

The Functional-Stylistic Status of Mediatext

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Abstract - The article provides the details regarding the stylistic features of the media. The media are deeply integrated into the life of modern society, media are not limited to topics and cover a wide range of issues in different areas of life, which means that any individual media is inextricably intertwined with other texts and social practices. The intensity of interaction with other texts is determined by the choice of the broadcast channel: The Internet and television provide the most opportunities for intertextual and interdisciplinary communication, while the time constraints of radios allow the use of citation as the main type of textual communication.

Keywords - Media, Media-Text, Information Delivering, Mass Media, Pragmatism, Functional Stylistics, Radio, Television, Internet.

The study of media also requires the study of its functional-stylistic status and linguistic features. The main criteria for determining the stylistic status of the language of mass media are reflected in the traditional definition of functional style and its features. "The use of traditional vocabulary for any functional style is consistent with certain linguistic phenomena."¹.

It is well-known that language is a means of communication among people, through which the culture of that society is coherent and uninterrupted by the knowledge of the world, which ultimately determines the level of development of society. An important factor in the development of human society is reflected in the interrelationship of language and culture.

In communication, it is important not only to convey certain information to the listener, but also to what extent this opinion affects the listener. That is why a skilled

speaker or writer will always pay close attention to the means to ensure that the speech is expressive, expressive and expressive.

It is in the media that word culture is formed, the text is born, and the conditions for linguistic and cultural creativity are created.

In the text, the degree to which the communicative purpose is expressed is determined by the effect of actuator means. Actualization tools such as word order, logical, and emphatic emotional emphasis play an important role in the manifestation of the pragmatic stage inherent in the communicative intent of the speaker².

Today, the media is understood as a distributor of knowledge. Media refers not only to technical means or channels of communication, but also to social organizations and people involved in the dissemination of information. It is important to note that the language does not serve as the

¹ Lingvističeskij 'enciklopedičeskij slovar' / Pod red. V.N. Jarceva. – M., 1990.

² Hakimov M.H. Uzbek tilida matnning pragmatik talkini: Filol.fan.dok... diss. – Toškent, 2001. – P. 81.

only language for information exchange in the media. Information can also be obtained through nonverbal means and images.

Dissemination of information to some extent affects the public consciousness and generates a picture and a picture of the world around us by drawing a general picture of the world.

The choice of language tools in the mass media discourse is related to the system of values in order to influence the addressee. When transferring information through the language, there is a conviction that language is a driving force for creativity³.

Although there is a strong tendency among researchers to study media language as a separate stylistic phenomenon, it is noted that the functional and stylistic aspects of the problem are not well understood.

In modern linguistics, special attention is paid to the study of text as a unit of speech. In this regard, many scholars propose to interpret the concepts of style and discursion separately. For example, E.I. Belgova indicates functionality and pragmatism as key factors in the study of mass communication texts⁴.

V.I. Konkov rightly states that today's methodology should be studied as speech style. "Teaching style is more than the content of most textbooks, and style is seen as a form of literary language. The definition of style by itself also follows from this principle. Teaching methodology in journalism faculties requires a slightly different approach. Because it is important not only to learn the structure of the language, but also to create the most consuming, active and necessary speech skills. The basis of this approach is the analysis of the subject matter of speech, that is, the characteristics of the author's speech behavior"⁵.

On the importance of the structure of speech style G.Ya. Solganik writes: "The benefits of learning a literary language are that functional methods are related to the study of speech structure. Functional styles The structure of speech is mainly studied only from the linguistic point of

view. But the aspect of speech also provides a good opportunity to characterize the styles"⁶.

The use of functional stylistic methods in the use of language functions, texts within a particular style, and communicative stylistics analyzes the discourse, the author's recipient-specific communication, and the communicative context.

Consequently, in terms of functional methodology, it is important to identify and characterize general patterns of style in specific texts, methodological specifics of different types of texts.

For example, when considering the socialist method in a diachronic way, it is possible to distinguish between the constant and changing characteristics of this method. Constanta refers to the means that form a socialist style at any time, and create a style that distinguishes it from other stylistic differences that arise in expressing a literary language. They consist of expression and consecutive application of the standard, social assessment, originality of authorship, author's position, ideology and values.

Publications highlight not only methodical constants, but also changing variables. Changing traits are the hallmarks of a socialist style that has been leading over a particular period of social life. The changing features of the modern publicist style include cynicism, intertextuality, eloquence, and word games. Variable traits are determined by extratextual factors. Each period brings new features.

The existence of a specific language of the mass media is one of the general patterns of the general public information era. Using the linguistic, social, and cultural-historical memory of specific languages, this language is used to create texts that are inter-ethnic.

There is an acknowledgment that there is an area in the language of radio, television, and the Internet called the publicist style. Elements of this method have been interpreted differently by different researchers. For example, whereas M.N. Kozhina describes publicist style as a collection of specific newspaper genres - interviews, correspondents, articles, headlines, internal and external events⁷, D.N. Shmelyov argues that news reports are not typical of a publicist style⁸.

³ Ter-Minasova S. G. Jazyk i mežkul'turnaja komunikacija. – M., 2000. – P.14.

⁴ Sm: Beglova E. I. Semantiko-pragmatičeskij potencial nekodificirovannogo slova v publicistike postsovetskoj èpohi. Avtoreferat diss... dokt. filol. nauk. – M., 2007. – S.14.

⁵ Kon'kov V.I. Osobennosti prepodovanija stilistiki kak stilistiki reči // Professija –žurnalist: vyzovy XXI veka. Materialy meždunarodnoj naučnoj konferencii «Žurnalistika 2006». – M., 2007. –P. 285-286.

⁶ Solganik G. Ja. Obšaja harakteristika jazyka sovremennyh SMI predšestvujušego perioda // Jazyk massovoj i mežličnostnoj komunikacii. – M., 2007. – P. 296.

⁷ The same source as above.

⁸ Šmel'ev D. N . Sintaksičeskaja členimost' vyskazyvanija v sovremennom ruskom jazyke. – M.: Nauka, 1977. – P.148.

The style of the interview genre is also a matter of debate.

In a literal sense, the socialist style does not just have a specific lexicon. From M.N. Kozhina's point of view, the language has many scientific, formal, official-departmental styles, but there is little or no color in the newspaper's publicity⁹. On the basis of such a view, it is assumed that this style of socialist style is a combination of genres of different styles, and that these genres, in turn, have their own extralistic features. These include a focus on the different needs and wants of the mass reader, the publicity, and the like¹⁰.

V.T. Kostomarov's theory on the linguistic nature of mass communication deserves special mention. During his study of the newspaper, he discovered the generalizability of the paper. At the same time, he reviewed the language of the newspaper together with the language of radio and television and described it as a reference point, although not a benchmark¹¹. According to the author, the uniqueness of the language of mass communication is determined by the goals, objectives and conditions of the social sphere in which it operates.

Publicism serves the political and ideological field of society. Initially, the main function of this method was recognizing the impact of the language on the volumetric. But today we see the importance of information in social life. In the modern publicist style there are two equal functions of language: informing and influencing. Therefore, functional methodology pays special attention to the dichotomy of publicist style of factors that generate publicist and informative style. The style itself is, to a greater extent, studied as a method of mass communication.

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¹⁰ Solganik G. Ja. O jazyke gazety. – M.: Izd-vo MGU, 1968. – P. 14.

¹¹ Kostomarov V. G. Russkij jazyk na gazetnoj polose. Nekotorye osobennosti jazyka sovremennoj gazetnoj publicistiki. –M.: MGU, 1971. – P. 57.