

EXTRALINGUISTIC FACTORS IN MEDIA POLITICAL DISCOURSE

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Annotation

This article analyzes the role of extralinguistic factors in the political discourse of the mass media. The author discusses the influence of various contextual, cultural and social aspects on the formation and perception of political messages. Based on modern research, the article identifies key trends and directions in the study of this issue and offers new perspectives for further research in this area.

Key words: extralinguistic, media political, discourse, communication, cultural

Media political discourse is one of the most important tools for shaping public opinion and influencing political processes. However, the formation of discourse is influenced not only by linguistic aspects, but also by a number of extralinguistic factors that must be taken into account when analyzing media messages.

The study of linguistic and cultural features of communication, that is, the ethnic characteristics manifested in it, the cultural background of its participants, along with the study of purely linguistic aspects, are an integral part of the analysis of acts of media political communication. As V.I.Karasik rightly notes, "human experience organically includes ethnocultural behaviors that are realized consciously and unconsciously, find diverse expression in speech and crystallize in the meaning and inner form of meaningful units of language (...). The main directions of studying the ethnocultural characteristics of institutional discourse are reduced to determining the relevant features of discourse as a cultural and situational entity, modeling its structure, highlighting the linguistic and cultural features of discourse in an interlanguage comparison, establishing its types and genres".

The collective and not always explicitly explained term "extralinguistic factors" is traditionally understood as a number of components of a non-verbal and non-linguistic discourse that accompany and contribute to the implementation of an effective and adequate media political discourse (the situation and conditions of communication; thematic context; role, characteristics and social composition of the



audience; individual characteristics of the author, etc.). Extralinguistic factors occupy an intermediate position in the structure of media political communication, forming a kind of bridge between the substantive and formal apparatus of discourse. The substantive aspect of media political discourse, its internal structure, can be considered both from the point of view of the ideological orientation of the text (that is, its author) and from the point of view of its specific motivational and target parameters. The analysis of the implicit apparatus of media political discourse, however, can also be carried out from the point of view of the influence of the personal characteristics of an active communicant and the collective characteristics of the author of the text and a group of recipients on the process of composing a communicative act - discourse.

On the one hand, any act of media political communication reflects the characteristics of its author, his race and his environment, as well as the situational and historical features (moment) of the time when it was created. The fact that the author or recipients belong to a certain linguistic community has the most significant effect on the composition of the text, on the choice of certain linguistic and non-linguistic tools (rhetorical, stylistic, tactical and strategic, etc.). In this context, it is considered not only the personal characteristics of the author as a separate, independent individual but the group characteristics manifested in his discursive practice, defining him as a member of a certain ethnically, linguistically and culturally predominantly homogeneous community.

One of the key extralinguistic factors influencing media political discourse is the political situation in the country. Political events, elections, and conflicts can significantly affect the way information materials are presented in the media. For example, during the election period, the media is often subject to manipulation towards certain candidates or parties.

The sociocultural context is also an important extralinguistic factor. Cultural peculiarities, stereotypes, and values of society can affect the way information is presented in the media. For example, one culture emphasizes the importance of individualism, while another emphasizes collectivism, which may affect the allocation of different accents in media political discourse.

In addition, the economic and technological factors that can also influence media discourse. The commercial interests of media organizations, the availability of



technologies and resources all have an impact on how information is generated and disseminated.

In this regard, the study of extralinguistic factors in media political discourse is an important task for understanding how public opinion is formed and what is the impact of media on political processes. An analysis of these factors will allow for a deeper understanding of the mechanisms of discourse creation and the development of the media environment as a whole.

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