

THE ROLE OF LINGUISTIC FACTORS IN THE FORMATION OF MASS MEDIA TEXT

Kudratova Shakhnoza Kadirovna

Teacher of Kokand State Pedagogical Institute, Uzbekistan

Phone number: +998908519030

Sohibnazarova Muxlisaxon G'ayratjon qizi,
QDPI talabasi

ABSTRACT

The purpose of this discourse is to illustrate the importance of mass media, its usage, as well as the word used in the mass media language. Moreover, it illustrates the role of linguistic factors in mass media texts.

Keywords: verbal communication, mass media text, sender, receiver, lexical and functional aspect of language, text formation.

Text is the main form of verbal communication in mass media. The analysis of the specific features of the text activity in the mass media in terms of lexical and functional aspects is based on the study of the two dialectically connected sides of the language - the language system and speech activity and the text that is its product.

Regardless of the fact that the text is a speech phenomenon, it cannot be imagined without the concept of a system. already, the text is connected with the language from the material point of view, and the language, in turn, is a system consisting of a set of signs. In addition, text components are always interconnected. Text formation is inextricably linked with two things. The first of them is the language material, and the second is the human factor. In this case, the language material determines the internal (power) conditions of text formation, while the human factor is the power (energy) affecting it.

It is known that the concept of text is one of the primary language categories in linguistics. In the process of speech communication, it performs the task of organizing the social interaction of people and groups. According to its social function, the text appears as a form of speech communication.

When a journalist creates a text, the transmitter of information replaces his communicative activity with specific material. In this sense, the text can be considered as a specific model of the activity of the information distributor, because with the creation of this product, the activity of the journalist acquires materiality. In addition, the text has the ability to improve the communication skills of the receiver of the message summarizes, that is, it appears as a specific model of the information receiver's activity.

The theory of media text as a large-scale and multi-scale phenomenon is also enriched with a system of stable features that allows to describe a specific media text in terms of its creation, distribution and linguistic formats as accurately as possible. This system:

- the method of creating the text (by the author or the team);
- form of creation (oral and written);
- form of reproduction (oral and written);
- distribution channel (media - press, radio, television, internet);
- the functional genre type of the text (news, news analysis and commentary, publicity (features), advertisement);
- belonging to a thematically dominant or stable media topic.

I am going to dwell on each of them in more detail. In particular, according to the method of production, the media text can be either authorial or collegial, depending on how many people participated in its creation, as well as the indication of authorship in the presentation of the final news product. An example of an author's text is any media material that refers to individual authorship, such as a reviewer's article or a reporter's report; as an example of a collegial text, one can point to many news materials of news agencies distributed on behalf of the corporation.

As can be seen from the above criteria, two components are involved in the description of media texts from the point of view of the typological dichotomy "oral speech-written speech" - the form of composition and the form of reconstruction. This is not accidental, because it reflects the specifics of the media text in relation to this division, which is fundamental to the language. Indeed, in the field of mass communication, the stable dichotomy "oral speech-written speech" acquires a number of specific edges and features. In this case, most of the texts that are created as oral reach the consumer in written form, and the texts that were written from the beginning are later implemented in oral form. Distribution channel is also crucial for the typological representation of media texts. In other words, it is important in which media the text is created and used. Each mass media, whether it is the press, radio, television, or the Internet, has media characteristics that significantly affect the linguo-format characteristics of the text.

The functional-genre relevance of the text is the next mandatory parameter of the typological description of mass media texts. Systematization of media speech genres has always been a very complicated process. This concept of genre is explained by its definition as "an internal division that arose historically in all types of art" [1.1]. Today, the dynamics of the use of speech in the field of mass communication is so active that, as a result, this unit corresponds to a necessary symbol of stability. Against the background of different approaches to the possibilities of describing mass media texts from the functional-genre point of view, the approach developed within the framework of the theory of mediallynguistics allows to ensure

the harmony of a stable structure with the unlimited variety and mobility of real textual material.

Another important criterion for the typological description of media texts is the description of the text in terms of content, which, in turn, makes it possible to distinguish its thematic dominance, or whether it belongs to a stable topic - media topic, which is constantly covered in the mass media. The analysis of the content of the news stream shows the existence of stable thematic structures around which all mass media texts are naturally embodied. It would be an understatement to call these topics media content. It is clear from this term, which includes two main components, i.e. "media" (mass media) and "linguistics", that the subject of this new science is the use of language in the field of mass communication. That is, medially linguistics deals with the research of a specific field of speech use - mass media language.

Many researchers believe that the level and scale of mass communication gives the concept of "text" new aspects based on the media properties of one or another medium. In particular, the text on television consists not only of words, but also appears consistently at several scales: verbal, sound and video, and acquires the characteristics of volume and versatility. Radio texts and press texts are also characterized by certain media features: music and sound effects, verbal text harmony with features typical of newspaper or magazine decoration. For the theory of medially linguistics, the rule that "the level of correct acceptance of the text is provided not only by language units and their combination, but also by the necessary general background of knowledge, communicative background"²¹ is of great importance.

To sum up all given theories, a journalistic text is considered "authorship"; no matter how objective it is, the reader always receives an interpretation of information. It follows that, along with the means of communicative influence, such as persuasion and influence, the main character of the journalist's text remains its evaluation.

While creating the text, the journalist strives to turn the speech markings into a grammatically correct speech that is understandable to everyone. Comprehension of the author's text can be achieved only by using grammatically correct text and understandable words. In this way, we can find out the specific ways in the formation of journalistic texts, to what extent the texts create the necessary conditions for successful communication with an internal clear logic. Some types of journalistic text are considered the object of analysis from the point of view of journalistic mastery, relevance to genre criteria and the grammar of a specific language.

Today, journalists are interested in text linguistics, which deals with the creation of text, modeling of its structure, and the study of such activity. This is related to the description of the modern state of the living language by linguists based on various factors based on the broad spectrum of linguistic and speech traditions.

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