MEDIADISCOURSE AS AN ACTIVITY OF CULTURAL AND SOCIAL THINKING

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ABSTRACT

Mass communication is a new entity that is at the center of modern language processes. This is a modern model of the national language, in which the literary and non-literary spheres are in a state of constant interaction. In such circumstances, it is safe to say that mass communication becomes a unique polygon that allows different language tools to interact with each other. Since mass communication is inherently permeable and absorbing, OK includes all linguistic means that have acquired socially significant topics and plots, as well as the values of social assessment. Mediamatn argues that a person thinks of the world as a real reality, and that thinking is expressed in a verbal-averbal form that is consistent with the characteristics of human perception and thinking of the world.

KEY WORDS: *media text, category, media, publicity, media product, integrative, discourse.*

The media image of the world is designed to be influenced through information, persuasion and persuasion. Therefore, this often stems from the ideological, political consistency of the address. More precisely, it is necessary to study not one, but many images of the world belonging to the same period in the media. In this case, the natural property can be general (speed, mobility, relevance). The content is different, most of them contradict each other. Therefore, a pragmatic orientation requires a deep study of the author of the speech, the object of speech (sender and recipient). These aspects often determine the methodological focus, influence and other characteristics of the language of the media.

G. Y. Solganik presupposes to include ideology, the modality of the message to the relations in the "author-addressee" system [1]. T.G. Dobrosklonskaya interprets that the pragmatic aspect is equated with the practical sphere.

Evaluating the work of the media as a separate discursive type of activity associated with the verbal dissemination of information important to society, it is necessary to focus on the question of what discourse itself is. Defining this concept and considering approaches to it will help us to better understand the specifics of discursive practice in the field of media.

The manifestation of the media course as an activity of culturally and socially determined speech thinking in the media space is achieved through the production, storage, dissemination of information about the processes in society that affect the social consciousness of society. Such projection is carried out using communication and information (television, radio, electronic, etc.) data transmission channels. At the same time, due to technical progress, these channels are being improved and updated, which leads to the complication of social interaction in society, various changes in all types and forms of communication and, ultimately, the emergence of information and communicative modifications of the media space.

A.P. Chudinov mentions: "The choice of linguistic tools in the media discourse is usually associated with a system of value orientation, in which priority is given to evaluative, conceptual, figurative and emotional descriptions for influencing the addressee. One of the most striking assessment methods are paths, the semantic functions of which are clearly revealed within the framework of the cognitive approach" [2].

To the extent that a linguist can view media activity as a distinct form of discursive activity, he or she can make a significant contribution to the media. In this case, it is this type of activity that determines the communicative and cognitive function of the language. New conditions of human life - new technologies are born together with new challenges facing humanity to achieve survival and prosperity [3]. It is according to this rule that we must first determine what content we load into the concept of discourse.

In the linguistic encyclopedic dictionary, discourse is "extralinguistic", that is, a related text

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that manifests itself in pragmatic, sociocultural, psychological and other forms; the text associated with the event; speech manifests itself in the form of purposeful social behavior; component involved in the conscious interaction of people (cognitive process) [4]. Discourse is defined as "revived speech". At the same time, the concept of discourse has expanded significantly due to the introduction of non-linguistic factors into the linguistic field.

T. Van Dyck also describes discourse as a complex communicative phenomenon. It includes social context to better understand the participants in the conversation and the processes involved in developing and receiving a message. Discourse focuses on the interactive aspects of not only oral but also written communication [5].

Social norms and concepts play an important role in describing discourse. The conscious and purposeful use of linguistic signs of verbal communication can be effective only when there is a general meaning of the used linguistic signs and when it is used on a conditional basis. Certain aspects of the creator of the speech, reflected in the form and content of the discourse, cannot be reflected in the formal notation. Because, as mentioned earlier, it has its own characteristics. Discourse is closely related to social norms of behavior and is determined by the rules of the language system. Discursive cooperation of individuals is always conditional and social. Social norms of verbal behavior and agreement on the use of linguistic units are expressed through socio-cultural traditions, norms and customs of an ethnic group and society. In creating a discourse, assessing a communicative situation and predicting its development from the point of view of nationality, the concepts of understanding, knowledge and social behavior characteristic of certain representatives of a particular culture are of great importance. This is evidenced by the analysis of official correspondence. Taking into account various forms of activity and proceeding from the principle of interpersonal interaction, the following areas of communication are distinguished: production activities, everyday relations, cultural activities and socio-political activities.

The main processes of speech activity include the selection of significant elements and their placement in certain structures. Under the influence of these units, sentences and their sequence are created and understood. We can view discourse as one of the main vehicles for the transmission of cultural models of knowledge and behavior.

Discourse is determined by the classification of knowledge, the method of acquisition and the necessary conditions for internalization. Linguistic discourse is a way of assimilating stable phonetic, phonological components of a language. In this case,

linguistic ability remains the main criterion of discourse [6].

Important features of discourse are: the form of the related text, its dependence on nonlinear factors, the factual aspect, targeted social impact. Discourse is the final unit of speech activity with a common (integrative) communicative function and one theme (theme), representing interpersonal speech interaction [7].

For a comparative typological analysis of discourse, Sh. Safarov proposes to compare the institutional and ceremonial types of communicative events and identify "thematic gaps" in the discursive activity of different cultures [8]. All these ideas can be applied to the analysis of the media text, since their structure reinforces the verbal and non-verbal aspects of the national components of behavior, socially significant norms, etc.

The pragmalinguistic model of discourse, implemented by specific people in specific situations and situations, is based on the concept of communicative activity. The life of any person actually exists within the framework of a certain culture, which consists of this culture, therefore, verbal behavioral programs originate from programs of social behavior, which consist of patterns, rules, knowledge, skills, ideals, values and norms of activity operating within this culture. culture. Therefore, many linguists emphasize the need to take into account the national and cultural aspect when drafting working letters.

Social norms and concepts play an important role in describing discourse. Verbal communication can be effective when linguistic symbols are used deliberately and purposefully, when the linguistic symbols used have a common meaning, and when used in a traditional manner. The individual aspects of the creator of the speech, which are reflected in the form and content of the discourse, cannot be reflected in the formal notation, because, as mentioned earlier, it has its own characteristics.

Discourse is closely related to social norms of behavior and is determined by the rules of the language system. Discursive cooperation of individuals is always conditional and social. The Convention on the Use of Social Norms of Speech Behavior and Linguistic Units is expressed through socio-cultural traditions, norms and customs of any ethnic group and society.

In creating a discourse, a national assessment of a communicative situation and forecasting its development, the concepts of understanding, knowledge and social behavior characteristic of representatives of a particular culture are of great importance. This is evidenced by the analysis of official correspondence. Taking into account various forms of activity and proceeding from the principle of interpersonal interaction, the

following areas of communication are distinguished: production activities, everyday relations, cultural activities and socio-political activities. They are one of the first factors in the use of the language [9].

Media discourse as a universal discursive phenomenon is influenced by laws and can be described on the basis of unique theoretical approaches. However, the structure of the media discourse can be expressed in a certain way, depending on the parameters external to it.

Demonstration of media consists of information and is evident when analyzing the media text expressed in any genre of media (television, film, press materials, website, etc.). At the same time, in order to educate the audience for independent thinking, critical thinking, and aesthetic taste, it is advisable to take into account the individual aspects that make up the artistic identity of the media (on television, in the cinema, in the press, on the Internet, etc.).

Researchers propose to consider the analysis of media texts in close connection with concepts such as media literacy, that is, the ability to analyze and synthesize the reality of space and time, the ability to "read" media. These circumstances really determine the potential of the media and their possibilities for interpretation. The most promising approach to a particular discursive event, that is, to the birth of a text, is the interpretive approach, which is understood as a programmable stage or practice associated with the interpretation of individual words, symbols, or real concepts. In this case, the collected and transmitted information refers not only to the direct coverage of events, but also to their interpretation and assessment [10]. Any event can become a political fact only after its assessment.

Interpretation, that is, one of the least important methods of interpretation, is the process of sorting and processing information and the entire complex of factors associated with it. By giving context to events, the media influence the opinions of the target audience and thereby demonstrate a programmable way of interpreting and deconstructing facts.

The analysis of media texts of various socio-political trends reflects the model of speech-communicative and linguo-cognitive interaction through the texts of the linguistic personalities of the author and the addressee. The task of complex analysis of such texts arises from the analysis, which allows solving the problem of identifying individual linguistic structures that force the text and the addressee of mass communication to "adapt" to each other.

According to E. Kubryakova and L. V. Tsurikov, any discursive activity is media activity, which is not limited to a purely linguistic process [3].

When analyzing discourse in modern science, it is necessary to take into account the various approaches that have developed in this direction, the position of this type of discourse in relation to other types. In addition, it is necessary to take into account the implementation of their activities in modern society and the requirements for it in this society. Today, many studies define the concept of discourse, and even devoted to the analysis of some of its types. Nevertheless, we once again consider it appropriate to describe the discourse and analyze the most promising areas of its study. Indeed, this helps us to better understand why media activity should be viewed as a separate type of discursive activity, and media language as a language defined by this type of social activity [3].

Discourse, which is a variable process that reflects the functional properties of speech, also has pragmatic, expressive and cognitive characteristics. It is important to distinguish between oral and written discourse, as the process of constructing them differs in a unique way.

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