FORMATION OF LEXICAL COMBINATIONS IN MEDIA TEXTS

Kuysin Tukhtaeva
associate professor of Navoi State Pedagogical Institute, Candidate in
Philological Sciences

Abstract: As linguistics develops as a general theory of language, a new subfield called media linguistics is emerging. It is related to other subfields of linguistics including psycholinguistics, sociolinguistics, developmental linguistics, legal linguistics, political linguistics, etc. The use of the media as a source of both historical and current data for research is a part of media linguistics. It is crucial when analyzing regional language and regional dialect representations in media that deal with the portrayal of society and culture. Understanding how the media propagates linguistic ideology and can enhance or preserve representation of a dominant language or of a minority language depends on media linguistics. Due to its cultural and contextual connections, use of media language in second language classes, and its role in exposing pupils to native speakers' syntax and vocabulary, are all encouraged. We can talk about information regarding lexical combination development in media texts in this article.

Keywords:. media texts, media literacy, linguistics, lexical formation, regional language, improvement, process, usage of vocabulary.

Introduction. It is therefore not surprising that the dramatic increase in speech and text production in the field of mass communication during the second half of the XX and the beginning of the XXI centuries was accompanied by an increase in the number of academic studies addressing various aspects of language functioning in the media, from unique features of news texts to specifics of language usage in Internet blogs and social networks. Representatives from virtually all fields of linguistics, including those in social linguistics, psycholinguistics, cognitive linguistics, discourse analysis, etc., were drawn to this new, dynamically growing field of research. However, in the year 2000, the state of media language studies as a whole produced all the conditions for the formation of a brand-new, fully-fledged branch of linguistics, called media linguistics, which included all the necessary components.

The word "media linguistics" was created by analogy with the entire collection of terms that describe new academic disciplines that were created at the intersection of numerous research areas, including sociolinguistics, ethno-linguistics, media psychology, media economics, etc. The term "media linguistics" was very recently adopted in academic discourse in Russia in Tatiana Dobrosklonskaya's doctoral thesis, "Theory and Methods of Media Linguistics," which was published in 2000. Two years prior, some British scholars had used the term media linguistics in their writings; for instance, John Corner wrote an article

titled "The Scope of Media Linguistics" that was delivered as a talk at the British Association of Applied Linguistics Conference in 1998.

The focus of this new field is the examination of how language functions in the context of mass communication, as implied by the word itself, which combines the two crucial concepts of "media" and "linguistics." In other words, media linguistics is the study of the production of speech in the mass media, a specific social field of language use. Given the significant influence that the media has played in society over the past 30 years, the creation of media linguistics as a new field of linguistic study is wholly justified. The rapid rise of the Internet, virtual communications, and print and electronic media has significantly altered people's lives and provided a stimulus for the overall development of society. The majority of speech patterns used now take place in the mass communication sector, specifically in newspapers, radio, television, and the Internet. The overall volume of texts conveyed by media channels in various national languages in the global information space is rapidly increasing as a result of information communication technologies' (ICT) ongoing development. It should be emphasized that political linguistics, which focuses on the study of speech creation in political communications, is another new field of linguistic study that was created using the same premise as media linguistics to investigate a specific area of language usage.

The focus was on a wide range of topics, including how to describe various types of media texts and define the status of media language in terms of functional stylistics, as well as the effects of socio-cultural elements and linguistic approaches on mass and individual consciousness. There are several grounds to believe that media linguistics has become solidly established and widely acknowledged as a young, rapidly expanding profession that is gaining an ever-increasing amount of scholarly attention today, nearly two decades after its inception. It complies with a set of conditions and demands, much like any other fully developed academic field, including:

1) existence of a thoroughly developed theory, that would serve as a solid basis for further research in the given field;

2) more or less stable inner thematic structure;

3) methodology or a set of techniques and methods of analysis;

4) terminology.

The idea of media text, which is really mentioned in all studies focused on speech creation in mass communication, is unquestionably the most crucial theoretical element of media linguistics. This idea's essence can be summed up as follows: When applied to the realm of mass communication, the conventional linguistics definition of a text as "coherent and integral stretch of language, either spoken or written" [Carter 1998] significantly broadens its meaning. The term "text"

in mass media refers to a collection of signs of any kind, not just verbal signs, and extends beyond the formal limitations of the verbal sign system to approach its semiotic interpretation.

The majority of academics concur that the mass communication level adds new dimensions of meaning to the text concept that are influenced by the media features and characteristics of each mass communication channel. As a result, media texts on television are not limited to verbal manifestation alone; they also incorporate several functional levels, including the proper verbal text, visual content (referred to as "footing" in journalism), and audio content, which includes all aural effects, from music to voice quality. A specific combination of a verbal level and a set of unique media attributes, determined by the technological quirks of this or that media channel, such as sound effects on radio or newspaper layout and vibrant images in press, also distinguish texts on the radio and in the print media.

A key element of media linguistics theory is a set of criteria created specifically for a comprehensive and cogent description of all potential media text kinds. Thus, a stable set of factors that enable description and classification of all texts operating in mass media in terms of their production, dissemination, verbal, and media qualities underpin the basic idea of a media text. There are the following parameters in this system.

1) Authorship (the text could be produced either by an individual or a collective).

2) Type of production (oral — written).

3) Type of presentation (oral — written).

4) Media channel used for transmitting: the print and the electronic media, Internet.

5) Functional type or text genre: news, comment and analysis, features, advertising.

6) Topical affiliation (politics, business, culture, education, sport, and other universal media topics, forming the content structure of everyday information flow).

Let's take a closer look at each of the characteristics. Any media text can be described in terms of its authorship as either individual or collective, depending on whether it was developed by an individual or by a group, using the first parameter, "authorship." The category of authorship takes on a special significance in media language practices: the usage of by-lines, which identify the journalist who wrote the content, frequently becomes the mark of style and caliber of one magazine over another. Some publications, such as "The Economist," have made it a policy to not include bylines in their articles in order to promote the publication's distinctive

analytical tone that sets it apart from other business and political periodicals. Collective authorship is mainly associated with news texts and materials prepared by information and news agencies operating worldwide, such as Reuters, BBC, ITAR-TASS, etc. Such short news texts can be easily found in "News in brief" section practically in every newspaper or magazine and comprise the skeleton of the world information flow.

The second and third factors, "type of production" and "style of presentation," are based on the same dichotomy: oral text against written text, it appears from the list of parameters that has been provided. This reflects the importance of speech creation in mass media as a field of human activity, which is distinguished by ever fuzzier lines separating spoken language from written language. The issue is that with mass communication, a lot of texts that are first produced orally eventually reach their audience in print, and vice versa, with texts that are first produced in writing before being delivered orally. Consider interviews as an example, which originate from a discussion between a journalist and the interviewee and are then printed in newspapers and magazines, thus acquiring a written form.

This subtle relationship between oral and written factors can be taken into account by using the parameters "type of production" and "type of representation," which also help distinguish between originally oral texts intended for publication and originally written texts intended for oral presentation. The speech of the newsreader is written by production and presented orally, but an interview published in print media might be regarded as text oral by production and written by representation.

The next factor, the media channel that distributes the text to a large audience, is also important. Since Marshall McLuhan's famous adage that "the medium is the message," there has been a significant impact of technology or media components on the information disseminated through means of mass communication has been recognized by all media scholars. Each media cannel, including the press, radio, television, and the Internet, is distinguished by a specific set of media attributes that are dependent on both the technology and the specific media in question. The development of concrete media texts, which are by definition based on an integral unity of verbal and media components, depends heavily on these media properties. Additionally, the integration of the verbal and media components has a significant impact on how media texts are perceived.

As a result, graphic design and images are frequently used to accompany verbal texts in newspapers and periodicals, which can give them additional specific significance and expressiveness. Texts read aloud on the radio frequently make use of the voice's characteristics, including timbre, intonation, tempo, various accents, and the full spectrum of sound effects and music. Technical characteristics of the

Internet has made it possible to enjoy multimedia texts, combining media qualities of all traditional means of mass communication: world wide web provides access to online versions of practically all the print and the electronic media, and also offers unlimited opportunities for downloading required content.

The benefits of this classification derive from its capacity to accurately reflect the actual fusion of two linguistic functions—the function of information and the function of impact. If we attempt to characterize the four aforementioned types in terms of how these functions are carried out, then news texts effectively carry out the information function, while materials that fall under the category of "comment and analysis" increasingly combine the information function with impact.

A feature is "a special piece in a newspaper or magazine about a certain subject; or a segment of a television or radio show that deals with a particular subject," according to the dictionary definition [Cambridge International Dictionary of English 2008] makes it possible to include into this category a wide spectrum of media texts, devoted to diverse topics regularly covered by the media: from technology and education to culture and sport. Comparatively speaking to the news and information analysis category, feature texts are always designated in terms of authorship, making the implementation of the effect function more crucial. It should also be highlighted that, similar to fiction writing, feature implementation of impact function progressively links to its esthetic presentation. The fourth category, "advertising," combines the implementation of the impact function on a linguistic level with extensive use of various stylistic expressions (metaphors, tropes, similes, etc.), as well as its realization on a mass media level with the use of the full complement of concrete media effects and technologies.

So it may be concluded that the descriptive potential of "the four text types" classification, offered by media linguistics, is optimal, hence it allows to analyze the whole diversity of media texts both in terms of its format characteristics, and in terms of implementation of language and media functions.

Another important metric for the analysis of media texts is "dominant topic," which employs the content factor, or text related to a certain theme frequently covered in mass media, as the major requirement. The analysis of media speech flow shows that although appearing to be disorganized, media content is actually a well-structured continuum that is logically arranged around consistent thematic patterns. It is possible to assume that the structure of mass media permanently alters the information picture of the world by organizing the constant flux of media messages using themes or media topics that are fixedly repeated on a regular basis, such as politics, business, education, sport, culture, technology, weather, etc. Such subjects lists for conventional media can be found in every printed newspaper with

its thematically divided pages, or in the daily's online edition, which offers an even more comprehensive selection.

A great significance for media linguistics' theory represents a statement concerning mechanisms of texts perception, that runs as follows: "Correctness of text perception depends on shared previous information, or communication context, as well as the choice of linguistic units and their coherence." 3. When used in mass communication, the term "communicative context" refers to the entire set of conditions and prerequisites involved in the creation, dissemination, and reception of media texts, or, to put it another way, the totality of all additional linguistic factors supporting the verbal portion of a media text.

As a result, a broad range of phenomena are included in the concept of communicative context, from politically motivated interpretations and socially and culturally determined reconstructions of events to the category of ideological modality, the idea of meta-message, and the full range of factors influencing media consumers' perception. As a result, the idea of communicative context is intimately related to the idea of discourse as a whole, incorporating both the proper verbal and nonverbal parts of texts as well as a wide range of social, cultural, situational, and contextual elements.

The creation of a somewhat constant content structure is the second factor that permits media linguistics to be regarded as a separate academic subject. Although there are many topics that influence media linguistics, it is still feasible to identify those that are more or less constant and serve as the framework for this new field of study. It might be argued that the following six themes serve as the framework for all current media linguistics study.

1) Establishing the place of media language within the context of modern linguistic studies and describing it in terms of a fundamental paradigm: language-speech, text-discourse.

2) Functional stylistic distinction of media discourse, categorization of media texts using several sets of standards, including language function implementation and media channel (the print media, radio, television and Internet).

3) Media speech typology; a description of the basic genres and forms of media texts, including news, commentary and analysis, features, and advertising.

4) Lexical, syntactic, and stylistic study of media texts' linguistic constructions

5) Discourse analysis of media texts, encompassing their creation, distribution, and perception, as well as the social, cultural, ideological, and political contexts, as well as the interpretive possibilities of media speech practices and cultural characteristics.

6) The ability to manipulate language in the media, verbal and media strategies used for persuasion in advertising, propaganda, public relations, and

information management, as well as numerous ways to carry out ideological components

7) Comparative media linguistics, or studies of media language in various cultural and political contexts.

As an interdisciplinary subject of study, media linguistics has successfully incorporated some fundamental terms and methodologies used in the humanities as well as other components that are required for any academic discipline. The methodology employed for the analysis of media texts includes the full spectrum of textual analysis techniques, including stylistic, discursive, lingua-cultural, pragmatic, ideological, and sociolinguistic analysis. It is reasonable to suppose that virtually every academic school of language and media studies has contributed to the advancement of the technique of media linguistics. Today, methods from cognitive linguistics, discourse analysis, critical linguistics, functional stylistics, pragmatics, rhetorical criticism, and lingua-culture are used to study and describe media texts. The originality of the media linguistics approach to the analysis of mass communication speech practices is determined by this interdisciplinary methodological apparatus since, based on the integration of the existing methodologies, it offers a systematic multidimensional framework for the study of media.

Conclusion. The terminology used in media linguistics also reflects the multidisciplinary nature of the study and incorporates words from sociology, psychology, media, and cultural studies, as well as linguistics. Despite the fact that the terminology for media linguistics is constantly developing, there are a number of commonly accepted words that are used to describe how language works in mass communication. On the basis of the vocabulary unit "media," they are mostly terms and word combinations, such as "media text," "media speech," "media landscape," "language and media features and characteristics," and "lingua-media persuasive strategies." We may therefore draw the conclusion that media linguistics now has a strong academic foundation and offers enormous opportunity for further research into language in the media.

REFERENCES:

1. Bell A. The Language of News Media. Blackwell, London, 1991.

2. The Media in Britain. Ed. By Stokes J., Reading A. Macmillan, London, 1999.

3. Van Dijk T. A. Ideology: A Multidisciplinary Approach. Sage, London, 1998.

4. Dobrosklonskaya T. Theory and Methods of Media linguistics.

5.   Nazarov M. Mass communication in modern world: methodology of analysis. Moscow, URSS, 2000

6.   Speech communication in politics. Ed. By Minayeva L. Moscow, Flinta-Nauka, 2007

7.   Media language as an object of interdisciplinary studies. Moscow, Moscow State Lomonosov University, 2004

8.   Babaeva Yu. D., Voiskunsky A. E. Psychological consequences of informatization // Psychological journal. 1998. No. 1.

9.   Castells M. Information Age: Economy, Society and Culture. M., 2000.

10.   Luman N. Media communications / Per. with him. / A. Glukhov, O. Nikiforov. M.: Logos Publishing House, 2005.

11.   McLuhan M. Understanding media: external human extensions / Per. from English. V. G. Nikolaev. — M.; Zhukovsky: Kanon-press-C; Kuchkovo field, 2003.