

MEDIA TEXT AS A COMPONENT OF MASS COMMUNICATION

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DOI: 10.5958/2249-7315.2022.00183.6

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.*

INTRODUCTION

In the paper, the media context of a periodical printed publication is considered as a synergistic system, which is a component of another system - communication.

From the point of view of hermeneutics, the context is “a text situation that arises at the will of the author in the course of text construction in unity with an extra-text situation”. In cognitive linguistics, context is defined as a mental representation of a communicative situation in the mind of a communicant.

Within the framework of the synergistic paradigm, the context and periodic media can be considered as interconnected systems that are part of mass communication and include various components of other systems included in it and related to it. In this case, the media context appears as the result of the interaction of various systems:

"Communication", "culture", "mass communication", "printed periodical", "discourse", "language", "participants", their components and characteristics constitute the content of the context¹.

Context is an integral part of communication, contains information about its components and is closely related to each of them. Communication is “the exchange of information, and in relation to language, a verbal message of some content from the addresser to the addressee”.

MATERIALS AND METHODS

The context is formed as a result of the interaction of many factors from various spheres of society and, therefore, is studied within the framework of several humanitarian disciplines: linguistic and regional studies (E. M. Vereshchagin, V. G. Kostomarov)², hermeneutics (G. I. Bogin), cognitive linguistics (M.M. Bakhtin, Rolf A.Zwaan, W. Kintsch, T.A. van Dyck), translation studies (V.N. Komissarov, L.S. Barkhudarov), cross-cultural psychology (D.Matsumoto) intercultural communication (S.G.Ter-Minasova), linguoculturology (V. A. Maslova).

R. Jakobson's speech communication model consists of the following elements: addresser,

addressee, context, message, contact, code. V. I. Karasik in communication distinguishes between the concepts of the sender and recipient of information, message and channel.

As part of communication, the context reflects information about another system - "culture", with which communicative activity is closely connected. Systems interconnection

“culture” and “communication” are traced in the study by V. G. Zinchenko, in which culture is interpreted as “a type of communication system”³. A common unit of "culture" and "communication" is singled out - a concept that has the properties of systemicity. There are three components in the "culture" system: artifact, consumer, tradition. “Communication is the interaction of elements among themselves and the entire system with the established mode of production and consumption of cultural products”.

In the works of D. Matsumoto, the connection between context and culture is traced: “humanity lives in an environment of a number of different situational contexts. One of the functions of culture is to give meaning to these contexts”⁴. Culturally determined elements of the context: knowledge, attitudes, values, norms, traditions - are a filter for interpretation and influence the communication strategies.

The context of mass media, being a part of communication, also belongs to the "mass communication" system, which is a subsystem in relation to it, and reflects the characteristics of its components. The concept of context of mediated communication (Hubert Knoblauch) is introduced, characterized by the following parameters: the dependence of the means of its implementation on the technical capabilities of information transfer; standardization of means of expression; addressing the message to an anonymous, generalized recipient.

The context of the mass media is also associated with such important elements of communication as text and discourse, considered as systems (I. A. Shirova, E. A. Goncharova)⁵.

RESULTS AND DISCUSSION

Since most of the information in periodic print media is transmitted through text, the context of such a publication is associated with the most important system for communication - “language” (“a sign system of systems, including vocabulary, phraseology, morphology, syntax, segmental and suprasegmental phonetics, as well as text as higher language education with its own categories”).

The context is of a public nature, but also contains the individual characteristics of the participants in the communication. The communicative act always has a dual character - social and individual. "A message is an individual combination of social media of expression." The context is formed in the minds of the participants in communication (G.I. Bogin, T.A. van Dijk). In this regard, other systems with which the text interacts include “addresser / s and addressee / s of textual information”, that is, “a set of individually and socially determined characteristics of the reader / her that affect their perception of the text”.

In the context of translated print media, the “addresser” system is represented by the concepts “author”, “publisher”; the system "addressee" - the concepts of "reader", "consumer". As participants in verbal communication, the addresser and the addressee are considered within the framework of the concept of "communicative personality" - "a generalized image of the bearer of cultural, linguistic and communicative and activity values, knowledge, attitudes and behavioral reactions." An important component of the media context in the "addressee" system, which determines the features of the publication, is the reader's address. In the "addresser" system, the pragmatic characteristics of the creators of media materials are especially significant. G. N. Nemets names the components of the pragmatic context of journalism: “social reality”,

"social knowledge" and "subject" as a personality and function".

The media context within the "addresser" / "addressee" systems includes: positions (roles, status relations, etc.), biological characteristics (gender, age, etc.), the internal structure of the speaker / listener (knowledge, beliefs, needs, desires, attitudes, attitudes, goals, feelings, emotions, values), educational level, experience, temperament, ability to perceive figurative means.

The context of the mass media is largely formed within the framework of the "print periodical" system. A periodical printed publication in communication is not just a channel of communication, it is an "artifact" of the "communication" and "culture" systems, a way of fixing and transmitting information, a source of knowledge about the traditions and values of the society in which it operates, a carrier of the ideology of its publishers. The media context of periodical mass media as a part of communication contains the components of the systems listed above, as well as the characteristics characteristic of this type of publication.

A periodical within the framework of communication is also considered as a system.

"Each publication is a system with its own characteristics ... it is open to interaction and relationships with other systems - its creators (author, editor), social sphere of functioning, reader, designer, distributor, etc."

In addition to the most important features - the intended purpose, the reader's address, the nature of the information - other systemic features of the periodic media are distinguished, which are also reflected in the media context: "the nature of the design, the degree of analytical and synthetic processing of information, its iconic nature, the composition of the main text, the structure of the publication, the frequency".

Of great importance are the "channels of information exchange". Therefore, the context of the mass media is influenced by "organizational and material and technical capabilities", which determine the possibility of using non-verbal means.

In the process of communication through a periodical printed publication, all of the above systems closely interact, while some components belong simultaneously to several of them: for example, the publication is a channel for the dissemination of information in communication, as well as an artifact of the "culture" and "communication".

For the world periodical printed edition, the systemic contextual characteristics will be as follows. In the system of "mass mediated communication": the addresser - the publisher of the media, designers, authors of texts, the addressee - a potential reader, a linguistic personality; message - media materials; channel - printed edition. The cultural context of such a publication will contain knowledge, values, ideas, norms, traditions, characteristic of the global cultural space. The code will be the World language system, and the linguistic context will be determined by the language picture of the world. The technical capabilities of a periodical printed publication dictate a visual way of transmitting information, while the main information is transmitted by verbal text, additional information is conveyed through visual means and technical execution.

The media context of a periodical printed publication is considered as a system that is formed as a result of the interaction of the systems "culture", "communication", "mass communication", "language", "printed periodical", "text", "discourse", "addresser", "addressee". The content of the media context is the totality of their elements. The periodical printed edition is a component of mass mediated communication. From the relevant elements of the communicative situation and the linguistic characteristics of the text in the mind of the participant in communication, the context of the periodical printed edition is formed.

The development of media texts that affect the decision-making process in a particular socially important problem needs a solid foundation. It seems that two opposite assessments of the post-modern structure of the social environment from the point of view of the degree of its orderliness

and/or chaos can serve as such a prerequisite. Both in Uzbekistan and abroad, there is a rapid destruction of the values and guidelines that are characteristic of an industrial society. The level of capital investments in material production is decreasing, and the highest level of mobility becomes one of the main competitive advantages. Under these conditions, on the one hand, the various institutions of society become, as it were, eluding thoughtful analysis, since the very subject of research is rapidly changing. And, on the other hand, attempts to streamline this chaos with the help of already known and proven models of social and communicative interaction may well be regarded as a dangerous anachronism that can only increase the already existing conflicts of interests of various groups and layers of intellectual interaction.

At the same time, it makes sense to consider media texts as a particular manifestation of the conceptualization of a particular argumentation structure built as a basis for a particular managerial decision. Undoubtedly, such tests are also a form of “soft power” implementation. They construct the conceptual system necessary for the subjects of decision-making or their critics, and actively implement its socio-political routine. And in this case, the goal of creating a particular media text is determined by the tasks of introducing a certain concept into the public consciousness, which should soon take a key role in the communicative space. The constant confrontation of such conceptual constructions, as a result, becomes the main manifestation of “soft power”.

Semantic readings of modernization processes on the platforms of various media, therefore, can reflect both vectors of the communicative efforts of the subjects speaking in a particular text. Such subjects are presented either as a personified institution of power, or as a carrier of an individualized conflict with this or that state of affairs. Academic media criticism is represented as communication “horizontally”, without claiming power, moving away from conflicts of interest, the scientific environment is able to present unique “pictures of the world” or conceptual structures to decision-makers. However, one should not forget that in modern conditions the competition between scientific and everyday consciousness has intensified.

Some experts note a high degree of mistrust in science and educational communications in society. Thus, according to N. Stehr, the expansion of the economic and social spheres at the expense of knowledge generates new risks that can increase social uncertainty. Significantly weakened the position of humanitarian knowledge, due to its features.

As practice shows, from the point of view of the formal-genre approach, the bulk of media texts thematically related to the preparation of one or another managerial decision on a national scale represent such types of journalistic works as a note, report, correspondence, informational interview. Analytical interviews are presented only in cases where the interlocutor of the journalist is senior officials or recognized experts. Journalistic reports are often prepared on the basis of reports of senior executives and, apparently, are often just slightly revised versions of such speeches. Many publications from the regions are replete with statistical data that are not supported by analysis and conclusions.

As it turns out during the analysis of media texts relating, in particular, to the problems of science and education, in these messages, often, the use of the terms “modernization”, “decision-making in the field of education”, etc., is of a formal reporting nature, without detailed decoding. the meanings of these terms. The publications correspond to the propaganda and presentation tasks of the departments, however, they do not pursue the tasks of a broad public discussion of pressing problems. Officials talk about the ways and means of implementing this strategy for the development of a particular public sphere. The main ideological load is carried by the speeches and individual quotes of various decision-making subjects. Characteristic is the fact that many subjects of media texts understand the modernization of socially significant structures, for example, scientific and educational institutions, primarily as the level of their material and

technical security.

From a substantive point of view, media texts show that the system for preparing important management decisions is de facto closed on itself. It is possible that the rules for constructing journalistic texts, the main formal requirement of which is concentration on one topic, do not allow revealing the full complexity of innovation processes, presenting the economic and socio-political context of the problems discussed. However, the current situation in the information space forms the idea of various spheres of life, and primarily of education and science, as a kind of isolated fragment of society. Even if there is an idea of modernization in conceptual documents as a system of changes in all aspects of social life, media texts, following the established cultural tradition, consider only individual elements of this system, weakly tracking the specifics of the interconnections of these elements.

To date, the tasks of modernizing the economy on an innovative basis, creating a "smart economy", "smart society" have been explicitly formulated. It is recognized that these goals cannot be realized without advanced science and talented scientists. Representatives of academic media criticism have already proved that modernization processes cover not only the economic sphere. In terms of its content, nature and scope, it is the modernization of all aspects of the life of our society, where a systematic approach is needed⁷.

It should be noted that building a knowledge-based economy and the modernization of education associated with this process is, rather, the upbringing of a special mentality of a modern person, which poses worldview tasks for the education system. Moreover, this worldview is determined by the actual concepts of post-modern society. Although, it should be noted, these concepts are only at the stage of formation, refinement of the categorical apparatus. Translating such knowledge is a complex problem, and modern knowledge quickly becomes obsolete. As a result, the paradigm that is relevant at first glance looks like a quickly elusive subject of research and a body of knowledge that is doubtful for educational translation.

As a result, the way of thinking that is characteristic of an industrial society still dominates in the statements of the subjects of managerial decisions. Their conceptual system retains a vulgar technocratic idea of a person and the value of education. Citizens of the country are often considered as a passive object of application of managerial decisions or "human capital", "population". Within the framework of such consideration, one can clearly see the consideration of a person as a means of achieving goals external to him, and the main value is a certain ideal image of the state, the outlines of which are little understood by the audience. Separate voices about the inadmissibility of such a conceptual apparatus of the humanitarian intelligentsia, alas, are isolated. At the same time, the domestic pedagogical tradition is focused on the personal development of a person, on overcoming the tendency to consider people as a means of solving various social problems, even such noble and worthy ones as the democratization of public life. However, the discussion tension outlined here does not receive further development in the media⁸.

In recent years, media texts on state policy in the field of science and education are mostly informative in nature, rarely include a comprehensive analysis of the problem. This feature of publications is associated with a very low debatability of such texts. Anecdotal examples of critiques do not make up for the lack of bottom-up communication or feedback from active actors. The vast majority of texts reflect only official events and facts. Apparently, the heads of government departments and departments associated with the decision-making process in the field of education are actively using their administrative resources to create a consistent and comfortable information space for them. Meanwhile, anecdotal publications of a critical nature indicate that the real problems are out of sight of most of the mainstream media. Often, key concepts such as "modernization", "knowledge society", "decision-making process" used by officials of different levels imply different content and scope of terms. And if the fundamental

documents broadcast by the first persons of the state still contain a systematic understanding of these phenomena, then with further interpretation, the meaning of the concepts mentioned is lost, their semantic load changes, which indicates a weak involvement of local officials in the general processes of formation basic conceptual structures.

CONCLUSION

It should be noted that the stereotyped and superficial content of the media often has a counter-effect on various professional communities, including scientific discourse. Ordinary representations characteristic of mass culture can be found in humanitarian studies, performed, at first glance, very conscientiously. So, for example, in the work of T.T. Sidelnikova presents modern ways of presenting materials for the course "Political Science" and includes very useful methodological recommendations, shows in detail the methods of building educational communications. However, key teaching issues remained outside the scope of the study⁹.

For any important social decisions, such everyday life is the daily practices of the media.

Characteristic of a sane person who, meanwhile, remains a prisoner of routine attitudes, the desire to structure information reality in public ways, for example, through the media, sooner or later leads to disappointment. Ordinary ideas do not have the methodological possibilities for a consistent explanation of the ongoing processes. But science, as has already been said, which poses questions and generates hypotheses, does not bring the desired peace. And therefore, communicative and intellectual efforts to provide content for information pictures of the world open up opportunities not only for the accumulation of intellectual resources, but also for all kinds of malicious manipulations.

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