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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.*

INTRODUCTION

The formation and development of media linguistics as an independent direction in modern linguistics is due to a number of factors, both linguistic and 4 related to information technology and socio-cultural spheres of public life. Among the most significant prerequisites for the emergence of media linguistics are the following:

- The rapid growth of information and communication technologies (ICT), expressed in particular in the creation of a global network of media communication;

- Formation and development of a single information space as a new virtual environment for text communication;
- The formation and scientific understanding of the concept of “language of the media”, the definition of its functional and stylistic features and internal structure;
- Awareness of the need to apply an integrated approach to the study of media speech, based on combining the efforts of representatives of different humanitarian disciplines;
- Consideration of studies of the language of the media in the framework of media studies (media studies) - a new independent discipline, the subject of which is a comprehensive analysis of the historical development, current state and features of the functioning of the entire complex of mass media.

The role of the media in the dynamics of language processes.

The second half of the XX - beginning of the XXI century is characterized by the rapid growth of mass communication and new information technologies. The dynamic development of traditional media - print, radio, television, the emergence and spread of the World Wide Web - the Internet have led to the creation of a single information space, a special virtual environment formed by the aggregate of many media streams. All this could not but affect the processes of production and distribution of the word, on the features of speech use and the nature of linguistic changes. The main volume of speech use today falls on the sphere of mass communication. Mass media texts, or media texts, are one of the most common forms of modern language use, and their total length far exceeds the total volume of speech in other spheres of human activity. At the same time, the corpus of texts produced and transmitted daily through the media continues to grow steadily. This, in particular, can be judged by quantitative indicators: the number of television channels is growing (in the United States it reaches seventy-five, including cable television), their further specialization is taking place - there are mainly news channels (for example, CNN - Cable News Network), entertainment (MTV), sports (Eurosport), educational (Discovery Channel), music, etc. New radio stations appear, new newspapers and magazines appear, designed both for a wide audience and for satisfying the interests of a wide variety of age, professional and social groups. Communication on the World Wide Web makes a huge contribution to the constant growth of the mass of media speech. The proliferation of online versions of printed publications, the emergence of online publications - all this contributes to an increase in the total number of texts functioning in the world information space, which is considered by researchers as a special sphere of speech use, which has its own characteristics and characteristics. The concept of a single information space is of key importance for understanding the dynamics of linguistic changes, since it allows us to present the multifaceted activities of the world and national mass media in the form of a single, integral system, the functioning of which has a significant impact on the course of linguocultural processes. In modern science, to designate this new virtual territory without state borders and tangible barriers, a whole set of terms and concepts are used that relate to one semantic series, but emphasize one or another side of mass communication processes, such as: information space, information environment, information field, media environment, media landscape, infosphere. The concept of a single information space allows you to better understand the laws of movement of information flows, as well as to present a holistic information picture of the world in dynamics. The most important component of the world information space is its linguocultural component, the importance of

which is difficult to overestimate, since any verbally expressed information is the embodiment of a certain language and culture. Understood as the area of distribution of a particular language and culture in the global media landscape, the concept of a linguocultural space allows us to demonstrate the actual discrepancy between the boundaries of territorial, state and the boundaries of information spheres of influence. Thus, the real contours of the Anglo-American linguocultural space go far beyond the territories of the respective states due to the huge coverage of English-language media broadcasting and the spread of the Internet.

The Main Findings and Results

Linguocultural can be defined as a branch of philological science that studies the aesthetic properties that form language units in an artistic context. As long as the researcher works with non-artistic, non-verbal discourse, his perception can be generally described as a direct understanding of language units as a whole in terms of content and expression. If we are meant to read a literary text, then our perception moves from one side of linguistic perception to another, shifts, rises to a new level. Once the various elements of language are incorporated into the realm of word art, they change in the course of demonstrating the possibility of the aesthetic task entrusted to them. Both of these words become the subject of Linguocultural analysis when they undergo aesthetic changes in the text under study in accordance with the author's idea.

At the semantic level, language units in their own right imply a study in the correct sense; it is a linguistic analysis of the word in the language in which the text is created. At the metasemiotic level, we move on to the study of the process of their activation in speech (in which the main focus is on the additional content, connotations, which they form directly in speech). In this scientific article we will consider how the word demonstrates its aesthetic position in practice, how it becomes a tool of figurative thinking, on the example of the romantic poems of the Great Russian poet A.S. Pushkin and their translations into Uzbek. Scholars point out that the ability to study the perception of the scope of the aesthetic influence of this or that text during its translation into several languages gives an effective result. The study of a text within two or even three languages makes it possible to identify its properties that are not expressed in one language. It is possible that the translation of the text does not provide new information about its properties and essence, but with the help of translation it is possible to get a deeper impression of the text. Indeed, the translated text, enriched by several generations of translators, is undoubtedly important, in which, along with the best translations, unsuccessful experiments also play an important role. L.N. Tolstoy gives an example in this sense: he realizes the perfection of the text only after reading Pushkin's poem "Gypsies" in French: the comparison reveals to the great writer the unexpected, new aesthetic features of the poem. The result of the collapse of the USSR was not only changes in the state and socio-political nature, but also noticeable changes in the existing culture and information space, which, in particular, resulted in a significant reduction in the presence of the Russian language and culture in the Baltic countries, Central Asia and Eastern Europe.

Thus, speaking about the role of the media in the dynamics of linguistic processes, it must be emphasized that we mean not only and not so much the changes caused by the introduction of new information technologies, but qualitative transformations in the general linguocultural situation. In turn, assessing the impact of modern mass media on the course of linguistic processes, it is possible to distinguish between the following three levels of analysis: 1)

geolinguistic, 2) interlinguistic. *The geolinguistic level*, as the name implies, involves an analysis of how the media influence the state and development of the general linguocultural situation in the world and in the regions. Here, attention is focused on such important quantitative and areal indicators as a change in the number of speakers in a particular language, a redistribution of linguistic spheres of influence, an increase in the role of some and a decrease in the role of other languages in the world information space. At the interlinguistic or interlanguage level, researchers are interested in the issues of interaction and mutual influence of languages, mechanisms and methods of borrowing are studied, as well as functional styles and spheres of speech that are most susceptible to foreign language influence. *Intralinguistic level*, or intralingual, allows you to focus on media-conditioned linguistic processes within one linguistic-cultural area. These include: a tendency to blur clear style boundaries, the spread of colloquial style norms in the basic corpus of media speech (news, information analytics, commentary), the replication of erroneous speech use (for example, wrong stress, grammatical errors and incorrect collocation), a decrease in the speech norm due to the use of in the media with reduced and profanity, etc. Let's dwell on each of the listed levels in more detail. One of the main features of the modern geolinguistic picture of the world is the indisputable dominance of the English language, which manifests itself, among other things, in the field of mass communication. The total volume of English-language media texts, due to a number of economic, political and socio-cultural reasons, significantly exceeds the volume of mass media texts in other languages of the world. So, instant reaction to events anywhere in the world, their objective coverage helped the American world news channel (CNN) to gain popularity among viewers around the world. This channel broadcasts in English. BBC World enjoys a reputation as one of the most objective news channels, which is why it is watched in Western Europe, the United States and other countries around the world. Since the beginning of the 90s in connection with significant socio-economic changes, English-language media are becoming more widespread in Russia. In the mid-90s, foreign journalists working in Moscow created the Independent Media company, which publishes the popular publications The Moscow Times, The Moscow Tribune, The St. Petersburg Times, Capital, and also oversees the release of Russian-language analogs of well-known magazines: "Cosmopolitan", "Good Housekeeping" and others. All this testifies to the further integration and globalization of international information systems and is reflected in the course of language processes, the qualitative aspect of speech use, the movement of language norms, as well as the interaction of languages and cultures. The globalization of the world information space has contributed not only to a significant expansion of the sphere of influence of the English language, but also to its transformation into a generally recognized language of international communication - the lingua franca. Currently, English has become the language of international business and trade, politics and diplomacy, science and information technology, media, popular music, show business, sports and education. Today it is hardly possible to find an area of human activity in which the English language would not have a dominant meaning. The global role of the English language in the modern world is perfectly described by the famous English linguist David Crystal in his book "English as a Global Language", noting the role of the media in promoting and spreading the English language and mass culture in national media landscapes. Indeed, the total number of media texts in English, distributed daily through media channels, significantly exceeds the number of texts in other languages, and in the national mass media of almost all countries of the world, there is an expansion of samples of English-language mass culture. The Beatles, Madonna, Backstreet Boys, Spice Girls, etc. - a constantly updated list

of popular songs in English is well known to a mass audience both in the West and in Russia. In this regard, the concept of linguistic imperialism, which arose within the framework of the Western European academic tradition in the early 90s of the XX century, as a reaction to a completely positive assessment of the global role of English in the modern world, is of certain interest. The concept of linguistic imperialism, formulated by the English researcher Robert Phillipson in his book "Linguistic Imperialism," considers the dominant role of the English language in the modern world as an expansion in relation to other languages and cultures. The author notes that the rapid increase in the share of the English language in the world linguocultural space is influenced by a number of political and economic factors: from the colonial domination of the British Empire and the transformation of the United States into a world superpower to the information technology revolution and the rapid development of transport networks. Explaining the "world domination" of the English language mainly for socio-economic and political reasons, as well as the advancement of the national interests of the most powerful English-speaking countries - the United States and Great Britain, Robert Phillipson emphasizes that the expansion of the English language causes irreparable damage to other national languages and cultures.

So, for example, from the point of view of the general typology of speech for mass media texts, in addition to the stable opposition of oral text - written text, monologue text - dialogical, the dichotomy of the author's text and the non-author's, corporate text turns out to be extremely important. In general, in the field of mass media, the category of authorship takes on special significance, since most informational texts are distributed here not on behalf of a specific person who created the text, the author, but on behalf of a corporate one, on behalf of a certain media structure that distributes this text to a mass audience. The main feature of corporate texts is that, regardless of whether they are compiled by one specific author or a group of people, they are always distributed to a mass audience on behalf of a whole team or organization, be it a newspaper editorial office, a radio station, a TV program, a news agency, etc. P.A typical example of such non-author's collegiate text is the messages of news agencies, which are an integral part of the daily information flow. On the pages of any newspaper you can find corporate texts like:

1) London. Reuters.

According to a public opinion poll, most residents in the English capital believe that the monarchy should be "modernized and that members of the royal family should not receive funds from public funds.

2) London. The Associated Press.

Two more bombs exploded in London early Monday, causing no injuries but prompting fears that the Irish Republican Army was stepping up an offensive against the capital's tourist areas.

The explosions followed a series of similar small bomb attacks in the past 10 days carried out by the IRA as part of its campaign to end British rule in Northern Ireland. The first explosion in the early hours on Monday occurred near the Novotel hotel in Hammersmith, West London. The second explosion came about an hour later. Police said it appeared to have been caused by a device planted near Leicester Square.

Texts of this kind are extremely common in all media - in print, radio, on television, as they represent a “finished information product” - the result of the activities of the largest news agencies that control the world information market, such as Reuters, The Associated Press, Agence France Press, Itar - TASS, etc. They fill the news pages of newspapers, in particular the news in brief columns, from which radio news and television news programs are made. Corporate texts can vary in length: from extremely short 15-20 words to fairly detailed messages of 100-150 words with a more complex internal structure, involving the use of direct quotation and indirect speech, for example:

Fire Damages British Art Academy

The Associated Press, London.

A fire Saturday damaged part of the Royal Academy of Arts, one of Britain's major art institutions although gallery officials said no art was believed to be damaged. Fire swept through two galleries on the first and second floors of the academy's historic building, Burlington House, in Piccadilly, central London. “The fire was brought under control fairly quickly but the walls are blackened”, said David Gordon, secretary of the academy. “There were about 30 to 40 paintings stacked up in the gallery that were removed by firemen and staff”, Gordon Added. “The art work has not been damaged,” said Bruno Bruniges, assistant divisional fire officer. Gordon said the two galleries damaged were to house the academy's summer exhibition.

The content of corporate texts naturally reflects the entire palette of the information flow and covers all the thematic blocks (topics) presented in the media: politics, business, finance, sports, culture, scandals, incidents, as well as events, which in English-language journalistic practice are usually called “human interest stories”, Such as the following message about the tricks of the cat belonging to the Prime Minister of Great Britain.

Advertising texts are located closest to the “impact” pole on the conditional message-impact scale. Possessing clearly marked features at all levels - at the level of language, format and content - advertising texts easily stand out against the background of the general text flow of mass media. The specific features of advertising texts are due to their explicit focus on impact. To influence the mass audience through the media in order to convince them to purchase certain goods and services - this is the main goal of advertising texts. From a functional point of view, advertising texts seem to combine the implementation of two functions of influence: the function of influence as a function of the language, realized with the help of the entire arsenal of linguistic means of expression, and the function of influence as a function of mass communication, denoted in the English-speaking tradition by the stable term “persuasion” or “persuasive function”(function of persuasion or influence with the purpose of persuasion) and implemented with the use of all the latest technologies of influence available to a particular media.

Linguistic features of advertising texts. As already noted, the effectiveness of an advertising text depends on the successful combination of all its constituent components: image, sound, image, verbal fabric. At the same time, the researchers note the paramount importance of the verbal component of the advertising of the verbal text. “The verbal part of an advertisement is sometimes more significant than its visual aspect,” writes English author Gillian Dyer. Indeed, the importance of verbal language for advertising is extremely important: after all, it is only thanks to the verbal text that the key advertising idea gets its real embodiment, in other words, it

starts to “work”. For example, the meaning of the trick with a cow running away from a picnic in a TV ad for Heinz ketchup becomes clear only when the inscription “80% of all cows in the world are eaten with Heinz ketchup” appears. Of course, ad images grab the consumer's attention and convey some of the key points AD. But it is thanks to verbal signs that these key points are conjectured strictly according to those advertising communicative intentions that the advertiser had in mind and that were developed by the advertising agency. The verbal part of the advertising text has an internal structure: as a rule, it is the headline, the main advertising text and the echo phrase. The purpose of an advertising headline is to grab the audience's attention and generate interest in the advertised product or service. An advertising headline contains an advertising message and a main advertising argument, which subsequently develops in the main advertising text, for example:

Carlsberg. Probably the best beer in the world., Philip Morris.

The Universal Taste of Lightness, EFG Private Bank: ... in tune with our clients. Business knows no boundaries.

Neither do We. The Economist, an investment bank of global intelligence,

Warburg Dillon Bank. Some of the most valuable things in life are virtually invisible. Mitsubishi Electronics.

Based on the selection of facts, the range of linguistic media technologies for creating images is unusually wide. It includes the whole range of ways to form an image, using both the capabilities of various media and the means of language. The combination of linguistic means with media significantly enhances the overall effect of the impact, contributing to the creation of vivid memorable images. So, in television programs, the choice of video sequence not only illustrates the content of the verbal part of the text, but also helps to form a certain image. For example, the BBC correspondent's report on the new Russia in the program “*From Our Own Correspondent*” is accompanied by footage in which the viewer sees the Government House through a massive grid; The Kremlin, ominously covered by the palm of the figure of the monument to Minin and Pozharsky; a sculpture of a Worker and a Collective Farm Woman against the backdrop of a huge *Nescafe* billboard and a demonstration with red flags.

CONCLUSION

In conclusion, it should be said that the study of mass media texts using the methods and techniques discussed in this article makes it possible not only to identify the national and cultural specifics of the text, but also to consistently describe it from the point of view of the interaction of cultures, manifested at all structural levels - language, format, content.

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