

Media Discourse as an Object of Linguistics and Intercultural Communication

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Abstract. This article is dedicated to defining the concept of media-discourse as a coherent text expressed by means of mass communication, taken in the aspect of events, participating in socio-cultural interaction. Due to the variety of approaches to the considered concept, the topic of this article can be considered relevant.

Key words: media linguistics, sociolinguistics, media linguistics, speech, social test, media text, communication model.

Introduction:

In our time of digital discoveries, inventions of artificial intelligence and the complete digitalization of society, namely the transition to online versions of literally everything in this world, the media is still the most important source of information and influence on the formation and development of the country and society. In the 21st century, the development of interdisciplinary synergy is noticeable in various fields of science, for example, in the field of technical and human sciences (for example, sociolinguistics, etc.). Increasingly accelerating scientific, technological and informational development of society leads to the emergence of new research areas of science. One of the new directions can be called media linguistics and also connect this direction with sociolinguistics.

Media linguistics is formed in the process of differentiation of linguistics as a general theory of language, and the term denoting it is among such psycholinguistics, sociolinguistics, ontolinguistics, jurilinguistics, political linguistics, etc.

Media linguistics is multidisciplinary and in terms of the composition of disciplines it is symmetrical to linguistics as a general theory of language. She seeks to explain a particular case of the functioning of the language - in the conditions of mass communication with its complex structure and various trends of change - against the background of general trends in language and speech culture.

Media linguistics is closely related to the media practices of our time and involves influencing them, in particular through media education.

Material and methods:

As pointed out by many researchers in their scientific research, the concept of media discourse is derived from the general concept of discourse popular in recent years. When defining the discourse in modern foreign science, both the traditions of various national scientific schools and the actively developing processes of integrating humanitarian knowledge are of great importance.

Representatives of the Western European and American linguistic tradition (Theun van Dyck, Z. Harris) consider discourse as connected speech in oral and written form, in which the factor of interaction between the sender and the recipient of the message clearly appears.

Thus, defining discourse as a complex communicative phenomenon that includes the entire set of extralinguistic factors that accompany the communication process, such as: a social context that gives an idea of the participants in communication and their characteristics; features of the production, dissemination and perception of information, cultural and ideological background, etc., the famous Dutch researcher Theun van Dyck attaches great importance to an expanded understanding of the contextual perspective of discourse, especially when studying mass media texts.

In the German-Austrian school of discursive analysis (W. Maas, Z. Eger, J. Link, J. Habermas, R. Wodak), which developed on the basis of the concept of discourse of the French historian and sociologist M. Foucault, discourse is considered as a linguistic expression of a certain social practice, ordered and systematized in a special way, the use of language, behind which stands an ideologically and historically conditioned mentality.

Thus, the range of issues that make up the subject of discursive research is traditionally associated with the problems of speech activity and the study of the interdependence of linguistic and extralinguistic factors on various functional-style and textual material. Discourse-forming characteristics, in other words, criteria for the selection of texts taken as an empirical basis for the study of a particular type of discourse, are various areas of human communication and speech practice. For example, the functioning of the language in such fields of activity as science, education, politics, medicine, mass media, etc., serves as the basis for highlighting the relevant discourses, including the media discourse considered in our work.

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 conditioned discourses in general and media discourse in particular, it is necessary to take into account that the concept of discourse is traditionally distinguished from the concept of “text”. Ego 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 implies 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.

Result and discussion:

Most clearly, the similarity and difference between the concepts of “text”, “media text” and

“media discourse” can be demonstrated using the key communication model for studying communication processes, the meaning of which is that it “allows us to represent the complex and multifaceted process of human communication in structured form.

The first attempts to model the communicative space date back to the early 1950s. and are usually associated with the names of the American cybernetic scientists Shannon and Weaver, who singled out such basic components of the model as the sender of the message, its receiver, channel, transmitter, feedback and accompanying noise.

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

The concept of media discourse makes it possible to age an even more voluminous idea of speech activity in the sphere of mass media, since it covers not only the message plus the channel, but also all the numerous extralinguistic factors associated with the peculiarities of creating a media message, its recipient, feedback, cultural conditioned ways of encoding and decoding, as well as socio-historical and political-ideological context.

Conclusion:

We can say that text is a photographic representation of reality, media text is a video image, or “moving image”, and media discourse is a holographic image that gives a complete and comprehensive idea of an object.

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

What is the concept of media text today? Appeared in the 90s of the twentieth century. in the 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 mind was due to the growing interest of researchers in the study of the problems of media speech, the features of the functioning of the language in the field of mass communication.

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