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THE CONCEPT OF MEDIA DISCOURSE AND FEATURES OF THE ORGANIZATION OF ONLINE NEWS DISCOURSE

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ABOUT ARTICLE

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Abstract: News discourse is widely represented on the Internet. In a fairly short period of existence, online news discourse has acquired its own features that differ from the presentation of news in other sources. The following features of a news presentation on the Internet are highlighted in this article: efficiency (quick updating of information), concentration (presence of many news on one Internet page) and a versatile view of the event (at any time it is possible to find information on any topic). Besides, The concepts of computer, electronic, virtual and Internet discourses are widely explained and differentiated. The most general concept is virtual discourse. In this study, by virtual discourse we understand a set of texts immersed in a communication situation in virtual reality. Virtual discourse becomes a field of discourse generation, a source of a wide variety of discursive formations, among which are computer (or electronic) and digital discourses. These concepts include arrays that, in addition to texts in the Internet environment, include texts on paper that are not connected to the Internet.

INTRODUCTION

Speech activity, which is the central object of linguistic study, allows for many aspects of study. The discursive aspect is the coverage of communication taking into account all the characteristics of the cultural-historical, socio-situational and communicative plans.

The term discourse analysis was first used in 1952 to designate the method of distributional analysis of superphrasal units by the American linguist Z. Harris [14: 474-494]. He is the author of this term and a number of basic theoretical provisions of the discourse.

Let us turn to the meaning and interpretation of the concept discourse. Over its short history, the meaning of the term “discourse” has been changed, improved and expanded. At the initial stage of development of the theory, discourse was understood as a connected and coordinated sequence of sentences.

Discourse (French discourse) is understood as “a coherent text in combination with extralinguistic factors” [11, p. 84] or “a central, complete unit of speech activity, expressing interpersonal speech interaction” [13, p. 64].

In general, in modern linguistic science there is a fairly large number of definitions of discourse. Discourse can be understood as a text in its inextricable connection with the situational context: in conjunction with social, cultural, historical, psychological and other factors; discourse can be considered as a set of texts related to a certain sphere of human activity, created in the process of communication, which covers the addressee of the message, the sender and the message itself; discourse is the text in its formation before the interpreter’s mind’s eye [8, p. 45]. You can also consider discourse as “a complex communicative phenomenon, a complex system of knowledge hierarchy, which includes, in addition to text, also extralinguistic factors (knowledge about the world, opinions, attitudes, goals of the addressee, etc.) necessary for understanding the text” [9, p. 56].

MATERIALS AND METHODS

Currently, a more comprehensive definition of the concept of discourse can be found in the Linguistic Encyclopedic Dictionary. N.D. Arutyunova believes that “discourse (from the French discourse - speech) is a coherent text in combination with extralinguistic - pragmatic, sociocultural, psychological and other factors; text taken in the event aspect; speech, considered as a purposeful social action, as a moment involved in the interaction of people and the mechanisms of their consciousness (cognitive processes). Discourse is speech “immersed in life.” Therefore, the term “Discourse,” in contrast to the term “text,” is not applied to ancient and other texts whose connections with living life are not directly restored” [3, p. 136].

In this work, the term “discourse” is used to refer to different types of speech and speech works, the coherence and comprehension of which is recreated taking into account the entire set of linguistic and non-linguistic factors. Thus, any discourse, acting as a reflection of a special mentality, ideology, creates its own special world through the activation of certain features of language. In general, modern science is characterized by an ever-increasing interest of researchers in issues of discourse analysis (R.K. Potapova, A.A. Kibrik, V.A. Plungyan, E.S. Kubryakova, T.M. Nikolaeva, etc.). In this regard, we can highlight the features of the discursive approach. The discursive approach is a relatively new

direction in linguistic science; its popularity in recent years is associated, first of all, with a rethinking of the role of language in modern society.

In the study of discourse, as noted by R.K. Potapova, there are two leading directions. One of them is the cognitive approach, which involves the study of discourse in its connection with cognitive functions and processes. The second approach of R.K. Potapova calls it dynamic, associated with the analysis of the processes of text generation and its perception [12, p. 57].

It is thanks to the active work of mass media that language becomes an instrument of influence and manipulation; it is considered as a source of social power. In addition, the relationship between language and society is becoming more and more obvious: on the one hand, language is influenced by its speakers, on the other, language turns out to be the most important tool for categorizing, and thereby understanding, political phenomena.

The interest of researchers directly in media discourse is due to the fact that media discourse is a multifaceted phenomenon and has many possible aspects and points of application.

The media does not exist outside the activities of individuals, social groups and communities, outside the communication processes that connect and direct social and political life. Media communication acts as a unique social and information field of politics. Communication in the media is a set of processes of information exchange, information transfer, structuring socio-political, economic, social, cultural activities and giving it new meaning.

Before moving on to a direct examination of news discourse, it should be mentioned that, depending on the main forms of content, functional-pragmatic and stylistic implementation of characteristics, a number of main areas of discourse are distinguished. One fairly broad area of discourse is media discourse or media discourse. Let us turn to the consideration of media discourse. E.A. Kozhemyakin proposes to understand media discourse as “thematically focused, socio-culturally determined speech-thinking activity in the mass media space” [6, p. 14].

E.A. Kozhemyakin identifies such types of media discourse as news, advertising, promotional (PR) discourses; informational, analytical, journalistic discourses; identifying, representing, ideological discourses, etc.

The cognitive approach to the content analysis of discursive material allows us to reconstruct the basic meanings that underlie certain conceptual areas. E.A. Kozhemyakin [10, p. 17] notes that “discourse analysis is aimed at describing included and excluded topics, hierarchical placement of information in media texts and their fragments, lexical and stylistic representation of information.”

A.A. Kibrik points to the problems of the structure of discourse, the influence of discursive factors on the taxonomy of discourse, which is understood as the classification and systematization of complexly organized areas of reality. The last area involves three main classifications, namely differences in: mode (oral or written discourse), genre and functional style [18, p. 56].

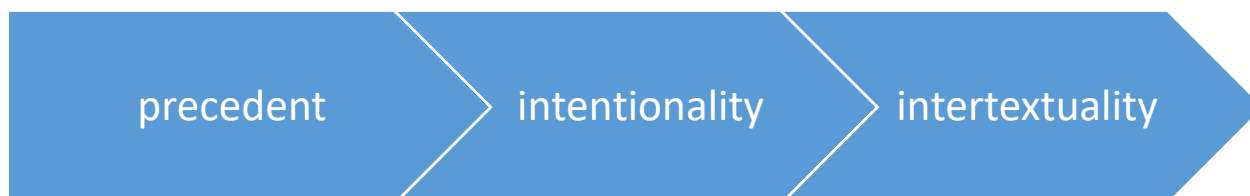
Thus, with the help of discourse analysis, it is possible to determine the content and structure of cognitive concepts that reflect the features of categorization within the framework of the linguistic picture of the world. Media discourse has a number of functional and pragmatic goals and characteristics. E.A. Kozhemyakin [10, p. 13] includes the description of reality and its interpretation, the impact on consciousness, the assessment of reality, the forecast of the development of events, etc.

Media discourse has a subject area, i.e. everything that it includes (descriptions, explanations) can be perceived as a real object. When analyzing media discourse, one should also take into account its communicative characteristics, i.e. methods and conditions for receiving and transmitting messages. In media discourse, the expression of the subject area is carried out using speech acts, units and means of expressing meaning, which can be directly influenced by the context.

Depending on the type of participants, two main types of discourse are distinguished: personal (person-oriented) and institutional (status-oriented). Mass information, or mass media discourse, is a type of institutional discourse. In this study, we interpret mass media discourse as a complex of media texts in conjunction with extralinguistic features of their production, distribution and perception. Media texts, in turn, are understood as mass media texts.

RESULTS AND DISCUSSION

Modern media discourse in language is characterized by the following general national-cultural linguistic-stylistic features [1, p. 42]:



Precedent in linguistics is the process of reflecting in the text the national cultural tradition in the assessment and perception of historical events and persons, mythology, monuments of art, literature, and works of oral folk art. Precedent phenomena are one of the striking characteristics of media discourse. [7, p. 74]. In modern media discourse there are all varieties of verbal precedent phenomena, of particular interest is allusive use. The stylistic device of allusion “is a means of extended transfer of properties and qualities of mythological, biblical, literary, historical and other characters and events to those discussed in this statement” [9, p. 110] and relies “on the extralinguistic presuppositions of the author and reader, on the historical and cultural component of their background knowledge” [7, p. 43]. Allusion is one of the elements of “alien text” in the author’s text, therefore it is one of the clear indicators of the precedent and intertextuality of the text. The problem of

intertextuality is “the problem of intertextual interactions” [8, p. 4]. 39-40]. The problem of intertextual interactions is reflected, as already noted, in the works of M.M. Bakhtin, who in one of his articles wrote: “Two speech works, statements, compared with each other, enter into a special kind of semantic relationship, which we call dialogical” [5, p. 314]. Y. Kristeva pointed out the connection between Bakhtin’s dialogism and intertextuality: “Bakhtin’s “dialogism” reveals in writing not only the subjective, but also the communicative, or better yet, the intertextual principle” [10, p. 102].

Intentionality is interpreted as a set of intentions embedded in a given text. It is one of the main factors that influence the choice of pragmatic influence strategies. In political discourse, it is not just intention that is important, but communicative intention, which correlates with the expression of various intentional states of consciousness and, as a result, covers a wider range of phenomena than the expression of intention in the psychological sense. An intentional state should be understood as a wide range of mental states associated with a focus of consciousness outward, rather than inward.

Mass communication media have a number of functions, the main one of which is information. This function is most fully realized by both printed (i.e. published in print media publications) and electronic messages (in the narrow sense - a news article published within an Internet information publication), which constitute an important part of the national cultural and ideological context, which allows us to consider news texts as basic texts of mass media and, therefore, news discourse as the main type of mass media discourse.

News discourse is a product of the collective activity of a certain social community of people involved in the collection, processing and periodic dissemination of relevant, socially significant new information through the media through the generation, broadcast and interpretation of news texts. It has the following characteristics: the relevance of the information contained in the text of the news; the significance of the event being described; spatial or psychological proximity to the recipient of information; belonging to a media topic; a number of format features, namely: the presence of a single superstructure that promotes maximum informative division of the news text and consists of a set of the following consistent blocks (in the terminology of T. van Dijk - “categories”): “Summary” (“Headline” and “Introduction”), Main Event, Background and Commentary. Each block must correspond to a sequence of propositions or sentences of the text, and the order of the blocks determines the general distribution of the corresponding sequences of actions or episodes.

The first component is the Summary, i.e. a short preview of news materials before moving on to their essence. It is expressed through the title and introduction. The tasks of the latter include providing brief information about the content of the text and attracting the attention of readers. In printed publications, introductions are rarely used to avoid providing the reader with enough information to understand the gist without reading the text itself. The title, in turn, should show the

connection between the title and the text or arouse interest in reading the entire article. Next, he identifies the Main Event - the category in which the news event is reported, the Background - a kind of context that provides additional information about the events being described, and Verbal Reactions or Comments, which contain conclusions, forecasts and any other information coming from the author himself. This sequence is not strictly defined and may vary depending on the specific case under consideration.

Speaking about the place of media discourse in the general theory of discourse, A.A. Kibrik comes to the conclusion that it could be one of the functional styles, but at the same time expresses doubts about the statement made, since there is a concept of journalistic functional style, which is similar to the concept of Media Discourse.

Globalization processes, covering the modern world in all its diversity, must be considered not from the position of economic or political changes, but as processes that ensure the reshaping of “the entire system of social connections and relationships, the system of life worlds of the inhabitants of the planet” [1, p. 155]. This process is the result of the historical, economic, political, social and spiritual development of society, the potential goal of which is the formation of a united humanity as a deeply interconnected global community.

Globalization processes have brought significant changes to the basic characteristics of communication. First of all, the reason for these metamorphoses was the scientific and technological revolution, with the onset of which such integral features of communication as temporal relevance, the presence of an author and interlocutor, emotionality and isolation were replaced, respectively, by virtuality, a spatio-temporal gap between the author and his interlocutor, exit to the fore the value of information as such and the open and variable nature of communication. The Internet most fully reflects these characteristics of the communication environment within the framework of globalization processes. The emergence and expansion of the Internet due to the constant involvement of more and more new users led to a change in the nature of the “speaker-listener” antinomy, in this case “author-reader”.

Internet communication intensifies and democratizes communication due to its interactivity, reducing social, technological and ethnocultural barriers between communication participants and improving feedback mechanisms [3, p. 209]. Firstly, the changes affected the physical and psychological texture of communication as such.

Internet communication acquires a written-oral character when the opposition “oral - written speech” is neutralized, since speech presented on an electronic medium, recorded using a keyboard, has all the features of oral speech - in terms of genre, language and style. Thus, there is a shift in the pair “speaker - listener” and its replacement with the opposition “writer - reader”, provided that this type of communication differs significantly from the accepted concepts of writing and reading books

or any other written recorded speech, which is due to the environment in which the speech itself is carried out. communications.

Internet technologies cause changes in the continuum of information-semiotic systems used in communication. Thus, with the advent of the World Wide Web, it became possible to use a different set of programs (“engines”) that allow readers to access the content of sites in terms of its moderation, correction, addition, etc. (the most famous example of such a site, whose content can be updated by any Internet user, is the free encyclopedia Wikipedia, which is based on wiki technologies).

Internet resources that provide access to editing and adding materials are widespread, thanks to which the percentage of so-called citizen journalists is steadily growing - people who are not professional journalists, but who have the opportunity to publish their own news reports and reports from the scene. Such high-speed notification of a large percentage of the population was made possible thanks to the existence of:

1) blogs (or Internet diaries): with the help of free hosting, it is possible to create your own websites equipped with the “live blogging” option, when articles are published in real time;

2) Twitter technology (“An Internet site that is a microblogging system that allows users to send short text notes (up to 140 characters) using a web interface, SMS, instant messaging services or third-party client programs” all messages sent using Twitter, answer the question “What is happening to you now?”); this type of news message allows a journalist (or a non-professional reporter) to send messages from his mobile phone while at the scene of an incident, event, etc., posting news messages with a gap of 2-3 seconds from real time;

3) streaming multimedia (live-streaming), real-time video (real-time video), etc.

Thus, in addition to newspapers and printed news publications, news discourse is widely represented on the Internet. The Internet itself has now become one of the main sources of information. In a fairly short period of existence, online news discourse has acquired its own features that differ from the presentation of news in other sources.

M.A. Kovalchukova highlights the following features of news presentation on the Internet: efficiency (quick updating of information), concentration (presence of many news on one Internet page) and a versatile view of the event (at any time it is possible to find information on any topic).[10]

Researchers distinguish between the concepts of computer, electronic, virtual and Internet discourse. The most general concept is virtual discourse. In this study, by virtual discourse we understand a set of texts immersed in a communication situation in virtual reality. Virtual discourse becomes a field of discourse generation, a source of a wide variety of discursive formations, among which are computer (or electronic) and digital discourses. These concepts include arrays that, in addition to texts in the Internet environment, include texts on paper that are not connected to the Internet. A lower-level concept is Internet discourse, which is understood as text existing in the

Internet system, in which the persuasive communicative attitude implicitly reflects the subjective and personal author's position, modeled taking into account psychological, linguistic and technological factors.

In turn, Internet news discourse acts as a projective discourse in relation to basic Internet discourse and media discourse, borrowing some of their discursive characteristics and specifying them. It should be noted that the concepts of news Internet discourse and news electronic discourse, considered by some scientists as synonymous, reveal a number of differences: news electronic discourse appears as a phenomenon of the highest order, including not only news articles published on the pages of Internet newspapers, but also news, posted on the global network using Twitter technology, and SMS newsletters. It appears that these two types of news have unique characteristics and should be considered separately.

In electronic news discourse, local and global levels of news discourse have been identified, and the features of oral and written communication have also been intertwined.

Yu.S. Vorotnikova, touching on the specifics of news discourse, points out that earlier its research was carried out with the aim of studying the components of the communication process, namely: the author, the addressee, the sphere of communication, and intentions. Today, in the era of information technology, in particular the Internet, the author sees the need to revise the basic provisions of news discourse, taking into account changes in the characteristics of the discourse itself, which include changes that affected authors, communication channels and ways of organizing language units [4, p. 67].

Describing the differences that arose as a result of the emergence of information sources in electronic format, Yu.S. Vorotnikova draws attention to the peculiarities of working at a computer: fatigue, superficiality of reading, etc. Among the changes affecting the recipient, she focuses on the following: the goal has become a quick search for information, the reader has become the main link in the chain author - text - reader. The author also points to the increased importance of introductions in online publications. It is on the first pages of all electronic news publications and represents a summary of the article.

The process of reading and perceiving information has recently undergone some changes, especially with regard to electronic publications. These changes affected each block of online news discourse, such as "Headline", "Introduction", "Main Event", "Background" and "Commentary", which, first of all, is reflected in the selection of linguistic means in Internet publications.

The categories of headline and introduction or news announcement began to play a greater role in the electronic version of news compared to the printed version. When accessing the electronic version of news, the user's visual space is limited. Thus, a lot of attention is paid to the headings and introduction, which attracts the reader's attention.

Based on the type of news introduction, nominative-chronotopic or problem-posing types of headlines are distinguished.

Thus, in printed publications, a problem-posing introductory block is most often used, the purpose of which is to attract the reader's attention to the proposed interpretation of a certain event/phenomenon. From the point of view of the linguistic design of headlines, the authors of news articles in printed publications most often use in the introductory block emotionally connoted vocabulary, stylistic devices (alliteration, asyndeton, parallelisms, elliptical constructions, etc.), questions, exclamations, direct and indirect quotations, precedent statements. The suggestive properties of this type of introductory block make it possible to form the reader's attitude towards the published material at the stage of familiarization with the summary of the news, using summary headlines, quote headlines and intrigue headlines.

The humbling of Russia's masters of the universe (The New York Times)

Echoes of Bush in Obama's government (The New York Times)

Economy Is Subject as Putin Is Peppered. (The New York Times)

Obama, Misha and Bear. (The New York Times)

Russians With Pumpkins Protest Many U.S. Plots.

Churches call for an end to racial tension. (The New York Times)

EU to slap fresh sanctions on Syria (The Guardian)

Say hello to intelligent pills (The Guardian)

After EU "Yes", Croatia needs reforms, tight budget (The Guardian)

The format of an electronic newspaper is fundamentally different from the format of a printed publication, and the "Summary" or news announcement structural block is given particular importance compared to other blocks, since it is responsible for the preference of site visitors to follow the link offered to them. The use of hyperlink headings, characterized by a high density of information contained in them, suggests a decrease in the expressiveness and an increase in the information content of the "Summary" block of the main news presented on the main page of Internet publications. In this regard, the main type of heading ensembles representing the "Summary" structural block in electronic messages is nominative-chronotopic, characteristic of purely news messages, the purpose of which is to inform. The main types of headlines within this introductory block are the chronicle headline and the running line headline, characterized by the neutrality of lexical, grammatical and stylistic structures, the purpose of which is to describe the news event as accurately as possible, without resorting to the use of additional means of accentuating the recipient's attention (emotional, evaluative information, citation, etc.).

Furious China calls off EU summit (www.thetimes.co.uk)

Carla Bruni `stirs the Che Guevara' inside Nicolas Sarkozy (www.guardian.co.uk)

Is Osama Bin Laden Dying...Again? (www.thetimes.co.uk)

A news announcement, as a component of media discourse, performs the same functions: informative and influencing, but their implementation is carried out specifically.

CONCLUSIONS

Media discourse is a thematically focused, socioculturally conditioned speech and thinking activity in the mass media space. The following types of media discourse are distinguished: news, advertising, promotional (PR) discourses; informational, analytical, journalistic discourses; identifying, representing, ideological discourses, etc. The functional-pragmatic goals of media discourse include description of reality and its interpretation (informational), influence on consciousness (influencing), assessment of reality (evaluative), forecast of events (predictive), etc. News discourse is a product of the collective activity of a certain social community of people involved in the collection, processing and periodic dissemination of relevant, socially significant new information through the media through the generation, broadcast and interpretation of news texts. News discourse is distinguished by the presence of a single superstructure that promotes maximum informative division of the news text and consists of a set of the following consistent blocks: "Summary" ("Headline" and "Introduction"), "Main Event", "Background" and "Commentary".

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