



## Research Article

Volume-03|Issue-01|2022

# Basic Notions of Linguocultural Analysis of Media Texts

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### Article History

Received: 11.01.2022

Accepted: 26.01.2022

Published: 29.01.2022

### Citation

Khodjayorov, M. (2022). Basic Notions of Linguocultural Analysis of Media Texts. *Indiana Journal of Humanities and Social Sciences*, 3(1), 30-33.

**Abstract:** The relevance of media linguistics as a new systematic approach to the study of the language of the media is due to the fact that the texts of mass media, or media texts, are today one of the most common forms of language existence. Indeed, the second half of the 20th - early 21st century is characterized by the rapid growth of a new sphere of speech use, mass communication. The dynamic development of traditional media: print, radio, television, the emergence of new computer information technologies, the globalization of the world information space have a huge impact on the production process and dissemination of the word. All these complex and multifaceted processes require not only scientific understanding, but also the development of new paradigms for the practical study of the language of the media. The main objective of the manual is to acquaint students with a new rapidly developing humanitarian discipline - media linguistics, which studies the functioning of language in the media.

**Keywords:** Media Linguistics, Media Text, Media Discourse, Linguoculturology, Mass Communication, Mass Media.

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## INTRODUCTION

It is well known that the emergence of linguoculturology is due to the interest in the interaction of culture and language and "is due to the desire to understand the phenomenon of culture as a specific form of human existence in the world" [7. P. 4]. At the same time, the language acts as a means of interpreting human culture, the mentality of the people. Modern linguistic and cultural studies owe their origin to the ideas of Wilhelm von Humboldt, who openly recognized the direct and immediate connection between the language, thinking and culture of the people. During the XIX-XXI centuries, a theory of the relationship between language and culture has been developed: in foreign linguistics (W. von Humboldt, O. Spengler, J.L. Weisgerber, E. Sapir, B. Whorf, E. Benveniste and others), in Russian linguistics (I.A. Baudouin-de-Courtenay, F.I. Buslaev, A.A. Potebnya, A.A. Shakhmatov, etc.), in such integrative sciences as semiotics (Vyach. Vs. Ivanov, Yu M. Lotman, N.B. Mechkovskaya and others), ethnolinguistics (A.S. Gerd, E. Sapir, N.I. Tolstoy, V.N. Toporov, B. Whorf and others). A number of works in this direction are being carried out in Uzbek linguistics. For example, the scientific basis of linguocultural studies in Uzbek linguistics, an early scholar focused on a number of issues, such as the reflection of culture in language As an example of research, A. Nurmanov's "Linguoculturology in the Uzbek language direction", N.Mahmudov's "In search of ways to perfect the study of language", N.Sayidrahimova's "Some on the scientific basis of linguoculturology comments", "Components of Linguoculturology", On the topic "Anthropocentric study of the text" by

D.Khudoyberganov monography can be determined. Linguocultural studies in these works the essence, subject and object of science are studied. Each nation has its own national traditions. That is, everyone the people, the nation has its own national traditions and customs. In that sense, everyone a person has a certain culture, language, history, which reflects this nationality. Language is a social phenomenon is also inextricably linked with culture. People, nations, countries today economic-political, cultural and scientific relations between, international-cultural communicative processes in the field of linguistics, the relationship of languages and language culture and the national identity of the language has a specific direction and subject between culturology is a new field that has led to the emergence of linguocultural studies is happening by the end of the twentieth century, the study of language and culture aimed at - a new field of linguistics, linguoculturology, has developed rapidly. As a result of scientific research, a point of view was formed on the literary text as a "capacitor of cultural memory" (Yu.M. Lotman), as a "unit of culture" (V.V. Krasnykh). "Cultural linguistics is a complex scientific discipline of a synthesizing type that studies the relationship and interaction of culture and language in its functioning and reflects this process as an integral structure of units in the unity of linguistic and extralinguistic content using systemic methods and with a focus on modern priorities and cultural institutions" [9. P. 37].

## MATERIALS AND METHODS

Researchers (linguists, philosophers, ethnographers, culturologists, anthropologists,

sociolinguists, etc.) have given different definitions to linguocultural studies. According to N.Mahmudov, "Linguoculturology studies language as a cultural phenomenon. It is a unique way of looking at the world through the prism of a national language, in which language participates as an expression of a particular national mentality. Today, linguoculturology has been formed and is budding as a separate linguistic direction in Russian and other foreign linguistics. This line, whose task is to describe and study the relationship between language and culture, language and ethnos, language and mentality, is just beginning in more comparative research in Uzbek linguistics. "Linguistics is based on the growing function of language in many studies, through which a person's life experiences, perceptions of the globe, and feelings about knowing the world are reflected in linguistic units and passed down from generation to generation. According to this concept, language is interpreted as the first form of coordination of the universe and the generalization of human experiences, knowledge of the universe, the preservation of socially important historical events in human life. Thus, linguocultural studies is an in-depth study of the interaction of language and culture in a generalized system. Special attention should be paid to the paradigms of linguistics before an in-depth study of linguocultural studies. A paradigm is a set of known research methods that are inextricably linked to the object of science and its superior concepts and to the various branches of science that are similar. In linguistics, the scientific paradigm is divided into three types;

- Comparative-historical (served as the first method of language, the XIX century remained in history as the age of comparative historical linguistics).
- System structure (the main focus is on the horse, the object, the subject, the word was in the center, the twentieth century was a period of structuralism in linguistics).
- Anthropocentric paradigm - this paradigm is understood as the analysis of man in language and language in man. (In the 11th century, however, the anthropocentric paradigm began to prevail).

Leaving its imprint on people's perception of the surrounding reality through the linguistic picture of the world, language becomes one of the means of conceptual orientation in life. The linguistic picture of the world is studied mainly in two ways - a search and reconstruction of the view of the world inherent in individual languages is being carried out, or individual concepts characteristic of a given language are being studied. Among all cultural and culturally significant mental entities, the concept has received the greatest research prevalence. The concept is one of the central concepts of modern linguistics and, in particular, linguoculturology. From medieval Latin, the noun and the verb penetrated into modern Romance and Germanic languages, and when borrowed into Russian,

the word concept also underwent semantic tracing and gave rise to the term concept, which is more active in modern Russian. The concept in the narrow sense is defined as "the content of the concept, which, gradually developing, actualizing in speech individual semantic features, acquires volume", as "a meaning that can exist in various forms in our mental world. Another group of authors focuses on the ethnic (national) specificity of concepts and their connection with a certain language community, the world of its culture.

Today dramatic growth of speech and text production in the sphere of mass media in the second half of the XX and the beginning of the XXI centuries was accompanied by an ever increasing amount of academic research dealing with different aspects of language functioning in the media - from special characteristics of the news texts to particulars of language usage in Internet blogs and social networks. This new energetically developing research area attracted council of practically all branches of linguistics: social linguistics, psycholinguistics, cognitive linguistics, specialists in talk etc. However, around the year 2000 the overall situation in media language studies created all necessary preconditions for the emergence of a new full-fledged branch of linguistics, media linguistics, which incorporated all previous achievements in the field. One of the priorities in the study of media-speech has become a cognitive approach: the media, due to its mediating function, not only reflects reality, but also interprets them (media channels, ideological attitudes, cultural characteristics), creating a special - journalistic picture of the world. The information society, linguistic worldview, ideology and culture are becoming the most important concepts at the level of knowledge of the study of media texts. The separation of media linguistics as an independent field is related to the single object of the previously distinguished aspects of the study of media texts. The subject of the study of the scientific direction, which is going through a period of formation, is a comprehensive study of the activity of language in the field of mass communication. However, media-text is a dialectical unit of linguistic and media characteristics, characterized by three levels of media speech: oral text, video sequence, or graphic image level and volume. In the field of media linguistics, all components and levels of mass communication texts are analyzed in a combination of linguistic and extralinguistic factors: the impact of methods of creating and distributing media texts on their linguistic-format features, functional-genre classification issues, phonological, syntagmatic and stylistic features, interpretive features, cultural characteristics, ideological modality, pragmalinguistic value. The methodological apparatus of media linguistics combined the achievements of all areas, within which the texts of the media were studied: speech analysis, content analysis, cognitive linguistics, critical analysis, functional stylistics, cultural linguistics. In the Russian academic discourse the term

“media linguistics” was introduced in the year 2000, when it was used for the first time in doctoral thesis of Tatiana Dobrosklonskaya “Theory and Methods of Media Linguistics”. Two years earlier the English alternative of the term media linguistics could be found in the works of some British researchers, for example, in the article by John Corner “The Scope of Media Linguistics”, presented as a talk at British Association of Applied Linguistics Conference in 1998.

Media discourse is so diverse that this situation requires a special study of its varieties. However, in works devoted to the language of the media, primarily printed publications are used as material for the observation of linguistic tendencies; In recent years, the attention of linguists to television speech has been increasing, and so far there has been very little research on radio speech. Of interest in terms of assessing the specifics of different types of media discourses. Explaining the deep internal connection between the three literary genres and the three main types of modern media, Prozorova said, “Printed publications have the most important events of the epic” and television texts are similar to drama in their structure and implementation. The author emphasizes that “media texts not only unreceptively reproduce the truth, but also actively figure out and create it. The media together create an artistic and figurative illustration of reality and actively load it on us. The media gives us an image of the world - through a multi-valued set of moods, experiences, impressions that are gradually or directly evoked. “The most important scientific task in the study of media-speech is to identify patterns of speech interactions and influences. Since media-speech is a type of public speaking, it is necessary to distinguish the principles of organizing dialogic speech: the origin of public speech in general; from the communicative features of the media; from one or another of its varieties. It is important to keep in mind that the types and genres of public speech vary in purpose and scope; The description of media discourse as a special mental space implemented by specific communicative models justifies itself. Media discourse should be characterized by the determinants of media and compared to other types of media communication.

A special place should be given to the study of the principles of organization of media discourse and changes in its structural and semantic organization. For example, by assessing the specificity of the specific media-speech of the structure-text organization of radio-discourse, we adhere to the concept of radio-discourse, according to which it (in terms of structural organization) is focused on different types of communication consists of many texts. The uniqueness of radiotext as a media-text type is reflected in the author’s special type, in the specific text modality, in the different forms of the author’s “I” intended to participate in the communication process. The relevant scientific level of research provides the correct selection

and justification of methods and techniques of analysis of the space of media-speech, as well as the identification of a system of linguistic units with linguistic pragmatic potential, taking into account the linguistic and communicative specificity of its varieties. The problem of verbal interaction in communication with the public includes consideration of the characteristics of the communication situation, the status of communicators, their level of knowledge, the interaction of verbal and non-verbal channels. The successful solution of this set of questions can be achieved provided that the linguistic analysis itself is combined with the communicative-pragmatic, that is, the linguistic-pragmatic approach should be a priority in the study of media discourse by its varieties. Explaining the specific features of different types of public speech through the study of linguistic and extralinguistic features helps to identify the specific features of the communicative space of modern public speech. The main function of this type of speech is to convey certain information from certain positions and thus achieve the desired effect. The functional unity of information and influencing potentials makes it a powerful tool for managing a mass audience. To describe the speech structure of a newspaper text, as an element of newspaper speech, the minimum structural and semantic unit of the text level - the speech form - is distinguished. In the process of implementing the concept of adjective speech, speech forms are combined into large structural and compositional units - functional thematic blocks. The list of speech forms specific to newspaper texts includes the following simple and complex speech forms:

- *message identification with descriptive elements that perform the “informing” speech movement;*
- *the interrelationship between ‘thinking’, ‘interpreting’ and ‘evaluating’ with speech actions;*
- *given the possible combinations of these forms of speech, the main types of functional-thematic blocks specific to newspaper texts are distinguished:*
- *informant;*
- *informant and evaluator;*
- *informative and controversial;*
- *controversial and evaluative.*

It can be seen that the choice of these speech forms and functional-thematic blocks is related to the author’s modality, the method of presentation of information by the author and the degree of expression of the author’s subjective attitude to the presented material. It should be noted that different authorial modalities are specific to different genres of newspaper speech. Texts of analytical genres are characterized by the modality of the author, expressed directly - remote presentation of material, limited use of elements of expressive vocabulary and style of speech, more thinking than description and message. This method of presenting information can be described as lengthy.

Main concept of a media text is supported by a stable system of parameters, which allow to describe and classify all texts functioning in mass media. This system includes the followings:

- Authorship.
- Type of production (oral - written).
- Type of presentation (oral - written).
- Media portal used for transmitting: the print and the online media, Internet.
- Functional type or text genre: news, comment and analysis, features, advertising.
- Topical affiliation (politics, business, culture, education, sport, and other universal media topics.)

The use of characters “type of production” and “type of representation” regularly to take into account this fine correlation of oral and written factors, and draw a distinctive line between originally oral texts meant for publishing and initially written texts meant for oral presentation. Thus, an interview published in the print media can be coined as text oral by production and written by stake holders, while the language of the newsreader the other way round - written by production and oral by presentation.

## RESULTS AND DISCUSSION

It should be noted that in the modern context of the interaction between media culture and the individual, such as network book, web cinema, science-art, mind maps (brain map), educational portal, multiplayer online games new means of communication have emerged, the main features of which are immersion (immersion in the virtual world), transmedia - a complex unit of many media formats that make up a single thematic "universe". All the listed functions of media culture are complicated by the new experience of fragmentation, the possibility of manipulation, the variability of media forms, the individual and social perception of time and space. Media culture is focused on the user's personality, through the activities of online communities and social networks, but the user has to deal with the virtual image of a person who has no meetings, not only in the virtual world, but increasingly in the real space. While this technical ambivalence is manifested in the activation of an individual's intellectual activity, on the other hand, it is the starting point for the formation and development of his value-target positions in the information-communication space.

Media culture cannot exist in the modern world without technical development, but it is more than the technology of computer images and sounds. The idea of media culture is much broader: it is in the development of cultural diversity and the changes that take place in a person under the influence of multimedia. Communication has always been an indicator of social and economic inequality and has firmly joined the new world of communication associated with the development of multimedia as a power weapon, a potential source of huge profits, and a system that is a symbol of ultra-modernity.

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