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PHENOMENON OF THE CULTURAL CODE IN THE CONTEXT OF THE WEB MEDIA SPACE

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ABOUT ARTICLE

Abstract: The article describes and analyzes the national and cultural codes in the modern media discourse of Uzbekistan. National-cultural codes in contemporary media discourse are expressed in tactics and techniques for their construction. The tools for building national-cultural codes in the media discourse of Uzbekistan is predetermined by the peculiarities of the national picture of the world, the quality of awareness and their adaptability to new conditions. This study aims to reveal and describe the national and cultural codes in the media discourse on the Uzbek-language website of the socio-political Internet publication. The national-cultural code is a medium through which the secondary codes change, which determine the daily life and structure of the behavior of specific societies, and therefore affect the consumer behavior of the individual in particular. The national-cultural code constitutes a set of signs and meanings expressed in human activity.

INTRODUCTION

One of the most critical tasks facing the linguists of Uzbekistan is to develop innovative approaches to the study of media discourse, the problems of modern media communication, current processes in the modern language and the style of the media. Since the need for effective communication determines the importance to find new opportunities for the linguistic expression of thoughts and ideas. Today, the audience receives no less information about the

processes taking place in the world than about the changes in their own country. The evolution of modern mass media structures in Uzbekistan perfectly reflects the depth and dynamics of these changes. The media provide an imposing picture of language use, which causes conflicting judgments and assessments of what is happening.

Journalism is always at the forefront of the struggle to form a reliable, complete and relevant information picture of the day. A particularly important problem today is how to help journalists effectively fulfill the task of promptly providing socially significant information, and its objective explanation, commenting, and review. And here, information technology is indispensable. Since "the basis of the mass media are technical means for the wide and rapid copying and dissemination of messages". Mass media work for their audience and the ideal language of a particular media should correspond to the language of the target audience [3]. Mass communication can safely be called a new linguistic reality, which is located at the center of modern linguistic processes. This is a model of the modern national language, in which its literary basis and nonliterary spheres interact [7]. The image of the world created in the media is designed to influence through information, persuasion and persuasion. That is why it often stems from the ideological and political order of the address. To be more precise, it is necessary to study not one but many images of the world belonging to one period in the media. In this case, the natural feature can be common (speed, mobility, relevance). The content is different and most of them contradict each other. Therefore, the pragmatic direction requires an in-depth study of the author and the object of speech (sender and receiver). These aspects often determine the methodological orientation, impact, and other characteristics of media language.

Today, the language of the media, concentrating a significant amount of speech changes, has become one of the most striking indicators of change. This is due to a number of political, socioeconomic and cultural reasons, cultural nature, and the development of the mass media and journalism itself plays an essential role in this process. Obviously, in the course of the transformations of the last decades, primarily the technological revolution, the very concept of the media has changed and expanded [1]. Based on the current situation in the global context, "mass communication" can be divided into two types:

1. Socio-political information for the general public.

2. Information formed for a specific address intended for a specific group.

In media communication, language realizes its potential as a functional whole as much as possible. It has several features in place. First, this integrity is particularly evident in media texts prepared by the media, which are perceived as multi-coded texts: language appears as one of a number of representatives of various semiotic systems [8].

MATERIALS AND METHODS

A certain circle of linguists, theorists and practitioners in domestic and foreign journalism is engaged in the description and analysis of the language of the media. According to T.G. Dobrosklonskaya, a well-known researcher in the field of media language, the language of the mass media is one of the most influential areas of language and is "a message in conjunction with all other components of communication (sender, recipient of a message, channel, feedback, communication situation or context)" [4].

The internal linguistic status of the media language is approached from the point of view of the basic paradigm of language-speech and text-discourse. Media discourse texts are classified according to the degree of implementation of the main functions of language and the channel of distribution (press, radio, television, Internet). The media language reflects the socioideological changes in society, new concepts and ideologies. For example, it is enough to compare the style of media texts of the Soviet era and the post-Soviet period.

Media texts are studied using the methods of cognitive linguistics, discursive analysis, critical linguistics, functional stylistics, pragmatics and rhetorical criticism. The novelty of the media linguistic methodology is that it provides a systematic, integrated approach to the study of media texts based on the integration of existing methods.

Media communication is a field of human activity that takes place through language. The impact of information is seen in the student's independent thinking. The formation of views, values and ideals of information consumers requires the search for ways to regulate the world of information in students' minds and the development and formation of a system of new methods and skills of information management. Modern media discourse reflects the trends of modern Uzbek society. Media discourse is "a set of media texts, a kind of space in which they circulate, reflecting communication strategies specific to a particular era" [5].

The manifestation of the media course as an activity of culturally and socially defined speech thinking in the media space is achieved through the production, storage and dissemination of information about the processes in society that affect the social consciousness of society. Such projection is carried out through communicative-informational (tele-, radio, electronic, etc.) channels of data transmission. At the same time, due to technical progress, these channels are improved and updated, which leads to the complication of social cooperation in society, various changes in all types and forms of communication and, ultimately, the emergence of information and communication modifications of the media space.

RESULTS AND DISCUSSION

The characteristic features of mass media production are general availability, large circulations, and indefinite plurality of the addressee. What is important here is that the technical mediation between the source of information and its addressee creates a neutral with respect to a particular subject or an empty form of communication opportunities, which is a unified, structural framework for multiple interpretive communicative acts [1]. G. L. Timofeeva notes the following among the linguistic features of network journalism:

➢ the presence of a large number of anglicisms, especially from the language of the Internet;

➢ the emergence of a large number of abbreviations from words widely used in the Internet environment, as well as derivatives of these words;

➢ widespread network jargon;

➢ the abundance of erratives — deliberate distortion of spelling, the use of words from the so-called marginal languages of the Internet; a bunch of colloquial vocabulary;

➢ the use of graphic elements expressing the emotions of the author — emoticons, combinations of brackets or their substitutes.

The language of the Internet, including online media publications, has all the main functions of the media: information commentary and evaluation, cognitive and educational, impact function, hedonistic, etc.

A. Atabekova believes that "... the interaction of language tools in the web-page space is a reflection of universal, idiotic traditions and individual aspects of mutky communication" [2].

L. Yu. Ivanov believes that "electronic language" is not a functional style of language, but a functional type. This is due to a number of features that distinguish the concept of "style" from the concept of "sublingual language" or "type" of language [6].

These features include the presence of neutral means of literary language, which affect both the periphery and the center, as well as the non-normative means of language. In this respect, it brings it closer to the language of the media. This type of language is not stylistically closed and cannot be included in any functional styles and other functional types of language. This language cannot be associated with any particular area of communication or type of discourse (scientific, religious, educational, etc.). This type of language serves not only specific territory and function, but also ordinary human communication.

Media text has all the characters unique to each text. In the new communicative environment, which is manifested through specific technical means, the media text shows the

graduality of the appearance of relevant characters, which is often observed in modern forms of computer-assisted communication.

The vital content of culture from the media space, the layer of deep values of culture as the creative basis of its human linguistic ability, reflects the national landscape of the journalistic text. Media text brings together a virtual spiritual being, a unique laboratory for synthesizing and disseminating mainstream values aimed at immanent axiological representation. As a result, journalism emerges as a social and political institution that shapes consumer axiology.

Researchers highlight the most important aspects of global networking language based on the age-old genres of networking. In studying them, the possible directions of the influence of the global network language on the common language are more easily identified. It is more difficult to identify differences in the mastery genres of the global network. Some assimilation genres may be virtually indistinguishable from virtual and "paper" options. The specifics of such genres are determined, first of all, not by their presence in the global network but by the area in which they entered the global network, the functional type of language or the field of communication [2]. In Internet texts related to the publicistic style, all the usual techniques are implemented: the correlation of standardized and expressive segments of the speech chain and the simultaneous action of expression and standard orientations not only retain but also increase their significance on the Internet.

CONCLUSION

It is evident that a comprehensive study of the language of online publications should be inter-sectoral in nature. The work will undoubtedly impact the disciplines of related branches of science since its results will be used in the educational process. An integrated approach to the creation of scientific work on the language of Internet publications will expand the problematic field of research, make the transition from a level-by-level to a multi-level system of the Uzbek language. Researchers who undertake the creation of a comprehensive work on the study of the language of Internet publications should initially understand the significance of their work for science, practice and society.

Thus, based on the above mentioned views, the following conclusions can be drawn.

1. At the content level, the language of social networks becomes a new cultural code, which is used, on the one hand, as a reaction to the changed principles of media consumption, on the other hand, acts as a tool to attract and retain the audience.

2. The active use of cultural elements in mass media texts is characterized as a new round of democratization of journalistic discourse.

3. The cultural code is the constructive basis for media discourse as a whole; it determines the intentional strategies of different levels, and in modern media discourse it undergoes constant transformation due to changes in the structure of modern society, its development trends and cognitive needs.

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