

Formation of a Language Personality under the Influence of the Mass Media

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ABSTRACT

This article examines the levels of speech culture of native speakers of the Russian language and their observance of the norms of literary word use in modern everyday life. The media play an important role in the violation by speakers of the norms of the Russian literary language, in particular, the norms of actual pronunciation and accentology.

KEYWORDS: *mass media, globalization, speech culture, linguistic competence*

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At the turn of the first and second decades of the 21st century, the situation of the Russian language continues to cause serious concern. This also applies to the level of speech culture of native speakers of the Russian language and their observance of the norms of literary word use in modern everyday life.

It is known that the problem of normative literary word use today is one of the most urgent in the development of the national Russian language. In the age of globalization, scientific and technical progress, the modern personality as obligatory is, first of all, such requirements as professionalism and a high level of speech culture. Violation by speakers of the norms of the Russian literary language, in particular, the norms of proper pronunciation and accentological ones, complicates communication, prevents them from fully comprehending the content of speech. A person expresses his attitude to the world through language, declares his uniqueness and originality, and also recognizes himself as a part of a single society. Language has become a powerful factor in the socialization of the individual. He brings people together. Language is a vehicle for solidarity and

belonging, although it cannot be imagined without a social and cultural context. He is the keeper of the cultural identity of an ethnic group and ethnic groups that speak the same language, acts as a link between different historical epochs and generations of people. According to I.G. Herder, "only through language the history of mankind became possible", that is, the language has the function of preserving the culture of the people. It also prevents the people's spirit from becoming impoverished. Today it is impossible not to recognize the aggressive, destructive nature of the impact of the environment on the linguistic personality. An individual is bombarded with a large flow of information that is not subject to censorship and any kind of control, therefore, the linguistic personality needs to independently install speech filters in order to cope with the "press of projected information messages". Today, following H. Ortega and Gasset, attention should be paid to the problem of dehumanization of culture. The distortion and impoverishment of the Russian language, the use of profanity and slang deprive the younger generation of the opportunity for self-realization, individuality and

creative thinking. Thinking and speaking are interconnected. It is not for nothing that experts have proven that children who speak Russian have highly developed thinking and logic. The word serves for the unity of communication, communication and thinking, therefore, the higher the literary language of an individual, the more competent and perfect she is. It is impossible to stop the process of invasion of the slang language and reduced vocabulary, since the language undergoes changes, and the media play an important role in it. The new century, globalization, social phenomena of the 20th century, the increased role of new means of communication cause changes in both the language and the linguistic consciousness of speakers of the language. The Russian language itself is changing, and there is a "degradation of the Russian language ability." At the beginning of the twenty-first century, the Russian language finds itself in the English-speaking environment, both in society and in the individual linguistic consciousness of a linguistic personality [1]. The rapid development of the media business has become one of the most striking phenomena of socio-cultural reality of the last decade. A consequence of the increasing impact of the language of advertising on society was the attention of researchers to communicative, linguistic, stylistic and other features of advertising texts, as well as interest in the specifics of the perception of advertising by representatives of various social, age and gender groups, reflected in a number of publications of scientific and popular publications. Advertising as an impersonal form of communication "in a simplified form reproduces the picture of the world, stereotypical ideas, the scale of the values of the people" [2, 4]. A linguistic personality is modeled according to what arts of speech and with what completeness she is trained and what experience and skills she possesses in different kinds, types and forms of literature.

The dehumanization of the literary language in the modern world has set researchers the task of revealing the nature and role of the human factor in linguistic communication. Nowadays, language is considered in its immersion in life, in the reflection of reality. It can be argued that it is possible to understand the nature of language only on the basis of a person and his world as a whole. An uneducated, weak linguistic personality, which is subject to aristocratic and oligarchic types of influence, with low special and general cultural training and without responsibility for the spoken word, becomes an ideal model for the Russian media in the 21st century. And therefore, what is voiced and shown on the screens does not require responsibility and respect for their cultural origins, first of all for the language. And this is also

connected with the formation of the national spirit [3, 7]. In the light of the modern change in the Russian language, Christian traditions have been lost and not observed, therefore the linguistic personality is degrading. The media form a weak, culturally insignificant, linguistically incompetent and ethically not responsible linguistic personality. In the field of mass media, language acts as a means for the transmission and perception of extralinguistic content. The massiveness of the television audience, the scale of the publicity of appearances on television do not put forward special requirements for the linguistic personality of the speaker, who is responsible for communicative events. First of all, it should be a person who is of unconditional interest to many, either by virtue of his social status, type of activity, or possessing valuable, exclusive information. The reason for the appearance on the TV screens of people often is their ability to clearly and originally present themselves and attract a large number of viewers. In this sense, the appearance on TV screens of people who, at first glance, are remarkable, but culturally immoral, is considered a justified and value-progressive fact. Thus, we can summarize that the main place in the successful organization of television and any other kind of communication should be occupied by a bright, outstanding linguistic personality, attracting mass character with its recklessness. Such an example is the TV series "Univer", "Real Boys", beloved by young people, as well as the reality show "Dom-2", which not only introduce reduced profanity into their lexicon of viewers, but also dull them. For this reason, you often hear the favorite expressions of the heroes of young people, such as "pipets", "edrid Madrid" and so on. And if we consider the speech of a linguistic personality, which is influenced by the heroes of the series "Real Boys", then it is filled with some interjections, for example: "What is it," "What is it?". The linguistic competence of a linguistic personality acts as a qualitative characteristic of her activity-communicative needs and expresses the degree of adequacy and completeness of the individual picture of the world, determines the level of proficiency in the means of native and foreign languages. But, unfortunately, this does not happen due to the influence of the media, which are interested in a pliable and uneducated linguistic personality [4]. The famous scientist in the field of Russian linguistic science G.I. Bogin proposed his own model of linguistic personality, in which he identified five levels of language proficiency:

1. The level of correctness, which presupposes the presence of a sufficiently large lexical stock, knowledge of the basic regularities of the

language and allows one to construct an utterance and produce texts in accordance with the rules of the given language.

2. The level of interiorization, including the ability to realize and perceive statements in accordance with the internal plan of a speech act.
3. The level of saturation, allocated from the point of view of the reflection in speech of all the diversity, all the richness of the expressive means of the language in the field of phonetics, grammar and vocabulary.
4. The level of adequate choice, assessed from the point of view of the correspondence of the language means used in the expression in the field of communication, the communicative situation and the roles of the communicants.
5. The level of adequate synthesis, taking into account the correspondence of the text generated by the personality to the entire complex of substantive and communicative tasks that form its basis. This model by G.I. The goddess calls it linguodidactic. This is a three-dimensional education at the intersection of three axes - the levels of language culture (phonetics, grammar, vocabulary), four types of speech activity and the above levels of language proficiency.

So, to summarize, the culture of communicative activity is the result of a high communicative sub competence of a linguistic personality, which the media should offer. But, unfortunately, the picture is different: a modern degraded linguistic personality does not have elementary knowledge about the world, her life experience can be compared to zero, since the whole life of young people flows in front of the TV, which shows not highly intellectual entertainment talk shows.

So, to summarize, the culture of communicative activity is the result of a high communicative sub competence of a linguistic personality, which the media should offer. But, unfortunately, the picture is different: a modern degraded linguistic personality does not have elementary knowledge about the world, her life experience can be compared to zero, since the whole life of young people flows in front of the TV, which shows not highly intellectual entertainment talk shows. Language helps to cognize reality, and cognition of reality in modern linguistic his personality is colored only by catchy vulgar events from the life of scandalous stars, spoiled by excessive media attention to their people. The media are the mediators between the world and society. Translating this kind of mediation into reality requires creativity, talent, due to the fact that the world is undergoing

changes every moment, especially in the era of modern information technology. Creativity for people working in the media sector remains the highest goal, and creative work remains fundamental and responsible. Creativity must begin with the language design of the intention and it is necessary to calculate it for effective communication with the interlocutor or with the target audience. Inadequate understanding of an oral or written message can lead to serious errors and cause unwanted conflicts.

Language serves to develop spiritual and ideological abilities for a linguistic personality. Language every day more and more penetrates into the inner life of a person, but nevertheless it has "an independent external being, exerting its pressure on the person himself" [4]. Moderators are the main figures in organizing language communication in the media. The personality of the moderator, his professional competence, general and linguistic culture, speech etiquette, the ability to organize the necessary environment in which the speech action takes place, determine its success with the target audience. The attitude to them as to public figures in society is ambiguous. It all depends on how skillfully they achieve the correspondence of form and content in their programs and, of course, on the individual qualities of each of them. A VJ of any program as a linguistic person is a representative of those who are present on the other side of the TV screen, on their behalf voices information of interest to the target audience. To interest the viewer, he needs to know very well the reality, preferences and problems that are relevant to the audience. But this is easy to predict, since the target audience is mainly attracted by what remains prohibited, namely, reduced literary vocabulary, monosyllabic words and simple sentences, so that a modern linguistic person can understand what is at stake. In the modern world, a unique situation has developed in society: young people prefer heroes on TV, rather than from the novels of Russian classics. The media create heroes within a linguistic personality, stamping and replicating them and thereby endlessly glorifying illiterate immoral linguistic personalities. From the foregoing, it follows that in the modern world, the main factor in the successful assimilation of information is an uneducated, aristocratic or oligarchically oriented linguistic personality. But in order to change the current situation, it is necessary to develop self-awareness, that is, a person's awareness and assessment of his actions and their results, thoughts, feelings, moral character and interests, ideals and motives of behavior, a holistic assessment of himself and his place in life. Such self-esteem becomes, in turn, a facet of the worldview and an

important component of the life position of the individual. Self-awareness is a constitutive feature of a personality that is formed along with its formation. The noted fact can be explained by the insufficiently high level of speech culture of modern youth and some shortcomings in their language education.

It is obvious that the main role in improving the linguistic culture of a person, including the culture of the orthoepic, should be played by his personal responsibility for maintaining the norms of the modern Russian literary language, as well as responsibility for observing these norms in all situations and spheres of communication, including in the sphere of modern everyday life. The gap between cultures, their conflict is possible not only in the form of clashes between native and foreign cultures, but also within one's own, native culture, when changes in the life of society reach such a level that the next generations no longer remember, do not understand the culture and attitude of their ancestors.

It is impossible to stop the process of intrusion into the language of slang and reduced vocabulary, since the language is subject to change and reflects all the processes characteristic of a particular historical era. However, today the task of philosophy, pedagogy and the educational system as a whole is to change people's attitude to language and teach them to think about their own "speech behavior". It is necessary that each person has made his own "path to language"

(M. Heidegger) and began to understand language as an element of culture.

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