

The Discourse Analysis of Media Text

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Abstract – The following study deals with the analyses on the texts of media materials. Mostly, it deals with the novelty, that is, the notion of discourse analysis has been utilized with the concept of media text. Moreover, this approach increases the theoretical level of the work. From the point of view of mass media, the language and its intention of use are absolutely important to analyze in terms of discourse. The time-being requires any of us to be involved to the process of communication in media. That's why we need to know specific features of media texts analyzed according to the discursive notions.

Keywords - Discourse; Discourse Analysis; Mass Media; Media Text; Interconnectedness; Linguistic Activity; Social Activity.

Conversation among the humans, that is, linguistic communication, occurs in the process of the transmitting and receiving of information. The communication, firstly, is an event of conversation. Here, relationships consisting of the introductions between one or more individuals and delivering information from one to another emerge.

The means of the Mass Media include 1) psychological peculiarities of receiving information; 2) specific features of information; 3) the traditions on the basis of targeted aims from the activities of mass communication; 4) the theoretical hypotheses regarding the language and

text as a means of increasing the value of information [1].

In the mass media, there might be noticed the process of knowing, in some cases, as it can be dedicated to broaden the knowledge of the audience. So, what role does the language play as a means in this learning process?

Language is accepted to be an essential aid to express opinion and communication, it helps the humans to cognate the world and to use this knowledge into practice. As a consequence, it enables us to accept the world with the help of information and the world.

While expressing the information through the language, the way of its materialization plays an important role.

The social feature of linguistic group (language group) includes the following: on the one hand, creating conditions for a proper linguistic communication it attracts all the interlocutors to the single general process of learning through a language; on the other hand, it requires all the participants to obey the rules of the "game" of the compulsory process of communication.

"It is not because people are communicating to each other's companions for the purpose of expressing themselves, and even for the sake of precise and complete re-creation of the notion of one another, but they have interconnected one another in a chain of emotional frames and internal concepts because they all appear to be in harmony with their minds, but their content is not exactly the same. " [2].

Auto-communication, which forms the basis of the consciousness of people's communication in the process of interaction, creates an internal dialogue with themselves. According to Bakhtin M.M., "dialogue begins at the place where the consciousness starts" [3]. This is especially important in understanding the creative mind, which is closely related to the development of science.

In the process of human development, the natural language of speech (in contrast to artificial ones), that is, the verbal language is important in speaking.

At first, the language involves us to do what is right because of the feelings we have [4].

According to L. V. Witten-Stein, the Austrian philosopher, this type of behavior should have a general impact on those perceptions in a particular language. Through language that reflects the experiences of society, language can give a person the opportunity to cognate the world conventionally (agreed, shared). This is the essential function of the word as a sign. The experience of our ancestors and systematized lanes shapes people's perceptions about the world that surrounds them.

The distribution of information through the mass media takes place through the implementation of a separate process called discursive activity. Discourse is *the process of using a sophisticated language* (speech activity) with a precise timeline and a common chronological circle.

A.A. Kibrik and his co-authors indicate that discourse is "broader than the text. Discourse is the process of language development and its outcome at the same time. The result is the same text " [5].

Linguists are mostly interested in the verbal side of the mass media discourse.

Language development laws are based on the development laws of the language of the person who possesses the discourse itself and special knowledge that is activating in it [6]. Therefore, it is necessary to take into account that this process is multidimensional and rich in various aspects and depends on many pragmatic factors. It is important to analyze it in real-time and not to overlook the language aspect of media activities - the intentions are the result of certain goals. Scientists, political scientists, philosophers, and linguists are required

to identify all the components of media activity. By combining these different categories of experts, cognitive science can do more than make a comprehensive analysis of media issues. At the center of this science-oriented science, there is the problem of the acquisition of information by the human beings (the methods of its expression and processing, its imagination, and the peculiarities of communicating it to another person) .[7]

M.N. Volodin notes that the term (Latin term - "boundary") and frame (the Latin verb - "frame", "circle") mean the concepts of limitation that are important in terms of meaning. This includes the limitation or selection of language tools necessary to restrict access to particular communications and, finally, to effective communication in a particular area. Discourse has a limited set of linguistic activities as an important component of the process of socio-cultural interaction [8].

When evaluating the media as a separate discourse of activities related to verbal publicity in the community, we must emphasize the question of what the discourse is. Identifying this concept and reviewing its approach will help you to understand the particular features of discursive practice in the media.

A linguist can judge the mass media as much as they can when considering the media as a separate type of discourse, in this way they will be able to express their striking viewpoints regarding the mass media. At the same time, this particular activity determines the communicative-cognitive function of the language. The new conditions of human life - new technologies come along with new tasks for the sake of achieving humanity and prosperity [9]. In accordance with this rule, we

firstly have to figure out how to devote a meaning for the discourse.

Recent science has accepted the idea that "the supreme reality of the language" is a text – it was claimed by the scientists as Zolotova, Onipenko, Sidorova. However, the fact that linguistics regularly implements "expansion" in new fields of knowledge has changed these approaches: now "the supreme reality of the language" is a discourse or discursive activity. It is understood by the practice of language usage of speakers in different languages that communicate in different ways in different types of community-based and personal activities. According to a figurative description of N.D. Arutyunova, the discourse is a lively conversation [10].

E. Kubryakova and L. V. Tsurikov admit that any discursive activity is the activity of the media, which is not limited with a purely linguistic process only.

The discourse, which is a variable process that reflects the functional characteristics of speech, also has pragmatic, expressive, and cognitive features. It is important to differentiate spoken and written discourses because their construction process is different from one another specifically.

Discourse research on the language of the mass media, oral discourse is distinctive in terms of lexical and grammatical features.

A.P. Chudinov: "The choice of linguistic means in the mass media is usually associated with the system of orientation towards the values that move to priority, as well as the conceptual, imaginative and emotional characteristics that are used to influence the addressee (recipient). One of the

most prominent tools of evaluation is tropics, and their meaningful functions are clearly defined within the cognitive approach.

The emotional judgment in the media is always "folded" on the rational one and it keeps its value. In the condition of emotional colorings, the words compress the next expression, forming a specific instruction in the interlocutor's mind. The emotional function attracts the attention of the audience/reader. An emotional element can perform a compensatory function: when expressing and evaluating the object, the speaker faces to the notion of "lack of words".

The attitude of the media to the assessment of the situation arises in a complicated way. On the one hand, it contains the reference status, that is, the fragments of reality that are sealed in the national language and created by the same type of component. Components of valuation in the type are as followings: the assessment subject (i.e. the journalist), the object of evaluation (i.e. the reader / viewer) and the precedent assessment (i.e. assessment methods) between the subject and the object. On the other hand, judgments about the assessment create not only the journalist but also the recipient, and this strengthens their relationship with the help of the communicative situation.

Thus, in the discourse analysis it is necessary to take into account the diverse approaches of modern science in this sphere, as well as the role of the considered discourse in relation to other species. Furthermore, to undertake their activity in the modern societies and also the requirements devoted to them need to be taken into account. Today, there are many researches devoted to describing the concept of discourse, and analyzing

some of its types. Nevertheless, we again consider it appropriate to define the most relevant definition for the discourse and to analyze the prospective trends of studying it. Indeed, this will help us to understand better why the mass media should be treated as a specific type of discursive activity and how necessary to study the language of the mass media as a determinate language with such a social activity.

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