

## Linguistic Peculiarities of Media Discourse

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**Abstract.** This article is devoted to the linguistic peculiarities of media discourse. There is given definitions of lexic units about media. Moreover, information about the use of media discourse in everyday life is included.

**Key words:** discourse, polyphony, polycodeness, visualization, hypertextuality, moblogs, dialogicality.

Media language is one of the most essential objects of linguistic research. This traditional categorization of the media sectors has undergone significant change due to new technologies, which have added blogs and social networks like Facebook, Twitter, WhatsApp, and Viber among other media. A plethora of scholarly papers, textbooks, edited volumes, and monographs have been written about media discourse from interdisciplinary viewpoints, such as media studies, semiotics, discourse analysis, critical discourse analysis, systemic-functional linguistics, and cognitive linguistics. Media discourse and its many genres and subgenres have been examined using a range of techniques and theoretical frameworks in these and several more studies. With reference to this strong foundation, the current edition aims to cover a wider range of topics, with a particular emphasis on the relationship between the traditional and the novel in media, both historically and in the present. Novel discoveries in this field have the potential to transform our perception of the media, which in turn mirrors society and life, thereby creating fresh and different perspectives. The collection focuses on three primary overarching themes:

- 1) media discourse and language (literal and figurative);
- 2) media discourse and genre analysis; and
- 3) the main trends in new media discourse.<sup>1</sup>

Therefore, discourse can be defined as a very complex phenomenon with linguistic, psychological, social and cultural dimensions. Traditionally discourses are divided into three broad types:

- 1) literary;
- 2) institutional (media, political, etc.); and

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<sup>1</sup> Mansurova Xurshida "Media discourse as an object of linguistics" Tashkent State University of Uzbek Language and Literature named after Alisher Navoi, Innovative Academy, p-74-76.  
<https://doi.org/10.5281/zenodo.8085733>

3) academic or scientific.

Discourse analysis is a scientific study that linguistics offers as a tool to comprehend the linguistic phenomenology of a discourse in a given setting. It is particularly useful for analyzing written discourse, such as journal articles. Describes discourse analysis as a method of looking at how language is used in various speech communities to find patterns in written or spoken forms and their relationships to the cultures. Written discourse can be approached from a range of disciplinary perspectives and aims, and it can be viewed from different viewpoints depending on what the reader is focusing on. As a result, the written discourse analysis of journal articles used in this work is able to methodically describe the concepts and relationships between concepts that readers read as well as what authors write. The approach incorporates research from several fields, including psychology, text linguistics, and rhetoric. These fields offer methods for characterizing and examining the ways in which ideas and the relationships between them are encoded in textual content and structure.

Moblogs are now a component of contemporary mass communication; they are not media in the traditional sense of the word. A hallmark of a moblog is the use of text and images or video to illustrate the main points of the posts. Because of the technological possibilities of mobile communication, the text is typically brief. Occasionally, the content includes a music file that expresses the author's feelings at the moment the post was created, or it has an informative purpose. Consequently, multimediality, creolization, and dialogicality are what set moblogs apart.

Moblog posts are speech acts; when describing them, one should take note of the addressor and addressee's characteristics as well as the referent circumstance, the location and time of the communication, and the communication channel. There is no set location or time for communication; it happens on its own. There is no direct communication between the communicants when using a mobile phone, personal website, online communities like Facebook and Instagram, or the dedicated Life blog website, which posts text messages, videos, and images from subscribers' mobile phones.

The growth of electronic media, especially the Internet, is largely responsible for the acquisition of features like interactivity, creolization ability, and hypertextuality in media language. Any text has the potential to become hypertextual since it can expand by incorporating new links to other information. Online texts have an advantage over print materials because they provide readers with rapid access to intriguing content while they read. Therefore, one distinctive aspect of today's Internet speech is its potential for hypertextual deployment. And there's a good explanation for this. Language features of the text are impacted by new, electronic media.

The high technologies of contemporary journalism have made it necessary to analyze those aspects of media texts that were not previously thought to be lingual. This is especially true for the visualization, which suggests that various verbal and nonverbal coding aspects be included to a journalistic work. The process of multimediatization is forcing linguists to study media language in a way that deviates from the traditional, linear interpretation of the text and instead focuses on its actual qualities, like the fusion of textual content with various visual elements, infographics, etc.

Widespread journalistic rendering of the text, however, not only makes it possible to learn

about the fact in all of its qualities, but it also frequently results in a "imbalance" of information flow when an external element that is clearly more actively perceived by the audience takes precedence over the text and frequently replaces it. Unfortunately, there are far too many examples of this "victory" over the printed word in advertising texts and other mass media items.<sup>2</sup>

The Internet gave rise to media discourse, which also acquired unique characteristics. A blog is “created by nuclear text, usually problematic, causing numerous responses, and posts comments whose authors have the opportunity not only to express their point of view on the nuclear text, but also to engage in dialogue with other bloggers”.<sup>3</sup> Thus, dialogicality is another significant characteristic of speech that is especially noticeable in online discourse. It is a characteristic of the discourse that appears in media speech for electronic mass media as well as text-based electronic versions of printed periodicals. Generally speaking, dialogue has a syncretic quality. It can contain prose or poetry, an image (collage, painting, etc.), links to music the blogger-reader can listen to, infographics, etc. It has such qualities like polyphony, polycodeness. Sometimes such discourse is only a system of links to posts of the participants of the dialogue (discussion), however, the dialogical origin of this speech of unity is obvious.

The Internet has greatly increased the possibilities for journalistic style in terms of both substance and stylistic point of view. A new virtual personality has been established that is highly sociable, quick to react to current events, and able to voice their opinions. This is demonstrated by the emergence of Twitter, a social network that allows users to post brief messages of up to 140 characters that appear to be natural. Because these documents are brief, expressing ideas is lively and interactive. Given that she “lives” exclusively in a state of discourse with other participants in the virtual connection, her online personality is undoubtedly discursive.

As a result, there is a great deal of diversity in the stratification, substance, axiology, and stylistic traits of contemporary journalism speech. It covers both conventional media, such as print journalism, radio, television, and their online counterparts, in addition to e-zines and several blogs that qualify as media. It's hardly remarkable that this entity is frequently characterized using a ton of fresh terminology and borrowings; the journalistic text reflects the shifts in our society and people's consciousness throughout time. The discourse in the media is what gave rise to the contemporary Russian language. It produces fresh interpretations that are disseminated via the media. It fixes environmental changes in the public mind by reflecting them.

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