

MEDIALINGUISTICS AND ITS ROLE IN THE RESEARCH OF LANGUAGE OF MODERN MASSMEDIA

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Abstract: the study of the media distinguished identification of a new section of linguistics. Medialinguistics studies the language of mass communication. Modern foreign studies investigate linguistic imperialism and the English influence of the world media. The article examines this influence on the example of our media.

Keywords: medialinguistics, language of mass media, mass communication, world picture, linguistic imperialism, English influence.

The rapid growth of mass communication, expanding communicative space, due to the rapid development of information technology have transformed the world, according to the famous Canadian sociologist G. McLuhan, into a "world village". the world information space has emerged with the growing number of TV channels, radio stations, online versions of printed publications and the appearance of online publications. Modern Western and domestic researchers establish as a specific area of language functioning. It requires an innovative approach to the study of language disciplines.

An active study of the media language and the identification of a new section of linguistics began in the second half of the 20th century abroad. By the end of the 20th century, medialinguistics as a new independent direction in the study of the language of the media has confidently asserted itself. In Russia, the term was first used in 2000 by T.G Dobrosklonskaya in her doctoral dissertation [3].

The subject of the new discipline was the study of the language of mass communication, the language of the mass media. This new branch of linguistics that makes it possible to train a competent specialist of the modern level. If for traditional linguistics the key concept was a verbal text with integrity and coherence, then the media text uses not only the verbal level, but also any other signs. Thus, the discourse of the mass media unites the verbal and extralinguistic component into one whole.

The modern Dutch scientist T. Van Dyck talks about the expansion of the concept of discourse, the need to include in it such factors of the speech situation as a social context that gives an idea of the participants in communication and their characteristics; features of production, distribution and perception of information, cultural and ideological background, etc. [2].

At the seventies of the XX century the French sociologist A. Mol predicted that the attitude towards the cultural heritage of society will change by the advent of the mass media . Even the basic system of education adopted in society also ceases to play the same role. For an ordinary person, it is much more important what he will hear on the radio, he will see on TV or in the cinema, read in a poster or newspaper, learn from a conversation with his colleagues and neighbors ,but not the sum of knowledge obtained in the family, school or college that is much more important. Thus, the former more or less complete system of knowledge and values, which constituted the worldview and structure of the individual, is replaced by a set of changeable attitudes, constantly influenced by the mass media (A. Mol *Socio Dynamics of Culture*, M., 1973).

This means that the whole structure of the spiritual life is modified, in which the newest means of information perform the dominant function: the Internet with its social networks, forums and blogs, television, radio, cinema and the press (and we have them to reduce the significance in society now). The forecast of A. Mole, like some other European thinkers, is being realized nowadays.

"Screen culture", created on the basis of computer-space technologies for processing and transmitting information, becomes the leading means of forming a picture of the world. Its internationality, the absence of language barriers erases national-state borders and forms a single global information space. A written verbal component can be supplemented with oral speech, a video sequence with music, animation, etc. All this allows both any text and any program to be multi-valued and manageable (text and "picture" can complement, and can carry even the opposite or false information - interpretation, commentary, double standards policy). Thus, instead of an unambiguous and unidirectional flow of information, media discourse enriched and at the same time began to influence the flow and content of spiritual processes, the acquisition of forms of knowledge. Philosophers hoped that at the era of high technology and man will become a multidimensional culture man, which seeks to develop his abilities and creativity. E. Fromm in his famous work "To have or to be", dedicated to the Western society of the 20th century, wrote that, it is necessary to change the value priorities for society and its to develop its productive

forces. "To have" must yield "to be." But, unfortunately, the spiritual foundations of society are undermined due to the triumph of mass culture, which, among other things, spreads through the world mass media, the cult of entertainment, various variants of counterculture movements.

In the Information Society, the formation of a picture of the world almost completely depends on the media. Images and interpretations, replicable mass media, the global cliché of news texts require specialist to be able to reflect events in various types and see information picture of the world in the dynamics and at the same time in the logical and a stable order of structural and thematic links.

National and cultural specificity of the information organization space, which must be owned, manifests itself not only at the level of content. Comparison of domestic and English-language media (USA, UK) allows you to see both the similarity in the selection of topics and differences, to get acquainted with the priorities of the Russian media market. The specialist should give a comment, create a certain information environment. The well-known Italian journalist J. Chiesa wrote: "The facts are nothing more than background, the main thing is a comment" [5]. Medialinguistics allows you to study what mechanism of media interpretation of events, which are linguistic technologies are used to create media images.

Accounting for the interaction of languages and cultures in the era of globalization, familiarity with the concept of linguistic imperialism expands the traditional framework for learning the language as a specialist tool. In the early 90's English linguist R. Phillipson quoted the British Foreign Secretary as saying that "one of the main strategic tasks for the current period is the replacement of the Russian language in the educational systems of the countries of Eastern Europe in English" [8:11] The expansion of the English language, especially in the youth environment, in Internet communication, is unquestionable, but we will not forget that R. Phillipson points out that the "world domination" of the English language is due mainly to socio-economic and political reasons, as well as to the promotion of the national interests of the most of major countries-linguists - the United States and Great Britain [8:10]

Another modern media researcher, Professor O. Boyd-Barrett, defines media imperialism as a situation in which the property rights, structure, distribution and content of the media in a given country are significantly influenced by other, more developed countries in the media economy. And the impact is asymmetric, disproportionate and unidirectional [1: 251]. So, even Western scholars note that this process is accompanied by a reduction in the share of the national media product in the domestic market. Thus, medialinguistics teaches us to assess the overall language situation in the media.

The powerful impact of the Anglo-American mass media on the level of the language is evident to everyone at the level of vocabulary, and a lot of work by Russian linguists has been devoted to the problem of English borrowings. But a significant number of media texts use this vocabulary unmotivated, which is often perceived as alien, sometimes inconsistent with the general perception of inclusion. The account of the addressee of mass communication, the forecast of his reactions to either an incomprehensible, or even an annoying word, is necessary. The protection of the Russian language and the preservation of the national culture should be one of the tasks of each humanitarian specialist, regardless of the specific nature of the profession.

Working in the context of information wars and conflicts, a policy of double standards requires the specialists in the field of public relations, and journalists to work for the purposes of their country and society both at the level of format and content and at the level of the language, since it is not about a mutually directed influence, but on the prevailing impact of English-language media texts both on the global information space and on the Kazakhstan media landscape

We see that not only the use of lexical units, but also the intonation side of speech was exposed to English influence in television discourse. The rising intonation of English speech is usually associated with an active interest, willingness to conduct a dialogue. Many TV presenters, imitating Larry King or other famous Western television stars, reproduce in their speech this rising intonation. But in Russian there are seven intonational constructions associated with different types of utterances, and an upward intonation can express the question, the incompleteness of the message, bewilderment, re-interview and even the reporting of the partner. The intonation can transmit the thematic relations in pronunciation, basic and secondary utterances, and so on, thereby intensifying or destroying, under unmotivated use, the perception of the meaning of the utterance by the addressee of mass communication. Unjustified copying of the foreign language means can disrupt the contact with the audience, especially the distant one.

The new discipline studies the theoretical foundations and general background of its emergence and separation into an independent section of linguistics. It studies the role of the media in the dynamics of linguistic processes and the functional-stylistic status of the media, examines the main types of media texts, their structure and dynamics, analyzes the linguistic-format features of news, information-analytical, journalistic, advertising texts, and studies media texts of intercultural communication.

The concept of a single information space, of a new virtual territory without state borders, helps to present an integrated information picture of the world in dynamics, operating with terms such as information environment, information field, infosphere, media sphere, media landscape, media discourse.

These complex and multifaceted processes require the development of new paradigms for studying the language of the media. A new virtual text-based environment creates many of its media streams that actively influence language processes.

Thus, we should agree with the opinion of T. Dobrosklonskaya: "Along with the verbal and media level the most important component of the media language is the level of conceptual, or cognitive-ideological. Indeed, it is the language of the media that is the code, that universal sign system, through which the picture of the surrounding world is formed in individual and mass consciousness. Specialists in media psychology recognize that today the perception of a person by the environment of the world depends to a very great extent on the way the mass media represent this world. Without having our own experience of a huge number of events taking place in the world, we are forced to build our knowledge of the surrounding reality on media reconstructions and interpretations, which by their very nature are ideological and culturally specific" [3:10].

Thus, medially linguistics expands our understanding of the possibilities of using the language and becomes a new paradigm in its study that will allow us to identify both the role and means of the media language that actively influence the formation of public consciousness.

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