



## MEDIA LINGUISTICS: THE ROLE OF PRAGMATIC NATURE IN MASS MEDIA LANGUAGE

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### Abstract

Независимо от того, как получена информация, она все равно выражается через язык. Изучение подбора, адаптации и использования языковых средств в СМИ требует их выявления и уточнения с учетом возможности характерного прагматического воздействия каждой массовой коммуникации.

Также появится возможность реализовать целенаправленную языковую политику. Статус языка СМИ зависит от двух факторов, а именно от того, как мы понимаем этот термин, язык и как язык СМИ относится к функциональным типам национального языка. В данной статье рассматривается прагматический подход к медиатексту.

**Key words:** Medialinguistics, media text, pragmatic approach, mass media, language.

It is difficult to imagine any sphere of the current society, which is experiencing the process of globalization, without the language of media. The wide range of technical possibilities in the mass media helps to express the information provided by social spheres at the same time not only verbally, but also non-verbally. Because of this, it is also described as the language of science, journalism and culture. Nowadays, the society has got a great and fast ability to be aware of the news quickly through countless media. No matter how the information is received, it still expresses itself through the means of language finds. When studying the selection, adaptation and use of language tools in the media, it is necessary to identify and improve it based on the possibility of the characteristic pragmatic effect of each mass communication. There is also an opportunity to implement a goal-oriented language policy.

It depends on our understanding of the meaning and the position of the media language among the functional types of the national language. According to Mahmudov: "... language is the cornerstone of the unity of the nation, and if it is lost, the nation will also be lost. ... the main symbol of the existence and unity of the nation is the language." Currently, the media language has taken a dominant position among all functional types of the national language, in which the resources of all functional styles are embodied. In other words, media



language today, whether we like it or not, consists of a collective image of the national language. Nowadays, it is recognized that the mass media is the most effective and acceptable form of speech, an effective mechanism for forming public opinion, views and moods. It should also be noted that the journalistic review of the world around us has a strong impact on people due to the use of various effective means. V.F. Petrenko believes that "communication only happens if the information makes you interested to it or if it is believed that it can influence people's behavior." Research and evaluation of media events in terms of their effective impact on public consciousness is also of great practical importance. After all, the journalistic picture of the world, created through the specific linguistic and nonlinguistic features of mass media, has a stronger impact than other types of world models. It is known that language is not only a reflection of thinking, but a tool that has a sufficient influence on it. The creation of press texts is characterized as journalistic discourse and is created in accordance with communicative, methodological and linguistic standards. The function of effectiveness is considered the most important task for the journalistic style. Therefore, the correct solution of the issue of the nature of journalism, expressive means and sources is not only theoretical, but also of great practical importance.

The desired image of the world consists of such basic components as the subject, time and space. By analyzing the journalistic picture of the world, it is possible to get a deeper scientific idea about the most important factors of journalistic discourse - the author, the characteristics of time and space, the image of a person in journalism, and his image language. According to Kobozeva, while studying the language of the mass media from a linguistic point of view, we look at the expressions that occur in this area of speech activity as actions, and pay attention to the mind of the addressee. we need to focus on language tools and techniques that provide the intended effect. A. Urus "when we construct our speech, we express our expressions in the form of a specific genre scheme and an individual speech idea. "We don't string words together, we don't go word by word, but we fill a certain space with the necessary words," he says. The overall functional effectiveness of the journalistic text depends on the level of satisfaction of the audience's interest and the correct level of information. This determines the mass importance of journalistic work, its unique and professional features. What is important for a journalist when creating a text is to have



the knowledge of misinterpretation of information, to find certain psychological obstacles and to overcome them. Journalist communication is taking an important place in the mass process of modern communication society. A multifaceted world with different cultures and knowledge alternates with a single knowledge center and periphery. This center has its own networks, which are provided by the center with the necessary knowledge.

Characterization of modern communication society with such a conflict will fundamentally change our lives. These changes are manifested according to the change in the opinion of the society. In order to achieve the impact of a journalistic text, it is necessary to collect enough information, such features increase the quality and efficiency of information reception. As a result, the text creates practical and organizational mass effects in the mass audience. Encouraging believable behavior by the audience or eliciting the readers' thoughts, opinions, feelings, and unique. The importance of information is its pragmatic feature. The value of any information, its pragmatic level depends on how well this information serves to achieve the set goal. Because communication is directly related to clear communicative intention. This situation justifies the need for a special strategy in choosing language tools that meet such requirements. Studying the influence of mass media on the internal scale of the language based on research.

The main goal of journalism is to assess relevance and to inculcate this assessment in the public mind. The scope of journalists' activity is the scope of relevance. Its task (function) is to instill in the public mind assessments based on specific current events.

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An author who does not have a special education and does not know the specifics of genres in a journalistic text for the first time is not a professional journalist. They build their works according to the rules of the generalized journalistic text. Through his thinking, he tried to collect various information and attract public attention through it. But it is difficult to call it a full-fledged journalistic work. The worldview created by media language is intended to inform, persuade and influence. It is determined by the ideological, political goals and views of many addressees. That is why mass media is able to create not one, but (infinitely) several worldviews at the same time. In content, they can be opposite to each other. In this case, only such features as speed, actuality, and mobility, which are typical for mass media, can be common.

Pragmatic approach allows for a deeper study of the unique qualities of the speech creator - the subject (addressee) and the speech object (addressee). This, in turn, helps to determine a number of characteristics of Media language, such as nature, stylistic orientation, emotionality, expressiveness and evaluation.

Pragmatically, language is considered as a means of carrying out goal oriented human activities. Language, which is a means of conveying certain information, has an impact on communicators in the process of communication. In this sense, language is interpreted as a separate system of symbolic means, that is, it uniquely controls human behavior in the field of human activity.

From a pragmatic point of view, language is studied as a tool for human activity. Being a specific means of information transfer, language affects communicators during



communication. In this case, language is considered as a system of specific tools that regulate human behavior to a certain extent.

The pragmatic nature of information is determined by its value. The value of any information, i.e., its pragmatic level, depends on how well the information can fulfill its intended purpose. Because communication is "directly related to a clear communicative goal (intention)". This is a language that meets these requirements requires a special strategy when choosing tools. It should be noted that universality in journalism is not always a solution to all issues. If you need to achieve a specific goal, you should rely on professional innovation. Collecting data, processing sources, thinking about the meaning of the text and comparing it to certain genres and forms, the journalist is required to be universal, moreover, to focus on a specific field.

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