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LINGUOPRAGMATIC ASPECT OF TEXT IN MEDIA

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ABSTRACT
In the era of universal informatization of society, the role of journalism is becoming an important factor in the system of mass communication. Journalism, on the one hand, is a concept created through mass culture, and on the other hand, it serves the formation of mass culture as a social space. As a mediator of social and cultural ideas about the new world, he "introduces" new concepts, new pragmatic norms into the language and shows us a creatively understood picture of the world. All new concepts are interpreted in the same way. Recognition of the conventional nature of journalism - through a general cultural (historical, national, ethnic, ideological) community - made it possible to create a socio-cultural classification of journalism. The subject of scientific research in this direction, undoubtedly, is the publicistic text. On the other hand, journalism is the medium in which this text is formed, created and used.

KEYWORDS: *media, linguistics, pragmatics, text, manipulation, ideology, expressiveness, trend.*

The creation of texts in the media space is described as a journalistic discourse and is created in accordance with communicative, methodological and linguistic norms. The function of sensitivity is the most important task of the newspaper journalistic style. Therefore, the correct solution to the problem of the character, means of expression and sources of journalism is of great not only theoretical, but also of great practical importance.

Journalism is an emotional, affective, expressive area. However, the character of this impression differs from the artistic one, since it is not figurative. Journalistic discourse can also be interpreted as a linguistic emphasis on concepts that are already firmly entrenched in it. They are also called ideologists [1].

Ideologies in a journalistic text are a part, an element of a journalistic worldview [2]. A concept is a recognized cultural phenomenon, an element of the simplest ideas about the world, a form of social consciousness known to all. On the other hand, ideology is a new concept that is just being formed, and over time it becomes a form of consciousness, that is, a future-oriented concept [2]. It is imprinted in the public consciousness as a verbal-mental stereotype using certain linguistic units. Thus, social and personal ideologies differ. According to M.M. Bakhtin, "a text is an expression of the consciousness of the one who reflects something" [3]. Based on this, we can say that the national landscape of the world is vividly reflected in the texts of the media. It is well known that fact processing is mainly done with the help of cognitive resources.

It is important to have three features in the formation of the text: constructive, semantic, communicative and pragmatic. The main design features of the text are based on the principles of integrity, coherence, as well as syntagmatic and paradigmatic. The semantic features of the text are built on the basis of denotative and conceptual content. The communicative-pragmatic level of the text is formed on the basis of the speaker, listening and building the internal and external boundaries of the text, as well as deictic, press-positive units in the text. The phenomenon of pragmatic pressulosis plays a key role in the effectiveness of speech movement, knowledge of the participants in the dialogue and information about it, as well as the cognitive perception of the internal and external conditions of communicative activity [4].

A pragmatic feature of journalism as a special artistic (creative) type is the need for a clear focus on the material facing the author. Pragmatics is interpreted as a real communication situation involving the selective use of language tools for solving communication problems.

Pragmatics involves the study of all the conditions for the use of linguistic signs by mankind. A condition is the use of conditions, situations, the use of the corresponding linguistic means, means and means of communicative influence on the interlocutor [5].

When defining the main aspects of pragmatics, the concepts of addressee and addressee, who choose linguistic means, their social status, conditions in the communicative act, the influence of the written language of partners on each other, come to the fore. In this context, pragmatic analysis identifies factors such as discourse, the intended purpose of the addressee from speech, its influence on the addressee, and interactions between them.

In a pragmatic linguistic context, the speaker is 1) a material being; 2) the content of the message; 3) communicative elements, such as tone of voice (confidence, decisiveness, courage, fear, insecurity, suspicion, suspicion, joy, joy, etc.), the use of lexical units, the use of non-verbal means when expressing an attitude towards the addressee (listener) in the communicative act of the speaker and the listener is important and provides additional information about communicators. The pragmatic function of linguistic units arises in connection with the context, speech situation, language skills of speakers and their general knowledge of the object of speech. Factors such as speech, speech content, situation, spiritual closeness of the speaker and listener also participate in clarifying the pragmatic content of oral communication [6].

The general boundaries of the concept of linguistic pragmatics can be defined as the role of linguistic signs in the speech process, as well as the interaction of ideas expressed in speech activity, the relationship between the speaker and the listener, the communicative situation in speech acts [7].

Pragmalinguistics:

a) not only the pragmatic features of the use of words and techniques associated with the emergence of speech, but also the pragmatic features of auxiliary words and morphemes, phrases, sentences of different levels;

b) pragmatic functional laws of language and speech;

c) typical forms of a nolinguistic situation;

g) social goals, objectives;

d) studies the goals and objectives of the subject, addressee, social and mental type and only on this basis, in accordance with a specific non-linguistic situation, the facial expression of the interlocutors [8].

E.S. Aznaurova theoretically substantiated the principles of a communicative-pragmatic situation and included the following:

- the situation and place where the communicative act takes place;

- Topic and purpose of the conversation;

- Ethical, individual characteristics of the participants in the dialogue;

- Interaction of the participants in the dialogue [9].

In particular, the essence of the text is understood as a semantically interconnected complete sentence, the connection of the language with the help of lexical and grammatical means. Closer to the truth is that a text is a unit of speech than a unit of language [10].

There are several types of speech, and T. Biryukova classifies it as "speech expression", "description", "narration", "reflection" and a small part of the text, that is, microtext [11].

The theory of the speech act in pragmalinguistics is directly related to the process of communication, in which the use of language by communicators covers their target, emotional and similar ways of expression [12].

In pragmatic analysis, the content of the text depends on how the information is conveyed by the author, as well as on the method of the writer. This information is also reflected in the expression of the temporary location of the situation and events in the transmitter's memory. The formal form of information in the text is reflected in the functional-semantic category [13].

The pragmatic effect that is planned and predicted by any text is the impact effect. As american culturologist A. Mole points out, the media controls almost all of our culture, filtering it through its own filter, separating individual elements from the general mass of cultural events, giving them special salvation, increasing the value of one idea, destroying the value of another. Thus, it polarizes the entire field of culture. Aspects that do not fall into the channels of mass communication and are not included in the "technology of popularization" have practically no potential to influence society. The conclusion of the researcher: "At present, knowledge is formed not by the educational system, but by the means of mass communication." Thus, the whole society and the individual cannot escape the influence of the media.

Judging by the manipulative nature of modern media, the function of influence suggests that today it supplants other functions as well. A number of researchers believe that manipulative influence is one of the most important functions of modern media. Linguistic manipulation is a latent linguistic influence on the addressee, the purpose of which is to deliberately mislead the addressee about the intention or content of speech.

There are many linguistic mechanisms and tools used to perform linguistic manipulations (and described): the inclusion of evaluative information in factual information - for the recipient as a "true message", which is false or not factual and consists only of the evaluation (i.e., neither true, not false).) Deliberate transmission of the message "(for example, the introduction of a subjective assessment of novelty, specific to the author, which researchers initially considered an "objective" genre [14]).

We regard the text as a high-level language unit. Knowledge of the language system is separated from many texts by linguistics. A set of linguistic criteria helps to determine the nature of a particular journalistic text and reflects a generalized linguistic-cultural model of a journalistic text, which is a set of elements of this system. Natural language combines conceptual intellectual images into clear verbal and written harmony, allowing to convey subtext subjective information present in a specific journalistic text.

Textual criticism, which deals with the creation of a text, modeling its structure and studying the process of its activity, is of interest to journalists today as a linguistic discipline. This is due to the fact that linguists describe the current state of the Russian language on the basis of various factors, relying on a wide range of linguistic and verbal traditions.

Based on the foregoing, the most urgent task remains the task of spiritual and structural modeling, which is involved in the formation of the text based on the pragmatics of the speaker-listener relationship. The last aspect remains interesting from the point of view of journalism, since it directly leads to journalistic practice, and the specific orientation of any information leads to the improvement of creative activity, and the journalistic text is maximized in this situation. According to the observations of scientists, the phenomenon of verbal communication consists of the interaction of all factors in the formation of the text. Such factors, or "multifaceted entities expressed in the text", include the characteristics of objective activity, the nature of intellectual activity, the systematic interconnection of linguistic units, the conditions and features of the communicative process. In the process of speech activity, morphology, syntax, word formation, lexical interactions, the communicative meaning of a text arises from linguistic means with a predominance of syntax. Thus, he distinguishes aspects of linguistic and sociocultural criteria that indicate the relationship of a journalistic text with a specific socio-cultural model in the field of journalism.

The profession of a journalist requires clarity, stability of opinion, unity of speech and action. This genre as a journalistic genre has been developing since ancient times. The authors of ancient rhetoric have developed a carefully thought out specific mechanism for the literal translation of internal speech into external words. This mechanism is called the rhetorical canon. The rules of the rhetorical canon are a model of speech actions that provide an effective solution to the author's tasks, which are used to determine the topic. This scheme is based on oral or written text. The old canon shows five rules of thumb. In ancient times, the terminology was formed as follows:

1. Inventio - invenire guid dicere - search argument, verbal organization and forms of invention;

2. Dispositio - inventorya disponere - a form of location, placement of a word or thought;

3. Elocutio - ornare verbis - ways of forming or expressing words in color;

4. Memoria - a way of memorizing;

5. Actio hyrcrisis - ageri - the art of forming oral speech.

The centuries-old rhetorical canon includes a system of sequential actions for choosing, placing and thinking over words. Its peculiarity is that genres that replace each other are combined into a certain type of text. For a journalist working with ordinary words, mastering the mechanism of creating a text based on the classical rhetorical tradition means mastering constant and new ways of creating a text.

It is necessary to collect enough information to achieve the impact of journalistic text, such features increase the quality and efficiency of information retrieval. As a result, the text has a practical and organizational impact on the public. It aims to encourage believable audience behavior or to adapt to the specific environment in which students' opinions, feedback, feelings and special journalistic values are formed. The author without special education, who was the first to shake the pen, not knowing the genre nature of the journalistic text, is not a professional journalist. They build their works according to the rules of a generalized publicistic text. He sought to collect various information with the help of his thinking in order to attract public attention with it. But it is difficult to call it a full-fledged journalistic work.

It should be noted that versatility in journalism is not always the solution to all problems. If you want to achieve a specific goal, you need to rely on professional innovation. Collecting information, processing sources, comprehending the essence of the text and weighing it in certain genres and forms requires versatility, as well as focus on a specific area.

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