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# Media Linguistics and its Comprehension in Society

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**Abstract:** The present article deals with the matter of media linguistics, its role in society as well as its comprehension by humanity. The usage of media linguistics in internet context is getting modern nowadays, therefore it is essential for us to be able to comprehend the message being presented in communication. The field of media linguistics is considered to be quite new in field of linguistics, that is why research in this sphere is very important.

**Keywords:** media linguistics, pragmatics, cognitivism, media text, media language.

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The development of new technologies always requires new approaches towards life and social communication. As a matter of development, we can come across to various changes in communication. One of the new fields in linguistic communication is considered to be media linguistics.

The formation and development of media linguistics as an independent direction is due to a number of factors, both linguistic and related to the information technology and socio-cultural spheres of public activity. Among the most significant prerequisites for the emergence of media linguistics at the end of the twentieth century, the following can be distinguished [4:20]:

- the rapid growth of information technologies, expressed in the creation of a global network of media communications;
- formation and development of a single information space as a new virtual environment for text communication;
- formation and scientific understanding of the concept of "media language", the definition of its functional and stylistic features and internal structure;
- awareness of the need to apply an integrated approach to the study of media speech, based on the combined efforts of representatives and various humanitarian disciplines.

The attention of scientists was attracted by the widest range of issues: this is the definition of the functional and stylistic status of the language of the media, and ways of describing various types of media texts, and the influence of sociocultural factors on media speech, and linguo-media technologies of influence.

Among the Russian authors whose research has made a significant contribution to the construction of the foundation of media linguistics are S.I. Bernstein, D.N. Shmelev, V.G. Kostomarov, Yu.V. Rozhdestvensky, G.Ya. Soglanik, S.I. Treskova, A.N. Vasilieva.

The Western tradition of learning the language of the media is represented by such names as Teun Van Dijk, Martin Montgomery, Alan Bell, Norman Fairclough, and others.

Considering media linguistics as a promising scientific direction, the subject of which is the study of the language of the mass media, John Corner emphasized its interdisciplinary nature [5:30]:

- Media linguistics has brought together a wide range of studies related to such a dynamically developing area as the language of the mass media.
- Today there are a lot of literature devoted to the language of the media, and often these studies are interdisciplinary in nature.
- Various genres of media speech are analyzed, the ones like news discourse, documentaries and advertising.
- There is a growing understanding that the language of the media does not remain unchanged in each individual media, but interacts with other semiotic systems, including the visual one.

Thus, it can be said that the design of media linguistics as an independent scientific direction naturally reflects the dynamics of language development in the conditions of the information and communication society, in which the sphere of mass communication has become a priority in terms of a significant increase in the total volume of speech practices.

And if until 2000 the functioning of the language in the field of mass media was studied by representatives of various areas of the science of language - sociolinguistics, psycholinguistics, cognitive linguistics, then in the subsequent period the necessary prerequisites were formed in order to combine all studies of the language of the media within one special discipline - media linguistics [1].

As follows from the term itself, which combines two basic components - "media" and "linguistics", the subject of media linguistics is the study of the functioning of language in the field of mass communication, in other words, media linguistics studies a certain area of speech use - the mass media [2]. In order to understand the essence of the key concept for media linguistics "media language", one should dwell in detail on its formation and content.

The theoretical basis of the concept of media language is a systematic study of a stable range of issues related to the use of language in the field of mass communication:

- what impact does mass communication have on the ratio of oral and written forms of speech, how does the mass nature of the message affect the movement of the language norm,
- what is the language of mass media from the point of view of functional and stylistic differentiation, what are the criteria for the typological classification of media texts, what is the specificity of the languages of specific media - newspapers,
- magazine press, radio, television, the Internet, as well as the languages of the so-called media-conditioned systems - advertising and public relations.

A detailed study of the languages of individual media has led to the expansion of the very concept of "mass media language", which, in particular, was expressed in the allocation of a verbal level and a media or audiovisual level in it. In turn, the consideration of the language of the media as a system of signs that combines the signs of the verbal and media levels, made it possible to determine the language specifics of each specific media.

Along with the verbal and media levels, the most important component of the media language is the conceptual or cognitive-ideological level. Indeed, it is the language of the media that is the code, that universal sign system, with the help of which a picture of the world around is formed in the individual and in comprehension of society.

Specialists in media psychology recognize that today a person's perception of the world around him to a very large extent depends on how the media represent this world. Not having our own experience of a huge number of events taking place in the world, we are forced to build our knowledge of the reality surrounding us on media reconstructions and

interpretations, which, by virtue of their very nature, are ideological and culturally specific. Being a product of different socio-political groups and national-cultural communities, the language of the media reflects the multiple nature of these interpretations, conveys one or another ideological modality and national-cultural specificity.

An analysis of the research works of the media linguistic direction allows us to state that over the past twenty years, media linguistics has successfully passed the stage of formation and continues to develop dynamically as an independent scientific discipline, as evidenced by many achievements associated with the growth of media speech research around the world [4:15].

Another crucial factor about the media linguistics is a media text. Today, the media environment is changing faster than the person in contact with it, virtual communication in social networks is a familiar way of communication, and the very fact of communication is increasingly becoming more important than the content being distributed. Such a vector of development inevitably affects the form in which the content offered by the media is realized, in other words, the linguo-format properties of media texts.

The processes most characteristic of the functioning of media speech in the last decade include the following:

blurring the boundaries of traditional journalistic genres, the emergence and spread of new genres, changing formatting in favor of visual components, dividing the media environment into "white" and "gray" zones [5:21].

New technological possibilities for creating media texts have significantly influenced both the methods of their production and the distribution model. Unlike the era when there was no Internet yet, when the production and distribution of media texts were exclusively collegial activities carried out within certain state, commercial or public structures, today any Internet user can be the creator and sender of a media text.

The modern information space is filled with a huge number of texts that multiply every second, and these are not only texts distributed by online media, but blog entries, videos, posts on social networks, posts and comments on Twitter, Facebook, Instagram stories.

As a conclusion it would be better to say that media linguistics is getting developed day by day, and the interpretation of the given information can be comprehensible in various means of cognition, which is the clear indication of the progress in social communication.

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