

MEDIA DISCOURSE AS A MODERN WAY OF INTERPRETATION OF SOCIAL TEXTS

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Annotation. The present article deals with the problem of media discourse in modern society. With the growth of population, the interest towards language and science is getting more and more actual, and the new researches done in this particular sphere will play a great role in forming a proper frame in the field of media discourse.

Key Words: media discourse, media linguistics, context, fragment, mass media, world picture.

XXI century is considered to be the century of new technologies and in this new era every single representative of the society comes across to a huge mass of information. Information in this kind of new society is shared differently, though the most important and the most influential is considered to be mass media. Mass media is a kind of weapon, even stronger and more powerful than any one of us is able to imagine about. Every regular day, we are used to watch TV, listen to the radio or simply, read newspapers, and the information we are receiving and its cognition draws colorful pictures in our minds, eventually, we have a clear vision of the consequences that happen around us. By the time passing, mass media is taking its prior positions in society and becoming more and more influential, what caused a great interest to investigate this particular sphere from linguistic point of view. A great number of linguists have dedicated their researches to this field. Consequently, the results of the researches have caused the term of media discourse to rush into the sphere of linguistics.

Media discourse – is one of the most crucial part of media linguistics, object of which is to investigate the function of language in the sphere of mass communication. The term of media linguistics has been implied by T. G. Dobrosklonskaya, where she has signified the term as the specifically new scientific branch.

If we focus on division of the word “media discourse” into two, we may clearly see that subsequently there turns out to be two terms – ‘media’ and ‘discourse’; while ‘media’ is from Latin ‘medium’ – mediator, with a broad meaning including means of communication, ways of sharing information, as well as the creation of the corresponding sphere. [1:15] On the other hand, ‘discourse’ is similarly derived from Latin ‘discursus’ – action, conversation or talk, and is interpreted as speech, speech type, text and text type. Nevertheless, initially, the term ‘discourse’ was used in French as speech or text generally. [1:15]

“Media discourse” – is functionally stipulative type of discourse, which is recognized either as a

bunch of speech practice or a product of speech evaluation in sphere of mass media in all means of its richness and complication throughout their correlation”. [1:22] Due to this we may acknowledge media discourse as connected, verbal or non-verbal, oral or written text with pragmatic, socio-cultural, psychological factors, expressed by mass media communication and analyzing this type of discourse, it will be obvious that only the materials from the sphere of informational mass media will be implied.

As it was mentioned above, with the development of mass media and its flourishing, everybody has focused on media discourse, eventually, this sphere has become much observed and controversial. This particular sphere is quite new, reflecting informational field of mass media, enlarging its core, mostly forming influence to various social group of auditory. We may mention about a different type of cognition on media discourse, due to the cognitive functions of an informant, the characteristics of the auditory, which is perceiving this information, as well as the linguistic and extralinguistic strategies of information given in texts. According to these features, we may differentiate such points as:

- discourse of ‘qualified press’;
- discourse of popular press (yellow magazines);
- discourse of specialized press (scientific and scientific-popular magazines).

These presses vary from each other due to cognitive flexibility of informer, as well as the ability of perception by auditory, consequently, by various means of information delivery in core of the text.

Discourse is much more flexible for changes. Due to global tendencies, it is obvious that the language development of publicist presses and the amount of stylistically colored words used in this sphere takes the great average, while the growth anomaly in texts reach the considerable point as well.

In modern society media discourse shows a considerable change in tactics of its users, which serves as well as the basis of its research due to pragmatic-cognitive aspects. Traditional public dialog that had a previously set norms, initially served as a completely formed monologue. Eventually, it has formed a clearly functioning dialog between two people in media communication.

Consequent changes in social conditions are followed by new psychological structure in speech usage of our contemporary user. More and more words are being used to clarify the initial thoughts of the informer as well as the recipient. The words that had a clear meaning initially are being supplied by the ones that have an opaque visualization, which affects the old norms set initially, and activate the developing mechanisms set in language; active usage of extralinguistic opaque words are being normal in the usage of not only informal, but also in formal press, mass media. Activation of the mechanisms in the usage of free structuring discourse, changing of the syntactic order of the speech, change in the oral intonation causes popularity of informal usage in language. In this specific point, we have to note that the recipient of the modern communication is being not only a particular individuum, but the whole group of people, whose members are having similar socio-cultural characteristics. The model of the world in collective mind owns a regulative character – a group behavior is taking a prior position in setting the norms. “The process of communication in mass media is evaluated due to its historical period and the social condition of population, at the same time it serves to formulate social structures, presenting the system of values in particular social groups, as well as representing the attitude among these groups”. [3:45]

Nowadays every individual in the planet is capable to express their individuality, and due to efforts of Internet, they have an open access to express their thoughts freely, to form a various type of discourse

and media discourse (in personal blogs, informative portals, forums, sites, internet socials and social media etc.) Nevertheless, the state of reality may be put under doubt – the objectivity of the information is not always real, while you are not able to have a guarantee whether the received information is trustworthy or only the visual imagination of the informer – apart from formally accredited mass media, in this case it can be supplied as propaganda or scientific mistake.

Due to all the said above, we have to note Teun van. Dijk’s regular point of view where he shares with such thoughts on news discourse, signifying that ‘discourse is a communicative action between an informer and a recipient in the process of communication in means of particular time, space and in other contexts. This communicative action can be either oral or written, containing verbal and non-verbal composition’ [1:52]. In his recent works the author signifies the following type of analysis as discourse analysis for news or the discourse of a special type, taking into consideration the media communication as the cognitive and social aspects of journalistic activity. As for media text, it would be quite constructive to note the conception of T. G. Dobrosklonskaya, who estimates media text to be ‘restrictive combination of verbal units and media types’ [4:2]. The author of the present concept gives a specific parameters of media text combining both traditional verbal actions and traditional discursive aspects, which are difficult to match for either media text and media discourse: “1. Ways of text developing; 2. Types of forming (oral or written); 3. Ways of producing (oral or written); 4. Channel for sharing (mass media – newspaper, radio, television, Internet); 5. Functional genre of the text (news, comments, advertisements); 6. Thematic dominance or the relation to this or that source of media text”. [3:34] It is obviously clear that the parameters of speech production can be considered as a textual, while the means of production due to thematic dominance can be considered as discursive. At the same time, all the above numbered parameters are observed as one unique indivisible media speech that is known under the name of media text, though there are clear observance of patterns of media discourse.

The analysis of media discourse is based on world image or picture of world and the perception of the information i.e., “world image” that we visualize in our mind is based on general social, historical and cultural, psychological knowledges which we obtain through the whole period of our life. These knowledges take name as extralinguistic knowledges.

Now, we would like to draw your attention to the clear example from the authentic media discourse, how it does posses itself and what is the role of the given information in the authentic material: “According to an email sent Monday from UC Berkeley student affairs, all residential hall students must leave their room as little as possible and wear a face covering in all common areas” [9]. Analyzing the given peace, we may see that the information is based on a specific document, it means that there is a particular letter that serves as a basis for the informant, due to which he makes a statement. ‘According to an email sent on Monday...’ – this extract of the context is given in past tense, due to which we may suppose that the given information is being announced in the middle of the week, as it says to receive the letter on Monday. Next extract says ‘...from UC Berkeley student affairs...’ – according to the authentic material, we may see the initials for the University of California. In this case, for having a proper perception of the given information, our extralinguistic knowledge – all the knowledge we acquire throughout our life, will be very helpful. Berkeley is a city on the eastern shore of San Francisco (California), and the university mentioned above is in Berkeley and specializes in technical science. Relying to our extralinguistic knowledges, we may say

that UC stands for the University of California in Berkeley. The last extract of the context sounds as ‘... all residential hall students must leave their room as little as possible and wear a face covering in all common areas’. Generally, the perception of the given extract seems to be not so complicated, but if we dig deeper, we may have a question as ‘why the students must leave their room as little as possible and why should they have coverings on their faces?’ If this information from the newspaper “Daily Californian” will be read by someone after twenty years, this info may cause a deep confusion in his or her perception. In this particular case, again our extralinguistic knowledges will serve a great help. The given extract is warning about the presence of the virus COVID-19, where you are obliged to follow strict rules for avoiding its contagious behavior, consequently, we may have a clear visualization of the information, where the whole world had to follow all the quarantine measures, by keeping social distance or wearing covering masks to avoid contamination. The clear call in message is forcing us to be alarmed and keep all the quarantine measures properly.

One of the most crucial aims of discourse is that it signifies the presence – explaining all the regulation of the informant, the effect to the minds of recipient, measure of the correspondence, foreseeing of all the actions and etc. Media discourse gives a clear explanation on what may happen or on what a recipient may form his or her suppositions. The objective sphere is formed due to the means of expressions. Nowadays the sphere of media discourse is found to be interesting as well as important for a huge number of researchers. ‘The crucial part of informational analysis in media takes place in the conception of mass media discourse, which is taking its highest ranks for the last several years’ [3:62]. Making a conclusion, it would be very important to note that this sphere of linguistics is becoming extremely actual and the future results of researches in the sphere will cause a huge interest towards the field of media discourse, which may cause scientific discussions and important conclusions may follow due to this sphere among researches throughout the whole world.

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