

Annotation. *This article examines the main directions in the study of media language (linguistic, rhetorical, hermeneutic, psycholinguistic, linguopragmatic, sociological, legal and cultural aspects). Particular attention is paid to semiotic and cognitive-discursive approaches to the analysis of mass communication texts. Active innovation processes in the sphere of convergence of various discourses into communicative and discursive practices of the mass media, the problem of translating media texts, as well as texts of political discourse are considered.*

Key words: *mass communication, scientific tools of media research, methodological basis of linguistic research, discourse, media discourse, associative connections, pragmatic, historical and cultural context, historical and linguistic context, mass media, interdisciplinary language practice.*

Аннотация. *В данной статье рассматриваются основные направления в изучении языка СМИ (собственно лингвистический, риторический, герменевтический, психолингвистический, лингвопрагматический, социологический, юридический и культурологический аспекты). Особое внимание уделяется семиотическому и когнитивно-дискурсивному подходам к анализу текстов массовой коммуникации. Рассматриваются активные инновационные процессы в сфере конвергенции различных дискурсов в коммуникативно-дискурсивные практики масс-медиа, проблеме перевода текстов СМИ, а также текстам политического дискурса.*

Ключевые слова: *массовая коммуникация, научный инструментарий медиаисследований, методологическая база лингвистических исследований, дискурс, медиадискурс, ассоциативные связи, прагматический, историко-культурный контекст, историко-языковой контекст, масс-медиа, междисциплинарная языковая практика.*

Annotatsiya. *Ushbu maqolada media tilini o'rganishning asosiy yo'nalishlari (lingvistik, ritorik, germeneytik, psixolingvistik, lingvopragmatik, sotsiologik, huquqiy va madaniy jihatlar) ko'rib chiqiladi. Ommaviy aloqa matnlarini tahlil qilishda semiotik va kognitiv-diskursiv yondashuvlarga alohida e'tibor beriladi. Turli nutqlarni ommaviy axborot vositalarining kommunikativ va diskursiv amaliyotiga yaqinlashtirish sohasidagi faol innovatsion jarayonlar, ommaviy axborot vositalari matnlarini, shuningdek, siyosiy nutq matnlarini tarjima qilish muammosi ko'rib chiqiladi.*

Kalit so'zlar: *ommaviy kommunikatsiya, media tadqiqotining ilmiy vositalari, lingvistik tadqiqotning metodologik asoslari, nutq, media-diskurs, assotsiativ aloqalar, pragmatik, tarixiy va madaniy kontekst, tarixiy va lingvistik kontekst, ommaviy axborot vositalari, fanlararo til amaliyoti.*

The modern abundance of channels and forms of mass communications that serve as translators of discourses that once did not have a media character (political discourse, everyday discourse, family discourse, entertainment discourse) stimulates humanists to develop cross-disciplinary research, and linguists in particular, to the formation of a synthetic, holistic anthropocentric paradigm [9]. And it is precisely this focus on the involvement of factors that were once considered “extralinguistic” that maintains the relevance of the semiotic triad of semantics - syntactics - pragmatics in the analysis of discourse of any type [10].

As researchers begin to study the entire contemporary field of mass communications, they continually cross the boundaries of one discipline to invade the territories of several others. Psycholinguistics is adjacent to political science, marketing theory is adjacent to communication theory, philosophy of language is adjacent to criticism of the discourse of power, etc. The cross-disciplinary nature of media research is obvious, based on the very linguopragmatic nature of media messages. In the preface to the book, its editor R. Andersen and J. Gray write: “True to the nature of media studies - an interdiscipline sitting at the crossroads of more traditional fields such as sociology, political economy, art, rhetoric, anthropology and political science (just to name a few) - we offer here a broad range of entries concentrating not only on humanistic themes but also from social scientific 4 perspectives" (“Following the nature of media studies - an interdisciplinary approach at the intersection of more traditional fields of knowledge, such as sociology, political economy, art, rhetoric, anthropology and political science (to name just a few), we offer a wide range of articles that focus not only on humanistic topics, but also from sociological perspectives” [12, p. XVIII]).

An in-depth study of the analysis of “media language” occurs at the turn of the 20th-21st centuries, and interest in this area began back in the 1980-1990s. The expansion of linguistic meaning and its rise to the level of linguopragmatics have changed the research vector in the analysis of speech material in the media. In the scientific tools of media studies of the 1990-2010s. The concept of “media discourse” is included, displacing previous nominations of the subject as “the language of the media” [4-8].

As noted by O.V. Leshchak, methodological basis of linguistic research of the

twentieth century. has a “tetrachotomous structure: positivism, rationalism, phenomenologism, functionalism” [1, p. 8-14]. Linguistics of the last two decades has been developing in line with the functional approach, which combines semantic, communicative, discursive, and cognitive methods [2, 3]. Developed by E.S. Kubryakova, E.V. Paducheva, N.D. Arutyunova, Yu.D. Apresyan, N.V. Ufimtseva, I.A. Sternin, M.V. Nikitin et al., this paradigm reoriented the analysis of language from a structuralist immanent approach to a sign as an object to an intersubjective, speech-generating model, which allows expanding the boundaries of semantics, traditionally fixed on the lexical dictionary meaning, due to associative connections, pragmatic and historical-cultural, historical-linguistic context [3].

The phenomenon of genre, stylistic, and ideological mimicry has become ubiquitous. Thus, the media discourse of a talk show or the discourse of a women's glossy magazine can mimic oral conversational discourse. The speech practice of telling everyday stories has been carefully studied by modern narratology and the theory of mass communications, and they reveal the mechanisms of transfer of story telling stereotypes from everyday everyday communication to the press, fiction and back [13].

M. Fladernik writes about these processes of mutual enrichment of discourses in his study “Fictions of Language and Languages of Fiction: Linguistic Representation of Language and Consciousness,” exploring the creative and cognitive nature of oral discourse. Today, the discourse of power, or, more broadly, political discourse, is also mediated by the mass media [7]. Ironically using the title of the famous article by the German cultural sociologist W. Benjamin “The work of art in the era of its technical reproducibility”, the German media theorist N. Boltz designates modern political discourse as “politics in the era of its technical reproducibility” [14, p. 56]).

In the journalistic practice of previous years, such “simulacra” were called “ducks.” The difference between a fake and a “duck” is that it does not perform serious revealing or misleading tasks. It is part of virtualized postmodern communication, where information gradually loses its purely referential function and increasingly performs an entertaining, gaming function. A fake can imitate

news, advertising, analytical and any other discourse, adapting its communication strategies and stylistic techniques, appropriating a broadcast channel (it can be YouTube, a blog, even an official mass media channel - a television broadcast, a glossy magazine, etc.). Thus, a new research task arises for the linguist - identifying typological, discourse-speech mechanisms that distinguish one type of information presentation from another, often independent of the content of the message itself. The connection between semantics and pragmatics is built in postmodern media discourse on the basis of pure, virtualized fiction according to the simulation model once described by J. Baudrillard [15]. Thus, German mass media theorists R. Steber, W. Faulstich, H. Mein [16-18] write about the convergence of various discourses into communicative-discursive practices of mass media. R. Steber emphasizes that from the second half of the twentieth century. mass media become an integral part of everyday life; they expand the communicative field of intimate and family discourse through collectivization, stereotyping, and urbanization. The expansion of the influence of the press beyond the purely political into the area of the “private and small local world” (“des Privaten und der kleinen lokalen Umwelt”) is carried out by improving the technical capabilities of the media and their penetration into private life, especially in the era of electronic media [16, p. . 291-292]. The influence of mass media on the consciousness and speech of modern man, their manipulative potential and the actualization of this potential are not only the subject of research, but also the object of comprehensive media criticism (see, for example, the article by V. Greb on the quasi-religious impact of television messages on the consciousness of the addressee: [19]).

All these observations confirm the initial hypothesis that the typologization of modern mass media should be based not on a specialized journalistic approach, but on the identification of general cognitive-communicative structures that bring together texts of different subject purposes. This means that, based on the linguopragmatic nature of media discourse, the following components should be identified during typology:

1. Technological broadcast channel (press, radio, TV, Internet);
2. Type of communication medium (official / informal, private-interpersonal / online);
3. Targets (function): advertising, PR, entertainment, information, analytics, journalistic influence;
4. Audience (by age, social, economic, gender, national, ethnic, party-political, etc. criteria);
5. Genre (the choice depends on the media channel, targets, media ideology, etc.).
6. Stylistics (format, genre, author's stylistics).
7. Communication strategies (identification with the addressee, manipulation, presentation).
8. Subject area (business, entertainment, arts, shopping, politics, social relations, sports, hunting, gadgets, etc.).

References

1. Leshchak O.V. Methodological foundations of functional research of language activity (on the material of Slavic languages) // Dis. ... doc. Philol. n. - Ternopil, 1997. - 529 p.
2. Functional stylistics: theory of styles and their linguistic implementation / Interuniversity. Sat. works - Perm: Perm State. Univ., 1986. - 168 p.
3. Horizons of modern linguistics: Traditions and innovation / Collection in honor of E.S. Kubryakova. - M.: Languages of Slavic Cultures, 2009. - 856 p.
4. Dobrosklonskaya T.G. Medialinguistics: a systematic approach to the study of media language. - M.: Science; Flint, 2008. - 264 p.
5. Zemlyanova L.M. Communication and media: English-Russian explanatory dictionary of concepts and terms. - M.: Moscow University Publishing House, 2004. - 416 p.
6. Mendzheritskaya, E. O. Discourse, media discourse and cognitive-discursive paradigm in linguistics // News of the Southern Federal University. Philological sciences. - 2011. - N 3. - P. 54-60.
7. Grechikhin M.V. Modern Russian media discourse: the language of intolerance (based on the language of modern Russian media) // Dis. ...cand. Philol. n. - Belgorod, 2008. - 159 p.
8. Kozhemyakin E.A. Media discourse // Scientific bulletins of Belgorod State University. Series: Humanities. - No. 2 (73). - 2010. - Issue 11. - P.13-21.
9. Revzina O.G. Linguistics of the 21st century: on the path to the integrity of

the theory of language // Criticism and semiotics. Vol. 7. - Novosibirsk: NSU, 2004. - 296 p. - P. 11-20. 10. Sharkov F.I. Communication theory. - M.: RIPHolding, 2006. - 240 p.

15. Stepanyan S.K. New meaning of the concept "format" in modern print media // Bulletin of Moscow State University. Ser. 10. Journalism. - 2007. No. 5. - P. 33-41. 10

16. Andersen R., Gray J. (Ed.). Battleground: The Media. - Vol. 1-2. - Westport, Connecticut; London: Greenwood Press, 2008. - 655 p.

17. Fludernik M. The Fictions of Language and the Languages of Fiction: The linguistic representation of speech and consciousness. - London; New York: Routledge, 2005. - 531 p.

18. Bolts N. ABC of media. - M.: Europe, 2011. - 136 p.

19. Baudrillard J. Symbolic exchange and death. - M.: Dobrosvet, 2000. - 387 p.

20. Stober R. Deutsche Pressegeschichte: Einführung, Systematik, Glossar. - Konstanz: UVK Medien, 2000. - 370 S.

21. Faulstich W. (Hrsg.). Grundwissen Medien. - 4. Aufl. - Munich: W. Fink, 2000. - 494 S.

22. Meyn H. Massenmedien in Deutschland. - Konstanz: UVK Medien, 1999. - 354 S.

23. Grab W. Das Fernsehen als religiöser Sinnproduzent // tv diskurs: Verantwortung in audiovisuellen Medien. - Jg. 12/2008. - H. 2. - S. 48-53.

24. Бакиева, Г. Х., and Д. М. Тешабаева. "Оммавий ахборот воситалари тили." Журналистлар учун ўқув қўлланма (2019).

25. Бакиева, Г. Х., and Д. М. Тешабаева. "Медиамаконда матн." Тошкент: Турон-Икбол (2019).

26. Teshaboeva, D. M. "Ommavij ahborot vositalari tilining nutk madaniyati aspektida tadkiki (ЎзР ОАВ misolida): Filol. fan. dok. dis. avtoref." (2012).

27. QIZI, VALIYEVA NARGIZAXON ZAMIR. "Linguocultural aspect of teaching foreign languages as an integral part of the educational process." Til va adabiyot ta'limi (2023).