

**MEDIA TEXT AS A COMPONENT OF MASS COMMUNICATION**

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**ABSTRACT**

*The concept of the media context of a periodical printed publication is considered as an element of the mass communication system, where the context is understood as a system that combines various components of a communicative situation. The interaction of such components of culture and communication as text, discourse, language, communicative personality, and periodical printed edition in the formation of media context is analyzed.*

**KEYWORDS:** *Context, Communication, Language, Culture, Information Technology, Audience, Social Processes, Media Space, Television.*

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