



LINGUISTIC WORLD IMAGE IN MEDIASPACE

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ABSTRACT

Information, that is, the different cultural traditions of each country, lifestyle and national mentality play a role. It is no coincidence that more and more attention has recently been paid to the problem of national mentality, and a lot of scientific research is being conducted in this direction. The text displayed in modern media culture helps to better understand the dynamic processes taking place in modern journalism as a special element of progress. The purpose of communication reflects not only technological goals, but also communication and cultural needs. It is in the media that they present themselves in the most striking way.

KEYWORDS: *linguistic world view, mentality, language, media, communication, linguistics, information, text*

DISCUSSION

It is well known that language is an important means of communication and expression of ideas and regularly and actively serves as a tool for understanding and understanding the world. As a result, it becomes possible to see the world through information and language.

Methods and forms of materialization are important in how information is expressed through language.

Wilhelm von Humboldt calls the "linguistic picture of the world" a dynamic, continuous process of assimilation of the world through a specific language. According to the German scientist, the "linguistic" conditions in a person's life should lead to the solution of tasks related to the cultural and historical obligations imposed on a person.

According to Humboldt, the ultimate goal of interpersonal communication is the free development of internal forces within people. Such people can expand their living space without restrictions.

The concept of the national landscape is based on the reflection of each nation in the mirror and the attitude of the world to the mirror. Each nation has its own myths, heroes, national and cultural values and, in short, its own mentality, and this unique existence creates a national landscape for the peace of every nation. The picture of the universe is the basic concept of human thinking. When a person is

considered as a subject, his interactions and relations with the world are the object of the object. These two come together and form the integrity of the landscape. Just as a person interacts with the world, the image of the world affects the spiritual activity of a person. Perception, imagination and thinking: these processes are the main process of human activity. The social nature of the language community lies in the fact that, on the one hand, it creates the conditions for a coordinated language dialogue, which involves each participant in a common and unified process of language learning, and on the other hand, it is mandatory for each member of the community. requires the communication process to be "subject to the rules of the game".

"This is not because people pass on to each other their subject symbols and even contribute to a clear and complete reproduction of such a concept, but because they interact with each other from one of the earliest forms of the ring and the inner concept in the emotional chain. for they appear in their minds according to their meaning, but not in the same meaning. "

These words of Wilhelm von Humboldt reflect the main considerations that reveal the essence of modern linguistic communication. It is important that coordination is a prerequisite for the communication



process, which is closely related to the individual freedom of each participant.

Linguistic communication, that is, the exchange of information, always requires the creation of specific language forms based on specific models (texts). They, in turn, are reflected in the minds of the participating partners. The dynamics of communication occurs between two poles: 1) a norm that allows "a similar understanding" of the created language units; (2) The need for freedom of choice in such a creative process. "A person who is aware of his limitations is forced to admit that the truth is always beyond his control ... one of the most powerful means of regularity with others." V. These ideas, which Humboldt spoke about half a century ago, are still relevant and relevant. Communication is a really necessary factor to know that communication cannot be separated from cognitive initiation.

Media is a virtual laboratory for the synthesis and dissemination of media values, immanently focused on the axiological representation. In recent years, the media has become a structure that contributes to a continuous increase in verbal and non-verbal information, which has a direct impact on human thinking. This, in turn, will lead to a change in the way we understand the world through the formation of new complex heterogeneous cognitive structures. These cognitive structures are necessary for the rapid expansion of the information space, which leads to the mediation of the human mind. Mediation refers to the effect of the polysemic, multimodal product produced by the media on their thinking. This effect is expressed in the development of special multimedia structures that a person is aware and imagines. The methods of disseminating and assimilating values include various genres of journalism, professional styles, images, data processing and interpretation, text messages and technologies for influencing the audience.

The collective basic knowledge that complements and organizes the media is based on mental representations, and the psychological principles of information processing that are characteristic of the local producer and recipient of mass communication begin with the semantics of folk spirituality.

In the media, the language realizes its potential of functional integrity as much as possible. This has several features. Firstly, this integrity is especially evident in the media media, which are usually regarded as multicode texts: the language is one of the representatives of various semiotic systems. Secondly, the media are multimodal: verbal and non-verbal influences on the recipient are manifested in various forms, as close as possible to the real environment in which the language works. Thirdly, communication between language and cognitive processes in the field of communication, polymodal

speech and thinking is maximally complete and interdependent.

As a result of the globalization of the information space, openness and strengthening of mass communication, information quickly penetrates the human mind. In the information age, the number of media is constantly increasing. Mass communication occupies an important place in journalism. It is the media that can generalize such concepts as "publisher", "journalist", "text", "information".

Lexical innovations are mainly characteristic of news and information-analytical media, and their features in linguistic representations reflect ideological differences in the formation of content. In particular, even superficial comparisons of news and analytical texts from various media sources show that each text has its own tone and its tone is based on various factors, including ideological foundations. These differences make it possible to single out a category of ideological modality built on the opposition of the neutral and political-ideological components of the text. The breadth of opportunities for mass communication requires a deep study of their activities and development, their impact on the audience. Media science is a new interdisciplinary course based on traditional methods. The media provide a wide range of information - periodicals, radio, television, etc. This is a common name.

The following media functions play an important role in this task:

- targeting a mass audience;
- designed for everyone;
- efficiency.

Of course, literary language is important for conveying the information you need. If we consider the language system as an opportunity that corresponds to certain language models, then these carriers use it. Jekhan Panov says that in our time the norm is not study, but the choice of language tools for expression. One of the most important features of the norm is its conscious control and polishing. Norma helps to choose the most appropriate language words for the context.

Language, first of all, serves as the basis for a person to explore, know and collect information about the environment, and, on the other hand, a certain ethnocultural society also reflects the characteristics of the world. Through language, all concepts formed in thought are verbalized, that is, they communicate with the human language or write down their concepts on paper.

Through their language, the media create a worldview. It is important to identify features that differ, for example, from scientific, artistic or religious landscapes. After all, the socialist landscape of the world, created by the specific linguistic and



meaningless nature of the media, has a stronger influence than any other model of the world. It is well known that language is not only a reflection of thought, but also a means of influencing it.

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