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O Research Article

THE ISSUE OF MEDIA TEXT STYLISTICS IN MEDIA LINGUISTICS

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Rajabboyeva Feruza Rajabboyevna Urdu Teacher Of The "English Language And Literature" Department, Uzbekistan

Abstract

In this article, a new field of modern linguistics, media-linguistics, researches the scientific discussion of the issues of media text, media speech stylistics. In this, the opinions on the research of the issue of media stylistics in English linguistics in world linguistics are expressed.

Keywords

Media discourse, medialinguistics, broadcasting, style, communication.

INTRODUCTION

Media linguistics now consists of six primary parts, and their material is organized around the following major topics: 1) determining the intralinguistic status of media language and describing it in terms of the primary paradigm of the language—speech, text—speech; 2) the potential for functional and stylistic differentiation, categorizing texts according to the extent to which the primary functions of the language are implemented in them and the distribution channel (press, radio, television, Internet); and; media discourse, 3) media speech typology, genre-specific media text classification, and a list of the primary text categories, including news, information analysis and commentary, journalism (features), and advertising; 4) the linguistic and stylistic characteristics of the major media text types; 5) the non-linguistic elements of media speech, such as creation, distribution, and perception. International Journal of Advance Scientific Research (ISSN - 2750-1396) VOLUME 03 ISSUE 07 Pages: 80-85 SJIF IMPACT FACTOR (2021: 5.478) (2022: 5.636) (2023: 6.741) OCLC - 1368736135 Crossref 0 S Google S WorldCat MENDELEY



The organic fusion of verbal and media components is the foundation of the media text notion. Many English authors who view media text as a blend of oral and media aspects emphasize this aspect of mass media texts in particular. Accordingly, the notion of media text goes beyond the conventional view as a sequence of words printed on text or written on paper, according to renowned media language researcher Alan Bell's book Approaches to Media Speech. The idea of media text encompasses a wider range of elements, such as audio quality, music, sound effects, and visual imagery.

Scientists from Russia and other countries began actively studying the characteristics of media discourse in the second half of the 20th century, including linguo-stylistic and pragmatic researchers. started with the inclusion of a number of functional semiotic elements in the language of media tools. A number of researchers, including **GVStep**anov, DNShmelev, VGKostomarova, OALapteva, and GYSolgani, looked into the language of mass communication processes as well as the form and content of media speech. Sociolinguistics, pragmatics, semiotics, psycholinguistics, functional stylistics, discursive analysis, content analysis, cognitive linguistics, as well as more recent fields like "critical linguistics" and cultural linguistics, have all discussed it.

The connection between media text concepts and media speech is one of the fundamental principles of media linguistics. It should be mentioned that there aren't many scientific publications specifically written in Uzbek about media

discourse, and there aren't many publications like this in the rest of the globe. Small published pamphlets, monographs, dissertations, and articles were chosen as a key source for study because of this. One such resource is a manual written by a select group of top authorities on media discourse at the University of Wales, Cardiff, and published in 1995. The main topics of roundtable conversations include media discourse, its substance, how it differs from text, and other methodological aspects. In general, it is appropriate to focus on the idea of media discourse and its tariff from the outset of the investigation.

The research of broadcast news (on radio and television) and the investigation of ads (often in magazines or on television) have both contributed significantly to the current understanding of mass media stylistics. The following list includes some characteristics of how analyses of each of these discourse forms have evolved. The third media format-media interviews, research on significant news and analytical publications, and political studios—has also received a lot of attention. celebrity and talk show interviews, and discussion forms. Media texts' language "is at the center of the stylistic system of modern languages and has a significant impact on speech genres and nearly the entire literary language," according to one scholar.

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linguistics-related Many disciplines are interested in media discourse, which is primarily explained by the nature of mass communication. Sociology, psychology, and communication theory all heavily examine the mainstream media. Any discourse produced by mass media and used in the sphere of mass communication is referred to as media discourse. A media area is a place where media can be found. speech broadly construed. Depending on the communicative speech utilized, there are many types of media communication. The genre-functionality and characteristics of the media space are directly tied to the different media speech kinds. many forms of media speech

1) according to communicative functions:

- journalistic speech;
- advertising speech; PR discourse;

2) by sales channels:

- television talk;
- radio talk;
- computer speech.

This kind of media discourse indicates the existence of particular communication influence pathways. These encompass the media's aural, visual, and audiovisual avenues of influence. Radio speech is audio, computer speech is audiovisual, and television speech is an example of this sort of communication. They are organized forms of the broad social and linguistic background of the time period and have structural, stylistic, compositional, and spoken qualities.

Linguistic style becomes a key notion in media discourse as a way to describe the register and distinctive qualities of news language as well as to take into account the dynamic roles played by numerous speech communities in the discourse production process.

Style difficulties have also been studied in the context of bilingual societies' media, such as Gonzalez' (1991) investigation of changes in the English used in Philippine print media and Cotter's (1996a) examination of the insertion of English discourse markers in Irish-language radio interviews. Gonzalez claims that the formality and uniformity of the Philippine English print media's style might be traced to an underlying uneasiness about the conquering language as well as the location of English acquisition, namely the school.

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Cotter discusses the presence of discourse markers as a strategy for discourse coherence in a domain in which fluency is expected but not necessarily available, and for the negotiation of identity in a bilingual frame.

According to their selection, media texts incorporate particular words, phrases, and speech patterns into the text. The standards of literary and artistic language are reflected in the language of the modern press. because the language of the media is an illustration of national culture. A speech structure's constituent parts must establish a complicated web of semantic linkages in order for it to qualify as a text. The text must always have connections between its content and syntax. On the basis of the relationship of the organizational parts, which is an ontological feature of the text, there is a mutual relationship of events and events in reality and their integration and formation of a whole based on the principle of generality and specificity.

A phenomenon connected to its mental qualities is thought to be the production and transfer of knowledge in the value system of different genres and themes addressed in printed media texts in English and Uzbek. It is founded on the theories of linguistic and cultural studies, which look at how expressions and communicative language processes in print media relate to societal values and mentalities. . These views form the basis of research on media text genre.

The studies on media texts are mostly focused on their newspaper writings and linguistic characteristics with the intention of shedding

light on the linguo-cultural element. Based on the many types of mass media, discursive analysis of media discourse should be conducted. Therefore, linguistic, semantic, methodological, cultural, and ideological aspects of real reality and the language that expresses it can all be included in a perfect analysis of media discourse. However, a study of this nature also depends on the outcomes of semantic-stylistic and lexical-semantic analysis.

Semantics, which is based on an empirical study of the form and function of symbols in natural languages, sheds light on the link between symbols and the concepts they signify from a linguistic perspective. An extremely broad and complicated subject, the object of semantics also contains certain pragmatics-related components. In addition to semantics and pragmatics, the problem of meaning is studied by philosophy, psychology, semiotics, anthropology, and other fields of study due to its complexity. From the standpoint of contemporary linguistics, meaning is investigated by fusing many angles and approaches. The functional semantic-stylistic investigations of medialinguistics are expected to yield outstanding study outcomes in all respects, according to several academics.

In her writings on the "conceptualization" and "categorization" of the world made possible by language, Kubryakova—one of the pioneering domestic scholars in the cognitive-discursive branch of linguistics-discusses how language offers the chance to "create alternative methods." As a result, the paradigm for researching the linguistic aspects of cognitive-discursive media



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language is predicated on the idea that linguistic awareness is modeling. The media text's methodological structure and cognitive elements are reflective of cognitive stylistic viewpoints.

Several sorts of meaning are carried out in terms of the current language structure and function in connection to the relationship between lexemes in the media text and extralinguistic occurrences. The following is included in the content: The primary grammatical categories are primary (noun, verb, adverb, pronoun, etc.) and secondary (gender, number, case - in the context without vowels); the lexical meaning primarily refers to lexemes, lexical affixes, and idioms; the grammatical meaning is determined by the sentence's syntactic units, first and foremost. These lexical features of the media text form the basis of lexical-stylistics research.

These factors allow us to categorize the most efficient and popular techniques for researching media text and speech stylistics into the following groups:

1) First, a wide range of linguistic analysis techniques that make it possible to identify the key elements and traits of the text at various linguistic levels: lexical, syntagmatic, stylistic, sociolinguistic, and stylistic (using tropes, analogies, metaphors, and other stylistic tools).

2) Content analysis method or content analysis based on statistical calculation of specially selected text units.

3)The discursive analysis approach, which is founded on the idea of discourse and allows for

the observation of the interaction between the linguistic and extralinguistic aspects of the text, is used to analyze texts.

4) The use of critical linguistics, also known as rhetorical critique, to expose the text's covert political and ideological undertones.

5) A method of cognitive analysis based on the study of the conceptual aspects of media texts and aimed at determining the relationship between reality and its media representatives.

6) And finally, the method of linguocultural analysis based on the identification of culturally significant components of the text, for example: reality, borrowing, foreign words, non-equivalent vocabulary units, etc. ideas about the cultural aspect of a certain work of mass media speech, its national and cultural identity have appeared.

Based on the data gathered within the context of studies in global and Uzbek media linguistics, the broad definition of media discourse can be summarized as follows. Depending on the idea of time, space, and situation, media discourse is a message transmitted by a speaker in oral or written form. It creates media speech in oral form and media text in written form, and it reflects the content and significance of reality in the world of existence. Media discourse embodies the types of activities related to mass reality and the differences and similarities between them, related to the idea and ideology or related to it, symbolic and figurative signs.

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