person perceives the information received through the mass media in his own way and

has the right not to trust it equally, as well as to take it as the basis of his conclusions about certain social realities. It should be noted that in any case, the mass media help a person navigate the current social reality.

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