

## MEDIA TEXT IS THE LEADING OBJECT OF MEDIA LINGUISTICS

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### Annotation:

As a result of the informatization of the society, new researches are emerging in the world of media and related to it in our linguistics, in particular, certain scientific views about media texts that take a wider border compared to the text. Studying in world linguistics the types and characteristics of media texts created because of the interaction of linguistic and visual components, as well as the different aspects of media texts used in the press, radio, television and Internet networks will be passed.

**Keywords:** Media text, media reality, media product, medianess, mass media.

### Introduction:

Mass media, media texts representing the concept of media and related events in the virtual world are becoming more and more active. Media text is the result of media reality, and it is information in various forms of media, i.e. articles in newspapers and magazines, theses, shows and programs broadcast on television, clips, films, movies, videos on Internet networks, gifs, animations, and all types of messengers. is the information conveyed through pictorial and graphic signs. Today, media text refers to a concrete result of media production, a media product, which consists of information and is a message presented in any type and genre of media (newspaper article, TV show, video clip, advertising message, film, etc.) to a mass audience. directed. Media text is formed from the mutual unity of language and media form. It consists of a dialectical unity of linguistic and media signs, and it is represented by three levels of media discourse: the text consisting of words, the level of video and graphic images, and the level of audio accompaniment.

he term "media text", which appeared in English-language scientific literature in the 90s of the twentieth century, quickly spread both in international academic the 90s of the twentieth century, quickly spread both in international academic circles and in national mass media. The rapid consolidation of the concept of media text in the scientific mind was connected with the increasing interest of researchers in studying the problems of mass media speech, the features of language activity in the field of mass communication. Famous scholars such as Teun Van Dyck, Martin Montgomery, Alan Bell, Norman Fairleigh, and Robert Fowler paid much attention to this issue, who examined media texts from the perspective of different schools



and orientations: sociolinguistics, functional stylistics, discourse theory, content analysis, cognitive linguistics, rhetorical criticism. A wide range of issues attracted the attention of scientists: determining the functional and stylistic status of the language of the media, methods of describing various media texts, the influence of social and cultural factors on the media, lingo-media of speech and influence, such as technologies. S.I. Bernstein, D.N. Shmelyov, V.G. Kostomarov, Yu.V. Rozhdestvensky, G.Y. Solganik S.I. Tereshkova, I.P. Lisakova, B.V. Krivenko, A.N. Vasileva made a great contribution to the formation and development of the theory of media text in Russia, as well as to the methods of its study. The term media text was used for the first time in T. G. Dobrosklonskaya's work «Issues in studying media texts ». One of the genre-specific characteristics of the media text is that the center of the media text is not the event, but the media event, that is, the reality reflected in the mind of the author. "Media event is a model of reality obtained during the journalist's creative activity. In the media text, the role of the complex nature of the language (creative material), personal linguistic taste and inclinations of the creator, the interests and capabilities of the print publication, television channel, radio station, and other factors is very important. Also, it is observed that newspapers, radio, cinema, television, audio, video and other mass media are aimed at an equally unstable audience in terms of their content, communication with them is carried out by means of technology." The main categories of media text are medianess (embodiment of the text using one or another media, determination by the format and technical capabilities of the channel), mass (both in the field of production and consumption of media products), integrative or multi-coded text (unification of various semiotic codes integration into a communicative whole), meaning-content, compositional structure and openness of the text at a certain level. Traditionally, all structural elements and levels of mass communication texts are analyzed together with linguistic and extra linguistic factors: the influence of the methods of composition and distribution of media texts on their lingo-format characteristics, issues of functional genre classification, phonological, syntagmatic and stylistic descriptions, interpretive features, including cultural-specific signs, ideological modality, pragma linguistic assessment, etc.

Looking at media text as a means of mass communication, we will focus on the following:

1. Mass media text is a product of the journalist's socially oriented activity, and the text is his communication with the audience and in the implementation of the language, system is a specific socio-cultural form of journalism.



2. Media text reflects the model of the world, and the totality of texts shows the culture of a certain period.
3. A journalistic text is a discourse, a complex communicative concept consisting of extra linguistic factors (world knowledge, opinion, addressee's goal) in addition to the text necessary for understanding the text.
4. The journalistic text is a unique concept as an important element of the system in which several components, including the journalist, the publisher and the reader, the audience, interact.
5. The creation of a media text is also related to the laws of the literary language and the national characteristics of the language.

Media text is created because of the interaction of linguistic and visual components. This creates a visual image in the listener about the information conveyed by the media text, and the aesthetic effect of the self-transmission increases. Media has penetrated into all areas of our modern life. Therefore, the topic of media texts is not limited; it covers issues related to all areas and directions.

As the information process of the society is getting stronger, the movement of the media flow is also accelerating rapidly. The central unit of this flow is the media text. Undoubtedly, media text includes radio broadcasting, articles and news in the press, television, Internet networks and other such media. Media text is considered a "new communication product". It can be included in newspapers, magazines, radio, television, etc., which are various media tools in the form of verbal, visual, audio, multimedia.

On the radio, spoken text gets additional emotionality with audio tools - sound quality and musical accompaniment. In the press, it is important that the transmitted media text looks perfect in terms of color and shape. Enriching the text with various images, the quality of the pages, the appropriate sequence of information and the appropriate selection of the name in relation to the information, the appearance of the title also attracts media enthusiasts. Compared to other mass media, television materials are characterized by a wide range of boundaries. Media texts in the form of video and audio are distinguished by the clarity and clarity of images, harmony in colors, and the feature of targeting a wide audience.

### **Conclusion:**

To sum up, media texts in the form of video and audio are distinguished by the clarity and clarity of images, harmony in colors, and the feature of targeting a wide audience.



If the press affects a person through text (logically), radio affects a person with both text and sound, and television affects a person with text, sound and image. Therefore, in terms of influencing the audience, television surpassed other media in a short period, 20-30 years, and became the leading media.

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