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## Research Article

# STYLISTIC AND LEXICO-SEMANTIC FEATURES OF MEDIA DISCOURSE

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## ABSTRACT

The language of the media quite clearly reflects the changes taking place in all spheres of life in a particular country. At the same time, Internet communication as a special virtual information and communication environment creates new conditions for the implementation of the language and style of media texts. The diversity of media texts requires research not only into specifics, but also into analysis of stylistics and lexical-semantic features.

## KEYWORDS

Media linguistics, communication, discourse, text, media text, media, media speech.

## INTRODUCTION

In 2003, the scientist linguist D. Rushkoff published a book entitled “Media Virus” about how pop culture secretly influences our consciousness. This monograph examines the human living conditions in a new reality - the “info sphere,” as the author calls it, when “media viruses” spread in the same way as biological viruses in a host organism or in a whole community of organisms ». Of course, the result of “contagion” should be the transformation of the speech behavior of representatives of different social groups, which directly depends on the influence of media texts. Based on the above, it is quite important to answer the

question of what features of the lexical and stylistic design of media texts today particularly actively influence the speech behavior of the recipient.

Discourse in modern media corresponds to a civilized information norm, the main features of which are ideological indeterminism, thematic openness, freedom of search and dissemination of information with a focus on information needs. The concept of media discourse is derived from the general concept of discourse, which has been popular in recent years. When determining discourse in modern domestic and foreign science, both the traditions of various national

scientific schools (discourse analysis in Western Europe and text linguistics in Russia) and the actively developing processes of integration of humanitarian knowledge are of great importance.

Consequently, the range of issues that form the subject of discursive research is traditionally associated with problems of speech activity and the study of the interdependence of linguistic and extra linguistic factors using various functional, stylistic and textual material. Discourse-forming characteristics, in other words, criteria for the selection of texts taken as the empirical basis for the study of discourse of one type or another, are various spheres of human communication and speech practice. For example, the functioning of language in such fields of activity as science, education, politics, medicine, the media, etc., serves as the basis for identifying relevant discourses, including the media discourse considered in the work we are studying.

In its most general form, media discourse is a set of processes and products of speech activity in the field of mass communication in all the richness and complexity of their interaction. When studying functionally determined discourses in general and media discourse in particular, it is necessary to take into account that the concept of discourse is traditionally delimited from the concept of “text”. This is due to the fact that discourse is primarily associated with oral speech, defined as “speech immersed in life” (N.A. Arutyunova), while the concept of text presupposes a connection with written speech. That is why a complete understanding of the concept of media discourse is impossible without comparison with such important categories as text and media text.

Most clearly, the similarities and differences between the concepts of “text”, “media text” and “media discourse” can be demonstrated using the key

communication model for the study of communication processes, the significance of which is that it “allows us to imagine the complex and multifaceted process of human communication in structured form. The first attempts to model the communicative space date back to the early 50s of the twentieth century. and are usually associated with the names of American cybernetic scientists Shannon and Weaver, who identified such basic components of the model as the sender of the message, its recipient, the channel, the transmitting device, feedback and accompanying noise. Defining text, media text and media discourse on the basis of this model, we can say that text is a message, media text is a message plus a channel, and media discourse is a message in combination with all other components of communication. Let us dwell on this situation in more detail.

If, within the framework of traditional linguistics, a text is defined as “a sequence of sign units united by a semantic connection, the main properties of which are coherence and integrity » (and it is understood that these units are verbal in nature, in other words, a text is primarily a sequence of words), then when transferred to the sphere of mass media, the concept of “text” significantly expands its boundaries. Here the concept of a media text goes beyond the sign system of the verbal level, representing a sequence of signs of various semiotic systems – linguistic, graphic, sound, visual, the specific combination of which is determined by the specific media channel.

In the media, the technological features of each specific distribution channel, be it print, radio, television or the Internet, have a huge impact on form and content. This is exactly what the famous media scholar Marshall McLuhan meant, when he said that the media channel determines the message.

The concept of media discourse allows us to develop an even more comprehensive understanding of speech activity in the sphere of mass media, since it covers not only the message plus the channel, but also all the numerous extra linguistic factors associated with the peculiarities of creating a media message, its recipient, feedback, cultural conditioned methods of encoding and decoding, as well as socio-historical and political-ideological context. We can say that text is a photographic reflection of reality, media text is a video image, and media discourse is a holographic image that gives a complete and comprehensive idea of the object.

Speaking about the relationship between the concepts of “media text” and “media discourse”, it should be emphasized that a media text is a discrete unit of media discourse, since it is the concept of a media text that makes it possible to streamline and structure the rapid movement of the media flow of the information society.

As for the concept of media text today - having appeared in the 90s of the twentieth century. In English-language scientific literature, the term “media text” has quickly spread both in international academic circles and in national media discourses. The rapid consolidation of the concept of media text in the scientific consciousness was due to the growing interest of researchers in studying the problems of media speech and the peculiarities of the functioning of language in the field of mass communication.

The language of a media text, the language of the media, is, on the one hand, the entire set of texts created by the media, and on the other, a stable intralingual system, which is characterized by a certain set of linguistic-stylistic properties and features specific to each of the media: print, radio, television, Internet. The media and their means of expression are

not just an abstract form of presenting information, but also an element that essentially forms this information, which determines its understanding and meaning. The language of the media is as close as possible to colloquial, dynamic, democratic, focused on common use.

As sources show, researchers have long noted that the production of media texts uses a mixture of spoken and book-written styles. In media texts, there has been a tendency towards contamination, mixing genres, and editing text models.

Media materials are characterized by the blurring of clear stylistic boundaries; the spread of conversational style norms in the basic body of media speech (news, informational and analytical text, commentary), erroneous use of stress, grammatical forms, word combinations, syntactic structures; use of reduced and profanity in the media.

An obvious trend is that oral speech is increasingly influencing the entire structure of the language of the media. “The language of the press and other media is becoming less and less closely related to the book-written type of literary language... Information and official television speech are experiencing a tremendous impact from the oral-speech element». But the opposite effect also occurs. The modern language situation is such that oral media have become the main carrier of the language norm. Having turned into one of the main areas of speech use, the media today largely determine the nature and properties of the modern state of language. Speech heard on the radio, from a television screen, and materials from online publications are perceived as the norm, elements of texts come into wide circulation and acquire the status of facts of language. For the human community, the importance of a spoken word can hardly be overestimated; therefore, radio and

television have a huge impact on language processes. The most obvious difference between text types is in vocabulary and syntax. Lexical units allow you to most clearly identify the type of text. Unique lexical and stylistic design of media materials. They use such speech forms as personal pronouns, addressing the reader, expressive syntax, colloquial constructions, vernacular, and jargon. At the center of the material is the journalist himself; the entire character and event system is built around him.

Often in such texts all previously existing lexical, stylistic and communicative restrictions associated with compliance with the norm are overcome. Often on the printed page you can see coarse colloquial vocabulary, dysphemisms, and neologisms. Direct or indirect appeal to stylistically reduced vocabulary is a way of attracting the reader's attention to the material.

It is worth paying attention to extra-textual features, such as the system of reader comments in the electronic version of the publication and their further possible publication in the paper version; - reference within the text to video/audio sources; - photographs and drawings; - detailed independent infographics; - the emergence of journalism.

It is well known that the language of the media reacts vividly to the processes occurring in society, and at the same time largely forms a system of value and other ideas: "It is the media that have a decisive influence on the formation, consciousness and behavior of members of society ». The reader, perceiving the information encoded in a particular text, moves from the plane of expression to the plane of content, therefore, it is on the plane of expression that it depends on how accurately the author's thought will be perceived and how adequate the reaction to this

information will be. The stylistics and vocabulary of the media text are involved in all this.

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