

The Text as a Main Form of Verbal Connection in Mass Communication

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Abstract - The article focuses on designing, interpreting, and interpreting the media, the way in which information is prepared and transmitted by each participant of the process, through the propaganda of the media channels, ideological guidelines, and cultural change. The communicative integrity of the journalist text is provided through the link between the communicative structure of the author and the main idea of the text and its linguistic expressions, as well as the defining of the purpose and the form of the functional semantic speech.

Keywords - Mass Communication, Media linguistics, Media text, Text Theory, Journalistic Information, Information Transmitting Channel.

The theory of text began to develop steadily in the 60-70s. For a long time, special attention was paid to studying one of the two related language aspects – the language system. However, recently, the second aspect of this unity, that is, the text has turned into a speech act and its product [1].

According to G.A. Zolotova's definition, "text is one of the most important linguistic categories." Since, in communication process the language system is implemented not in sentences, but in various texts.

To understand the classification of the text, we have paid attention to what I.R. Galperin's analysis says: "Text is the result of a full speech process, and it's an objectively interpreted form of the document. It will have a lexical form of literary analysis according to the type of document" [2].

Usually the text has linguistic features and cannot be accurately analyzed. Its essential features are integrity, unity and consistency. M.M. Bakhtin believes that the consistency itself includes:

1. Full coverage of the theme.
2. The essence of speech.
3. Completion of the genre composition [3].

So, we talk about the content of the text, its communicative system.

Modality is a category that expresses the relation of a particular statement to the truth, that is, the relation between objective modalism or subjective modalism. Both methods of journalism are based on realities. Depending on the type of genre, the demonstration of subjective modalities is different and the objective method remains unchanged.

An analysis of the specificity of the text in the media in terms of vocabulary and functionality is based on the study of the textual language and speech act and the text of its two interrelated dialects.

At the present time, the text has not been properly studied in terms of the process of formation of the final speech act, although it is the main factor of speech in the written reality and the main research object of linguistics as a result of certain social experiment. In linguistic researches, the impact of the person's knowledge on the communication process has not been thoroughly investigated yet.

The teachings of Mediatext as a multidimensional phenomenon are further enriched with such a system of features that enable specific media to be as accurate as possible in its creation, distribution and linguistic formats. The system includes the features such as:

- method of writing (by the author or group);
- form of creation (verbal and written);
- form of reproduction (verbal and written);
- distribution channel (media - press, radio, TV, internet);
- genre type of news (news, reviews, publicity, advertising).

In each one of them, we will give a closer look. In particular, the **media production** method can be both **authorship and collective**, depending on how many people have participated in the creation of the media, as well as the authorship of the final product presentation. Any kind of mediematerial, such as a commentator's article or correspondent report, may be indispensable to the author's text; as an example of collective text, a wide range of news items that can be disseminated from the corporate name of news agencies.

As you can see from the above-mentioned criteria, the two components of the media, from the point of view of the typological dichotomy "verbal speech-writing speech,"

involve **the ways of forming and recovery**. This is not in vain because it reflects the specific media specificity of the language that is essential to the language. Indeed, the sustainable dictatorship in the field of public communication "verbal speech-writing" has a number of specific features and peculiarities. At the same time, many verbal texts come to the consumer in written, and texts written initially from the beginning are then made verbally.

The distribution channel for decoding the media texts is crucial. In other words, it is important that the way of the text formation and how it is used in the media. Each media outlet has media labels that have a significant impact on the linguistic format of text, radio, TV, and Internet.

Expression in the context of mass communication is achieved by means of systemic interactions, not by the various means of speech expression. The diversity of stylistic tools in publicistic style requires the use of neutral and expressive units of the lexics and syntactics of the language [4].

The functional - genre integrity of the text is the next optional parameter of the typological description of media texts. Systematization of media genres has always been a complex process. Today, the dynamics of speech communication in the field of public communication are so active that this unifies with the necessary stability indicator. In the context of various approaches to the ability to describe media texts from a functional-genre approach, the approach developed in the field of media-journalism theory assures a consistent structure with the infinite diversity and mobility of realistic textual material.

Many researchers believe that the level and scope of mass communication will provide new dimensions based on the notion of "text" that is based on the specificity of media. In particular, the text on television is not only words, but also consistently in several measures: verbal, sound, and video, and also features bulliness and polygraph. Radiotexts and press releases also feature specific media

peculiarities: music and sound effects, verbal textuality that features the specificity of newspapers or magazines. For the theory of medially linguistics, "the principle is that the acceptance of the text is provided not only with the language units and their combination, but also with the necessary background of knowledge and **communicative design**" [5].

Yu.V. Rojdestvenskiy states "in the case of "journalist work," the concept of "textual activity" is wider than the concept of "speech act" in relation to the journalist's work with print or broadcast material. The unit of analysis of speech activity is a separate commentary and an object of learning that "is a speech movement that is reflected in the spoken word, verbalized by the speaker."

The journalist's text is a "copyright"; regardless of how objective it is, the reader will always receive the information [6]. Therefore, the main character of the journalist's text, as well as communicative means of influence and affirmation, remains its valuation.

A journalist seeks to formulate the article grammatically correct and understandable for all while writing the text. The author's text can be readily understood only using grammatically correct text and clear words. In this way, we think that finding specific ways of formulating journalistic texts leads to the creation of necessary conditions for the internal texts to succeed. Some types of journalist texts are subjects to journalistic skill, genre criteria, and grammar of a particular language.

V. I. Konkov makes a conclusion as saying "in the spelling of the text of the newspaper we see the influence of artistic, scientific, official and verbal speeches. The hypothesis that the media has synthetic character is confirmed by this" [7]

Today, journalists are interested in the textual linguistics, which deals with textual creation, compositional modeling and research of such activity. It is related to the fact that according to most linguists this is based on a variety of

factors, a broad spectrum of linguistic and speaking traditions of modern languages.

Another important criterion for typing the media is to provide a contextual description of the text, which, in its turn, can emphasize its subject matter, or the **constant theme**, which is constantly covered in the media – **mediatopic**. Analyzing the content of the flow of information shows that there is a strong thematic structure that is naturally covered by all media texts. This is a picture called as a mediacontent. It can be said that the media are organizing and depicting the world's rapidly changing landscape with the help of the mediatopic system. These regularly scheduled topics include politics, business, sports, culture, weather, international or local news and so on. It is important to emphasize the importance of the linguistic factor, as the media tends to concentrate on the linguistic and cultural phenomena of the world, which, in its turn, is reflected in a set of specific subjects that belongs to a specific country or culture.

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