

ESSENTIAL PECULIARITIES OF MEDIADISCOURSE

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ANNOTATION

This article deals with one of the urgent problems of modern linguistics. That is related to media-discourse and its types. As we know, the main type of discourse is media-discourse. The article focuses on essential features of media-discourse by pointing out types including press, TV, internet media. Media-discourse has become a global space of conveying messages by distributing information to the public, besides it is the tool to persuade individuals in society by making them grasped to the intended ideology.

Key words: public perception, media frame, societal values, package communications, decoded meaning, causal interpretation, media content, digital platform, specific genres.

ANNOTATSIYA

Ushbu maqola zamonaviy tilshunoslikning dolzarb muammolaridan birini muhokama qiladi. Bu mediadiskurs va uning turlariga aloqador. Ma'lumki, diskursning asosiy turi mediadiskursdir. Maqola matbuot, televideniye, internet OAV kabi turlarini ifoda etib, media-diskursning muhim xususiyatlariga e'tibor qaratadi. Mediadiskurs ommaga axborot tarqatish orqali xabar yetkazishning global makoniga aylandi, bundan tashqari, u jamiyatdagi shaxslarni ko'zlangan g'oyaga ishon tirish vositasidir.

Kalit so'zlar: jamoatchilik idroki, media freymi, jamiyat qadriyatlari, paketli kommunikatsiyalar, dekodlangan ma'no, sababiy talqin, media kontent, raqamli platforma, o'ziga xos janrlar.

АННОТАЦИЯ

В данной статье рассматривается одна из актуальных проблем современной лингвистики. Это связано с медиа-дискурсом и его типами. Как известно, основным типом дискурса является медиа-дискурс. В статье основное внимание уделяется важным особенностям медиа-дискурса, указывая на его типы, включая прессу, телевидение, интернет-СМИ. Медиа-дискурс стал глобальным пространством для передачи сообщений путем распространения информации среди общественности, кроме того, он является инструментом для убеждения индивидов в обществе, делая их понимающими намеченную идеологию.

Ключевые слова: общественное восприятие, медиа-фрейм, общественные ценности, пакетные коммуникации, декодированное значение, причинно-следственная интерпретация, медиаконтент, цифровая платформа, конкретные жанры.

Media discourse is the way language and communication are used in media to shape public perception and convey messages, involving the analysis of how news, TV shows, and social media frame issues and construct narratives. It focuses on how media platforms communicate through language, images, and symbols to influence public opinion and reflect societal values, often with the intent to promote a particular viewpoint or create a specific understanding of an event.

Media discourse is not face-to-face communication. Instead it is an ongoing process integrated into our communications. Media discourse can be defined as “the parameters within which a particular issue is publicly discussed or framed by the media”. In other words, it is the ongoing packaging of our interactions, depending on the discourse present. Text itself is not discourse, instead it can be seen as evidence of discourse. Text is the fabric in which discourse is manifested. The understanding of a

particular discourse is essential for a true interpretation of a “mediated reality” or an ability to analyze a “preferred reading”. In essence, discourse is the process of packaging communications in a way that leans toward the preferred meaning intended by the sender/producer.

Regardless of the intentions of the sender (or encoder) of the media artefact, the receiver (or decoder) creates their own meaning of the text by engaging with it. In an attempt to keep the decoded meaning as close to the encoders preferred meaning, the encoder pays special attention to the text’s language system, context of culture and context of situation which consider how the text is delivered (through what medium and which genre), and where it is delivered e.g. tabloid vs. broadsheet. The mode of address is also taken into account meaning that the sender forms the text to fit the receivers expectations e.g. tabloid readers expect a different style and type of content than broadsheet readers would.

Below we are going to focus on the main key aspects of media discourse:

a) Shaping perception: it is the process by which media influences how we see the world and forms our points of view on events and issues; b) public and manufactured: Media discourse is not spontaneous but is a public, on-record form of communication that is carefully manufactured; c) framing: this refers to how media selects certain aspects of reality and presents them in a way that promotes a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation; d) narrative techniques: the study examines how stories are told through media, including headline choices, sentence structure, and the omission of agency, which can subtly guide a reader’s perception; e) underlying biases: media discourse analysis often aims to reveal the underlying assumptions, biases, and ideologies that may be present in media content, even when it claims objectivity; f) influence on thoughts and beliefs: by analyzing media, individuals can better

understand how their thoughts and beliefs are affected by the messages they consume.

Media discourse types can be categorized by their function, such as news, advertising, or public relations discourse, or by the channel they use, like television, print, or digital discourse. Within these broad categories, specific genres like news reporting, talk shows, dramas, and opinion pieces also represent distinct types of media discourse. Ultimately, classifying media discourse involves looking at its communicative purpose, distribution channel, and specific content genre.

Journalistic discourse includes news reporting, analytical essays, and other informational content: 1) advertising discourse: focuses on persuasion and promoting products or services; 2) public relations (PR) discourse: aims to manage a public image or brand; 3) opinion discourse: expresses a particular viewpoint or analysis.

According to distribution channel the discourse falls into the following groups: 1) television discourse: encompasses all content broadcast on television, including news, shows, and commercials; 2) print discourse: includes content found in newspapers and magazines, which can be further divided into “quality,” “popular,” or specialized publications; 3) radio discourse: content delivered via radio broadcasts; 4) digital or computer discourse: refers to media content found online, including websites, social media, and other digital platforms.

Newspaper discourse refers to the language used in newspapers, which includes a variety of genres like headlines, news articles, editorials, and opinion pieces, and is shaped by the newspaper's ideology and target audience. This form of media discourse is studied for its unique linguistic features, its role in shaping public opinion, and its ideological effects, using methods such as critical discourse analysis to examine how language is used to persuade readers. Genre diversity: newspapers contain different types of texts, each with a specific function and style, such as the

attention-grabbing headline, the informative lead paragraph, and the persuasive editorial. Ideology and public opinion: the language and framing of stories often reflect the newspaper's specific viewpoint, influencing public understanding of events. For example, the way a story about refugees is presented can differ drastically between newspapers in different countries. Linguistic analysis: researchers use tools like corpus linguistics and critical discourse analysis to study the specific word choices, phrases, and grammatical structures used in newspapers to understand how meaning is created and how readers are positioned. Newspaper discourse is influenced by the cultural and political context in which it is produced. Shared cultural knowledge is used to make texts more meaningful and engaging for the intended audience. The language in newspapers can change over time. For example, studies have observed a trend of increased informal language in some news genres.

Media discourse has always been as one of the global space in the world mass media and data sharing world. It is an effective way to impress, persuade, convey messages and share data. Its discourse is important to study for both linguists and journalists, considering these facts we can state that media discourse still plays a crucial role in shaping surrounding world.

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