

**MEDIALINGUISTIC AS A NEW DIRECTION IN LEARNING THE LANGUAGE OF
THE MASS MEDIA**

Rizaeva Kamola Shuxratovna

Senior teacher of "Foreign Languages" department of the Tashkent
State Technical University, Tashkent, Uzbekistan

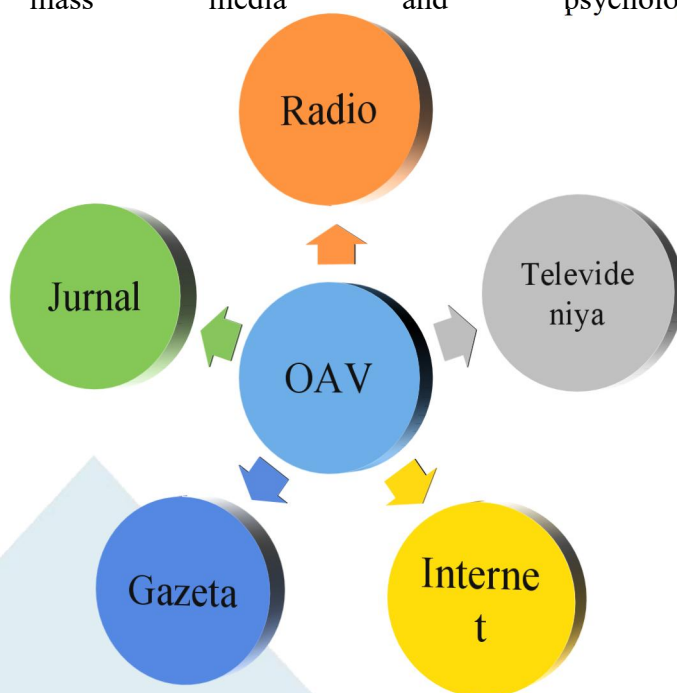
E-mail: krizaeva149@gmail.com

ORCID: 0009-0000-3077-7601

Abstract: The growth of mass media - radio, television, the emergence of new information technologies, the development of the Internet - all this does not leave its influence on the creation and distribution of the word. Most of the use of speech today is in the field of mass communication. This prompted the emergence of a new term "medialinguistics - mass media language" in modern linguistics. The study of this term in modern linguistics has become one of the topical issues of linguistics. The solution to this problem was first opened in 1899 at the Faculty of Philology at Moscow State University.

Key words: mass media, radio, newspaper, magazine, media, linguistic, structure.

By the end of the 20th century, all the necessary conditions were created for the formation of the knowledge and experience gained in the study of media language as an independent scientific field, and as a result, a new field of medialinguistics appeared in the prism of linguistics. The term "medialinguistics" is formed by a number of terms used to represent various interdisciplinary disciplines, such as sociolinguistics, ethnolinguistics, and media psychology. Each of these terms combines the theoretical foundations and methodology of the fields of sociology and linguistics (sociolinguistics), ethnography and linguistics (ethnolinguistics), mass media and psychology (media



psychology).

Figure 1.1. Media Summary

Studies show that the object of medialinguistics is interpreted by many scientists as the language of mass media. That is, it can be seen that this term was interpreted in modern

linguistics - a new science that studies the functioning of language in the field of mass communication. Media linguistics studies the creation of media texts, their linguistic, stylistic, and functional features. In our opinion, medialogistics is an independent and new field of linguistics that studies the language of mass media. His research object is language elements related to radio, television, newspapers, magazines and the Internet.

S. Bernstein, D. Shmelyov, V. Kostomarov, Yu. Rozhdestvensky, G. Solganik, S. Treskova, I. Lisakova, B. Krivenko, A. Vasiliyeva, Theun van Dyck, It is appropriate that we include such names as Martin Montgomery, Alan Bell, Norman Fairclough, Robert Fowler.

In our country, a number of studies are being conducted in the field of medialogistics, and as a result, one or another issue of the field is studied and theoretical conclusions are drawn. The study guide "Medialogistics and editing" prepared under the co-authorship of D. Teshaboyeva, G. Bakiyeva, M. Isroil, L. Toshmuhamedova, M. Nuritdinova can be considered as the result of these works. It covers the features of media language and style, the modern concept of speech culture in the media space, the art of public speaking and editing skills. Also, information is provided about modern trends of media language, standard and expressiveness, principles of text creation in media space and communicative functions of media text.

Norman Fairclough in his book "Mediadiscourse" states that media linguistics has brought together a wide range of work on this dynamically developing field as the language of mass media, and cites that one of the most important conditions for the emergence of this field is the following.

- in particular, the rapid growth of information and communication technologies, manifested in the creation of a global media network;
- formation and development of a single information space as a new virtual environment of text communication;
- formation and scientific understanding of the OAV language concept, determination of its functional and stylistic features and internal structure;
- to realize the need for a comprehensive approach to the study of speech in mass media based on the joint efforts of representatives of various humanities;
- within the framework of media studies (media studies), a new independent science, the topic of which is a comprehensive analysis of the historical development, current state and characteristics of the entire mass communication complex.

The English version of this term "media linguistics" appeared a little earlier, in particular, in the article "The Scope of Media Linguistics" by John Corner, which defines the main goals and tasks of studying the field of "Media Linguistics". John Corner, who distinguished medialogistics as an independent scientific field and noted that its subject is the study of media language, notes its interdisciplinary character. "Medialogistics has brought together a wide range of research that is rapidly developing in the field of media language studies. There is now a large literature on media language, and these studies are often interdisciplinary in nature. Different genres of media discourse, such as news discourse, documentaries, and advertising are being analyzed. Understanding is growing: Media language does not change in each media medium, but interacts with other semiotic systems, including visual systems." As can be seen from scientific observations, the subject of medialogistics is the study of the functionality of language in the field of mass media. This means that medialogistics is a separate linguistic direction devoted to the study of media language.

Social-informational processes have a great influence on language functionality. Mass media has become one of the most active spheres of discourse today. Interest in this fast-growing field of discourse is increasing due to the ever-increasing total volume of texts distributed by the

media per hour. The formation of any new scientific direction is associated with the development of key components, for example:

- 1) a theory that can be a starting point for all research in the field;
- 2) stable internal structure;
- 3) methodology;
- 4) terminological apparatus.

Undoubtedly, the main theoretical structure of medialogistics is the special concept of the media text, which is present in almost all media speech research. The essence of this concept is that the basic definition of the text for traditional linguistics - as a sequence of sign units connecting meanings, its main features are connection and integrity - mass media when transferred to the field, its boundaries expand. Here, the concept of media text goes beyond the sign system of the verbal level and approaches the semiotic interpretation of the concept of "text", which implies not only the sequence of verbal signs, but the sequence of any signs. However, according to our views, medialogistics studies not only the text itself, but also the media discourse. We will justify this opinion with examples that will be presented in the next chapters of our research.

Many researchers argue that media communication gives new meanings to the concept of "text", which depends on the media characteristics of any media. For example, in television, the text does not consist only of words, but gradually develops on several levels: verbal, video and audio accompaniment, forming a single whole, acquiring the properties of volume and multi-layeredness. Radio texts and print texts are also characterized by a combination of verbal text and certain media characteristics: music and sound effects, as well as graphic design features of a newspaper or magazine.

There is a view that is considered very important for the theory of medialogistics that "the correct reception of the text is ensured not only by language units and their combination, but also by the necessary general knowledge and communicative background." In relation to mass media, the communicative background is understood as a set of conditions and features of production, distribution and reception of media text. Therefore, the concept of communicative background covers a very wide range of phenomena: from the features of reconstruction of socio-cultural events to the range of interpretation.

Thus, the concept of communicative background is closely related to the category of discourse, which is very important for the study of mass media texts. Discourse is defined as a complex communicative phenomenon, which includes a set of extralinguistic factors of communication, for example: social context, gives an idea of communication participants and their characteristics; characteristics of information production, distribution and reception, etc. The well-known Dutch researcher Teun van Dijk places importance on expanding the contextual theory of discourse, especially in the study of mass media texts.

Referensec:

1. Xamidova "Medialogistika novaya paradigma v izuchenii yazika SMI"/gumanitar fanlar 1-son (789)/2018-yil.
2. Rizaeva, K. R. (2014). Economic Development of Uzbekistan: Export Promotion Policies in the condition of the global financial-economic crisis. Europäische Fachhochschule, (3), 162-165.
3. Shuxratovna, R. K. (2024, April). STABILITY OF MEDIADISCURS IN ENGLISH AND UZBEK. In International Global Conference (Vol. 1, No. 3, pp. 137-139).
4. Shuxratovna, R. K. (2024). Mediadiskurs Tools in English and Uzbek. EUROPEAN JOURNAL OF INNOVATION IN NONFORMAL EDUCATION, 4(4), 125-126.

5. Rizayeva, K. S. (2020). GAMES AND GAME ACTIVITIES IN ENGLISH LESSONS FOR THE DEVELOPMENT OF STUDENTS COMMUNICATION SKILLS. Theoretical & Applied Science, (2), 721-723.
6. Umurzaqov A.M. Ijtimoiy reklamalar jamoatchilik fikrini shakllantirish vositasi sifatida// NamDU ilmiy axborotnomasi, 2018. 4-son
7. Azamatovna, B. S., & Salijanovna, I. S. (2020). Classification of could words in german and Uzbek. PalArch's Journal of Archaeology of Egypt/Egyptology, 17(6), 7333-7339.
8. Bekmurotova, S. A. (2019). GRAMMATIC FEATURES OF DOUBLE WORDS IN GERMAN AND UZBEK LANGUAGES. Scientific and Technical Journal of Namangan Institute of Engineering and Technology, 1(5), 248-252.
9. Azamatovna B. S., Salijanovna I. S. Classification of could words in german and Uzbek //PalArch's Journal of Archaeology of Egypt/Egyptology. – 2020. – T. 17. – №. 6. – C. 7333-7339.
10. Bekmurotova S. NEMIS VA O'ZBEK TILLARIDA JUFT SO'ZLARNING SEMANTIK ASPEKTIDA LINGVOKUTUROLOGIK XUSUSIYATLAR //Science and innovation in the education system. – 2024. – T. 3. – №. 3. – C. 222-227.
11. Imyaminova S. НЕМИС ТИЛИ ФРАЗЕОЛОГИЯСИДА ТЕРМИНОЛОГИК БЕТАРТИБЛИК МАСАЛАСИ //Science and innovation. – 2022. – T. 1. – №. B5. – C. 193-198.
12. Shukhratkxon I., Bekmurotova S. Grammar and stylistic characteristics of pair words in modern german and Uzbek languages //ACADEMICIA: An International Multidisciplinary Research Journal. – 2021. – T. 11. – №. 10. – C. 1953-1956.
13. Shukhratkxon I., Bekmurotova S. Structural-Semantical Features of Pair Words in Modern German and Uzbek Languages //Turkish Online Journal of Qualitative Inquiry. – 2021. – T. 12. – №. 9.
14. Azamatovna B. S. PAIRS OF WORDS AND THEIR SEMANTIC ANALYSIS IN ARTISTIC TEXTS IN GERMAN AND UZBEK LANGUAGES //International Global Conference. – 2024. – T. 1. – №. 1. – C. 169-173.
15. Bekmurotova S. NEMIS VA O'ZBEK TILLARIDA JUFT SO'ZLARNING SEMANTIK ASPEKTIDA LINGVOKUTUROLOGIK XUSUSIYATLAR //Science and innovation in the education system. – 2024. – T. 3. – №. 3. – C. 222-227.