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NEWS MEDIA TEXTS IN CONTEMPORARY ENGLISH: COGNITIVE SEMANTIC AND LINGUOCULTURAL CHARACTERISTICS

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ABSTRACT

This article discusses the cognitive semantic and linguocultural features of media texts for modern English news. The article also gives examples of cognitive semantic and linguocultural features and discusses this topic. A unique type of human speech activity is fiction. Linguocultural analysis plays an important role in the study of his language. Linguocultural can be understood as a branch of philology that studies the aesthetic features of an artistic context. The subject of Linguocultural is the set of language tools used by the author in a work of art to achieve his ideological and artistic goal. The aesthetic effect of a work depends not on what the text is about, but on how it is narrated. The purpose of Linguocultural analysis is to determine how the author uses this or that linguistic unit in the process of artistic creation, and how this or that phrase creates an aesthetic effect.

KEYWORDS: *Linguocultural, Information Technology, Communication Technologies, Media Linguistics, Traditional Media - Print, Radio, Television, Baltic Countries, Central Asia And Eastern Europe.*

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