



SOCIOLINGUISTIC ANALYSIS OF MEDIA LANGUAGE: PUBLICISTIC TEXT DEVELOPMENT

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ABSTRACT

Language reflects the processes taking place in society and develops at the same time, therefore the law of their influence is actively applied. It is impossible not to notice the impact of the changes in the social, economic, political, cultural and other spheres of the society on the language, but it is impossible to imagine the development of the language without such influence, which is a proof of the clear truth that there is no nation without a language, no language without a nation. Nowadays, it is recognized that the mass media is the most effective and acceptable form of speech, an effective mechanism for forming public opinion, views and moods. As mass media increases, it is observed that certain changes in the literary language, more precisely, the influence of the style of speaking prevails in the language. The analysis of media language from the sociolinguistic aspect is focused on the framework of the analysis of these problems.

KEY WORDS: *mass media, publicist text, media language, social conditions, social functions, communication*

Mass media is a unique mirror of society's life. The importance of this mirror increases even more when important socio-political changes are taking place in the life of the country, when the society is being renewed or when it is moving from one regime to another. Because in such conditions, the management system of the state, socio-political principles of the society, spiritual and moral values will change, the tasks of national development and development for the near future will be defined.

The press, as one of the active democratic institutions of the society, becomes a propagator of new ideas, an influential pulpit of public opinion. People are more interested in learning about the important social and political changes taking place in society and the world through the press.

Today, when the world is moving towards globalization in the field of political, economic, social and cultural values, every country is trying to ensure its national interests, not to move away from its foundations and not to fall under the influence of other powerful objects on the world stage. Because globalization goes along with scientific and technical progress, the expansion of relations with the outside world, both at the state level and at the individual level, is the reason for the increase of regional and global threats to the country's information infrastructure.

As a result of the various economic and political processes taking place in the world, the struggle of each country to achieve its own interests and the use of all means in this struggle, such as mass media, literature, cinema, visual arts and other fields, things that are not compatible with the spirituality and lifestyle of our people are also different. coming into our lives in forms and forms. Under the influence of gross globalization processes in the world, such a danger is entering the life of society, masked by various innovations in

the world of information, so intensively that ignoring their harmful and often irreparable consequences can lead to even more unpleasant results.

One of the most important concepts of sociolinguistics is the concept of linguistic situation, which is defined as a set of living forms of language (languages, regional common languages, regional and social dialects) that ensure the consistency of communication in certain ethnic units or administrative territorial associations. One of the most important features of modern sociolinguistics is that it is a unity of the concept of a single theory, a single object, without forming a chain link typical of linguistics and sociology. The role of language in the life of society, its influence on the development of society is a source of research for representatives of such fields as sociologists and ethnographers.

Sociolinguistics, being branches of linguistics, studies language in connection with the social conditions of its existence. Social conditions mean a complex of external circumstances in which a language actually functions and develops: a society of people using a given language, the social structure of this society. Sociolinguistics is "a branch of linguistics that studies a wide range of problems related to the social nature of language, its social functions, the mechanism of influence ... of social factors on language and the role that language plays in society" [1, 475].

Currently, within the framework of the sociolinguistic aspect, the state of the mass media language, its advantages or, on the contrary, its limitations, that is, the analysis of journalistic opinions about non-linguistic phenomena, is of great interest. Sociolinguistics includes common concepts between sociology and linguistics. These are "mass communication", "language", "communication", "information



content” [2, 134]. Journalism is a creative way of interpreting, describing and reacting to life events. One of the main goals of journalism is to form public opinion about the processes taking place in the country and the world, to increase the social activity of the masses, and researching this method within the sociolinguistic aspect is unique.

Functional stylistics studies the system of styles, the use of language tasks in them, as well as texts within a certain style.

Before proceeding to the analysis of journalistic style, we will refer to the definition of style. Style is the separation of language according to the tasks related to a specific field of human activity. People differ from each other to a certain extent in the selection and use of lexical, phraseological, grammatical and phonetic tools in the language during communication in all spheres of activity. Such a selection of language tools within the framework of the national language leads to the emergence of various forms of speech. Speech style is directly related to the function of language. That is why they are called functional style. Functional style does not mean something separate from the language, but an auxiliary system that is considered within the structure of a specific literary language, which differs from each other with its own characteristics and scope of service [3, 185].

The journalistic style is a type of functional style, which is characterized by such signs as the use of sociopolitical words and expressions, the diversity of genres and, as a result, the diversity of the stylistic use of language tools. As a means of promoting social and political knowledge and conveying it to the general public, journalistic style has a greater impact on people's minds with the diversity of the language of this style.

The general purpose of the journalistic style is to influence public opinion, to convince the reader or listener that the explanation given by the writer or speaker in a speech, essay or article is carried out not through logical discussions, but through missional appeal [4, 97]. After all, the newspaper, which is a means of reflecting the life of the society, knowing and researching it, and influencing it again, is a social phenomenon with its own characteristics. These laws are important in the development of the newspaper. Newspaper, journalism and publicism are interrelated phenomena, if the newspaper works with the means of publicism, in turn, publicism is manifested through the activity of the newspaper [5, 237].

Within the framework of the sociolinguistic aspect, the state of media language, one or another advantages of media

or, on the contrary, its limitations, analysis of journalistic opinions independent of language is of great interest.

When learning the language of OKV, it should not be overlooked that the language-related aspect of media activity is the result of intentions and specific goals. The efforts of scientists with different specialties - sociologists, political scientists, philosophers, linguists - will be needed to identify all these components of mass media activity. Mass communication is one of the types of communication. Communication is more a method of internal development and overall organization of society than a process of external interaction of individuals. It is such a process that only with its help the development of society can happen. Because this development implies the regular interaction of society and the individual.

The scope of sociolinguistic research in the media is wide, and it studies how the language changes depending on the social characteristics of the communicators, the characteristics of the communication situation, the communication channel, the content of information and other social factors in the process of mass communication [2, 137].

Mass communication is seen as a new entity that is at the center of modern linguistic processes. In it the literary and non-literary spheres are in a state of constant interaction. Because mass communication is inherently absorbing and permeable, it encompasses all of the linguistic means by which socially important topics and plots, as well as the meanings of social evaluation, are acquired [6, 83].

Text is the main form of verbal communication in mass media. In contrast to oral speech, where the influence of speech factors is extremely large, the absence of non-verbal structures (appearance, gesticulation, tone of voice, situation, etc.) in the text or their weak influence on the text allows us to see the text as the main object of studying verbal communication in the mass media system.

Sociology of mass media, in turn, studies the basic laws of the press, the essence of influencing the audience, the methods and methods of forming public opinion in the information channels of mass media, the components that make up the communication process, especially its content, through various sociological methods. In order to determine the specific aspects of the model related to the language of publication in a certain direction, it is necessary to find sociolinguistic variables, that is, structural elements that change under the influence of extralinguistic factors that form the type of publication.



From the point of view of sociology, linguistics and sociolinguistics, the following can be included in the basic concepts of mass communication theory [4, 9].

Concept	Sociology	Linguistics	Sociolinguistics
1. Mass communication	Social phenomenon (TO)* – object of research	The field of application of the language	Linguistic and social phenomenon (TO)
2. Content of mass communication	Social Information (SO)	Text	One of the style generating (creating) components
3. Information	Social value	Meaning of the sentence and methods of expression	Text is one of the factors of sentence formation
4. Audience	Information recipients (TO)	Extralingual event	one of the factors determining the linguistic features of public communication texts
5. Language	The audience is one of the methods of influence	System, structure (TO)	Codification
6. Communication	Social process	Methods of language use in speech	One of the factors determining the choice and placement of language tools.
7. Oral transmission	A separate communication channel	Voice-over speech (TO) compared to other types of spoken and written speech and on-air	One of the factors of the linguistic and stylistic uniqueness of the language.

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