



MODALITY IN MEDIA TEXT

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ABSTRACT

Modality is understood as a functional-semantic category that expresses different types of attitude of an utterance to reality, as well as different types of subjective qualifications of what is communicated. The ambiguity of the term "modality" in linguistics is obvious. The concept of modality includes various phenomena, united by the fact that all of them grammatically, intonationally and lexically express the attitude of the speaker (writer) to the communicated or communicated to reality. Modality as a category that, according to the well-known definition, reflects the attitude of the content of the utterance to reality established by the speaker and is one of the most important linguistic factors that determine the process of understanding and interpreting speech, cannot but attract the attention of modern researchers.

KEYWORDS: *modality, media text, modal, speech, media text, category, linguistic phenom*

One of the main linguistic factors of functional-semantic categories is the modal category. For many years, this category of researchers has been in the spotlight, since the effectiveness of communicative communication is established by establishing a meaningful connection between non-linguistic external aspects of feedback expressed through modality. The category of modality has long been a problem of interest not only to scientists in the natural and social sciences, but also to linguists. It is no secret that the fact that this category occupies a strong semantic field in linguistics has changed and improved over time. Modality is a uniquely all-encompassing category. Modality has passed from the science of logic to linguistics. «The category of modality is one of the linguistic phenomena closely related to the logical structure of thinking» [1, 14].

Linguists view modality as an object of study in linguistics and logic. In linguistics, modality is considered as the most important feature of a sentence, and in logic - as an important feature of a sentence in the form of thinking. Questions of the interdependence of language and logic are becoming an urgent problem, constantly evolving [2]. The category of modality is one of the linguistic phenomena closely related to the logical structure of thinking, and at the same time, this category is an object of study in both linguistics and logic. In the first case, modality is considered as the most important feature of the sentence, and in the second, the form of thinking is considered as an important external feature of the sentence.

Russian linguist V.V. Vinogradov notes: «Any holistic expression of thought, feeling,

motivation, reflecting reality in one form or another of the statement, is clothed in one of the intonation schemes of sentences existing in this system of language and expresses one of those syntactic meanings that together form the category of modality» [3, 53].

Recognizing the subjectivity of modal meanings, the scientist refers it to syntactic categories. O.P. Lafasov believes that this hypothesis leads to some restrictions on modal values [1].

N.Yu. Shvedova writes about grammatical modality: «The attitude of the message to reality is an objective modality, the attitude of the speaker to the message is a subjective modality» [4, 53]. Sh. Rakhmatullaev also believes that modality «represents the speaker's subjective-objective attitude to reality» [5, 73].

Scientists who believe that the speaker's subjective attitude is expressed in affirmation and denial recognize that affirmation and negation are the main modal meanings, and affirmation and negation are the main types of speech, depending on the modality. Accordingly, they distinguish between modality as «speech-specific modality and phrase-specific modality» [1].

Thus, modality is a grammatical-semantic category that expresses the speaker's attitude to what he says, his assessment of the attitude of the communicated to objective reality. The content of a statement can be thought of as real or unreal, possible or impossible, necessary or probable, desirable or undesirable, etc. Modality can be expressed both by grammatical and lexical means (mood forms, modal words and particles, intonation, etc.) [6].



The category of modality can be differentiated into two types: objective and subjective.

Objective modality is a mandatory feature of any utterance, one of the categories that form a predicative unit - a sentence. This type of modality expresses the attitude of the communicated to reality in terms of reality (feasibility or feasibility) (V.V. Vinogradov, S.I. Buglak, L.P. Dronova, O.E. Vikhryan, etc.). Objective modality is organically linked with the category of time and is differentiated according to the attribute of temporal definiteness – uncertainty [7].

Subjective modality is the attitude of the speaker to the communicated. In contrast to the objective modality, it is an optional feature of the utterance. The semantic volume of subjective modality is much wider than the semantic volume of the objective modality (M.A.Kormilitsyna, E.I.Belyaeva, M.V. Vdovina, S.S. Vaulina). Subjective modality, expresses the speaker's personal attitude to the content of the utterance. The structure of subjective modality also includes the semantics of doubt and hesitation [7].

One of the clear examples of expressing modality is modal verbs such as must / have to, should / ought to, will / would, can / could, may / might. These verbs are linguistic means of expressing subjective modality. These verbs, used in speech before the main verbs, bring many shades to the meaning of the semantic verb. The use of modal verbs can also be called strong stylistic devices that allow you to give a statement a certain meaning. Modality can be expressed using a variety of linguistic and grammatical means. Among which there may even be intonation, for example, intonation of an exclamation, intonation expressing joy, regret, doubt, surprise, confidence, uncertainty, irony and many others.

E.N. Gaidenko believes that the expression of subjective modality can be metaphors and comparisons, metonymy, hyperbole and litotes, epithets, phraseological units and other means of artistic expression. The modal meaning in the text is set by the author and is embodied in the interaction of content, context and background knowledge of the addressee [7, 66].

Since modality is expressed by different means of language, it belongs primarily to the category of language, there is no freedom of their choice, and it is determined by the action of a number of extra linguistic factors. In this respect, modality is a social category.

The team refers to the system of modal relations and is considered as various manifestations of modality, far from reality. In this case, the command, which is the main means of expressing the

command-desire, acquires as an independent verb tense.

Command expressions are often accompanied by a message because they are aimed at the interlocutor. The range of communication tasks that are assigned to the application is wide. The appeal to its main function is to draw the attention of the recipient to the speaker's desire, but it also serves to distinguish the recipient from other listeners. Through the appeal, the speaker can give the addressee an evaluative description, expressing his attitude towards him. The reference to the media text is not accidental. Media text “in contrast to the linear interpretation of the text as a sequence of verbal signs united by the general meaning, the text in mass communication acquires the features of three-dimensionality and multi-layeredness.

This is due to the combination of the verbal part of the text with the media properties of this or that mass media. «At the same time, the subjective modality, which concentrates in itself a whole complex of modal evaluative values, «the richness of which can overwhelm everyone» [8], acquires an undoubtedly important role in identifying the plan for the expression of subjective-modal evaluations in the media text. Since, today, media linguistics is one of the actively developing areas in linguistics, which fully reflects the role that various media play in the life of modern society.

Media texts function within the framework of media communication strategies with different goals: to communicate something, to explain something, to describe the situation, to convince the audience, to induce certain emotional states and reactions in it, and to induce action [9]. It is rightly noted that «journalism is destined to focus on three factors - informing, proving the truth of what is being reported, how to induce the audience to take a certain action, and, influencing its emotional state, win sympathy, win over to its side» [10, 88].

To attract the attention of the addressee and to control his mental state, the addressee uses communicative means that transform public communication into interpersonal. The main task of modality is to control the process of interpretation of statements by the addressee. At the same time, in speech, the modality factor is associated with various aspects of evaluativeness and the choice of the ways of expressing meanings by the speaker provided by the language. The modality of the media text can be considered as some value-semantic positions of the participants in the dialogue, the coincidence or non-coincidence of which is of interest from the point of view of studying the nature of media discourse.



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