

## CONCEPTUAL, GENRE-STYLE AND PRAGMALINGUISTIC CHARACTERISTICS OF MEDIA TEXTS

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**Abstract.** *In this scientific article, various mass communication texts, including mass communication texts, media texts, journalistic texts, newspaper texts, teletexts, advertising texts, PR-texts, Internet texts, etc., the conceptual, genre-methodical and pragmalinguistic features determined by the dependence on the technical means of information transmission are subjected to scientific analysis.*

**Keywords:** *cognitive analysis, cognitive-communicative phenomenon, critical analysis, discursive activity, discursive analysis, mediatext, multimodal analysis, sociolinguistic analysis.*

The term "media text" is widely used to refer to various mass communication texts, including mass communicative texts, media texts, journalistic texts, newspaper texts, teletexts, advertising texts, PR texts, Internet texts, etc. The term "media" has a broad meaning, which allows us to say that any information carrier, from stone carvings and traditional books to the most modern technical achievements, is related to media text. However, as a general term, "media text" was first used for mass communication texts. The size of the media text can be different, because all the texts related to the media field can be covered by this concept.

Since media discourse combines various communicative systems and discourses (political, economic, social, advertising, sports, etc.) forming the media space, it is difficult to define it precisely.

The methods of creating and distributing media texts depend on their linguistic volume features, functional-genre classification, phonological, syntagmatic and stylistic features, interpretation features, cultural-specific features, ideological modeling, and pragmalinguistic value. G.Kh.Bakieva and D.M.Teshabaeva state the following about the methodological foundations of the new direction: "Methodological apparatus of mediallynguistics combines the achievements of all directions that research mass media texts. These include discursive analysis, functional stylistics and linguoculturology (linguistic culture)" [3].

G.Ya.Solganik comes to the following conclusion: "the journalistic space is, first of all, the formal and substantive boundary where political, philosophical, economic, financial, cultural and all other possible ideas that make up the internal space work, influence, collide, that is, the external - the social space that forms the content closely interacting with" [12].

In the creation of media texts, a set of tools and methods is used, which allows to re-understand and reflect reality. For example, film and television use audiovisual language, which includes both visual and audio means, while the press uses verbal (printed text) and graphic (pictures, photographs) images. This set of tools and methods used in creating media texts is called media language [13]. It includes a set of codes and conventions used to convey information, feelings, and ideas through various media channels.

Mediatext can be studied in several aspects:

First, it can be considered as a text in the universal and classical sense of this concept [9];

Second, media text can be studied as a unique type of text that differs from texts in other communication fields, such as scientific and artistic texts [6];

Third, media text can be considered as a total product of mass communication, including journalism, advertising and PR texts, each of which has its own characteristics [11].

"Having an addressee, texts in mass media are not always complete, because they convey the same content, albeit in different combinations and methods" [5].

"... Constant and endless references to each other and constant quotations" make these texts only binding in the transmission of information [1]. Mass-communicative texts exist as hypertexts or intertexts, "like other texts, even if the latter are not cited" [6].

Culture has always been associated with communication, that is, with the exchange of information between people. At different stages of cultural development, there were different types of communication. At present, mass communication, that is, the transfer of information from one source to many recipients, has entered all spheres of human life and has become the main method of interaction on a global scale.

The analysis of linguistic literature shows that the main features of media texts are as follows:

1. **Multimodality:** using different modalities (example sound, image, text and video) to convey information.
2. **Interactivity:** the possibility of interaction between the user and the media text, for example, interaction using a mouse, touch screen or voice commands.
3. **Manipulation:** the ability of media texts to influence the perception and thinking of users, to shape their ideas about the world.
4. **Personalization:** the ability to customize and personalize media texts for a specific user or group of users.
5. **Accessibility:** the ability to access and use media texts through various devices and communication channels, for example, the Internet.
6. **Hypertextuality:** the ability to move from one part of the media text to another through hyperlinks.
7. **Dynamism:** rapid change and real-time updating of media texts.

In addition, the fact that they are multifaceted and multichannel is a characteristic of media texts, which can complicate their analysis.

The concept of media text is closely related to the concept of media discourse. A.V.Mikhailcheva's article "On some directions of studying media discourse in modern Russian linguistics" [10] provides general information about the current directions and trends of studying media discourse in modern linguistics.

According to professors G.Kh.Bakieva and D.M.Teshabaeva, "The special concept of media text can be considered as the main theoretical component of medialogistics. This is reflected in almost all studies devoted to the study of media discourse. The essence of this concept is that the text, which is considered the main one for traditional linguistics, is "a semantically connected sequence of symbolic units. Its main feature is coherence and integrity" [8], when it is transferred to the field of "mass media", it expands its boundaries a lot. In this case, the concept of media text goes beyond the limits of the sign system at the verbal level and approaches the semiotic interpretation of the concept of text, assuming the unity of not only verbal, but also any signs.

The text that appears in modern media culture helps to better understand the dynamic processes taking place in modern journalism as a specific element of development. The purpose of communication reflects not only technological goals, but also communicative, general cultural needs. It is in the media text that they manifest themselves most clearly [2].

The proposal to consider media discourse as any type of discourse used in the field of mass communication is substantiated. According to linguists, media discourse can be viewed as a special discursive space consisting of various interrelated and intersecting discourses. The implementation of media discourse is based on a stable set of social practices related to the development, transmission and interpretation of mass information. This means that the conceptual, genre-methodical and pragmalinguistic features of texts are largely determined by their belonging to the media, constant communication with the audience and dependence on technical means of information transmission.

Mediadiscourse is considered as a set of interrelated media texts that form a public debate in a certain area or on a certain topic. Media texts, in turn, are specific materials created within media discourse, such as articles, reviews, news, photographs, videos, radio broadcasts, etc. Within this framework, we would like to touch on the concept of journalistic discourse.

Journalistic discourse is a form of discourse that has a persuasive effect on the addressee and a significant perlocutionary effect. A journalistic text is a complex hierarchical structure, which combines two sides of the linguistic expression of trust: a clear - open effect on the reader's mind and an unclear - covert effect that directly affects the addressee's subconscious. N.I. Klushina stated that "... journalistic text belongs to the interrelated persuasive discourse of persuasion, persuasion and manipulation" [7].

Media texts, having different genres and formats, perform the function of forming and preserving people's thoughts and values through information transmission. Accordingly, the media discourse, in turn, can have both positive and negative coloring, and can also have a significant impact on the change of public opinion and cultural values. Therefore, it is very important to analyze media texts, understand their impact and critically react to the received information.

To date, several directions of studying media discourse have been formed in linguistics. Let's consider the main areas of media language learning:

1. Discursive analysis. This approach is aimed at analyzing the linguistic features of media discourse, such as the use of certain lexical units, syntactic constructions, grammatical forms, etc. Discursive analysis also includes analyzing the context and socio-cultural factors that influence the development and perception of media discourse.

2. Sociolinguistic analysis. This approach focuses on the analysis of social and cultural factors that influence media discourse, such as gender, age, social status, region, etc. Sociolinguistic analysis also includes the analysis of linguistic tools used to create social and cultural identity in media discourse.

3. Cognitive analysis. This approach aims to analyze the cognitive processes underlying the development and perception of media discourse. Cognitive analysis includes analysis of categorization, metaphorical concepts, precedent texts, etc.

4. Multimodal analysis. This approach focuses on the analysis of various media discourse methods, such as text, sound, image, video, etc. Multimodal analysis also includes the analysis of the interaction of different modalities and their impact on the perception of media discourse.

5. Critical analysis. This approach is aimed at analyzing the social and political significance of media discourse. Critical analysis involves the analysis of personal characteristics, power, control, resistance, etc. in media discourse.

In conclusion, these approaches are not the only way to study media discourse. There are many other approaches and methods that can also be used in mediatext research. A critical approach to the analysis of media texts helps to reveal their hidden meanings and interpretations. In general, the study of media discourse is a multidimensional task that requires the use of different approaches and research methods according to the specific goals and objectives of the research.

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