

The Modern Paradigm of Media Language

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ABSTRACT

This article discusses media speech in the modern linguistic paradigm, media culture, a component of mass communication. There is given information about all of them.

KEYWORDS: *Mass communication, proverb, media culture, proverb, phrase, paremiological unit*

It is known that the media, along with their contribution to social development, education, political and cultural development of modern society, have a threatening and destructive potential that causes cultural, spiritual, moral, aesthetic destruction. "The media is an artificially created cultural world that has emerged today as a product of a global conspiracy."

In fact, in the modern linguistic paradigm, interest in the study of media speech prevails, and therefore it is determined that it has become an integral part of the social life of modern man due to the processes of globalization. It is known that the focus of media linguistics is the unification of the information space of states and peoples, as well as the problem of forming an idea of reality (information status) through language in political, social and other aspects. Since "... media texts are one of the most common forms of the existence of a modern language, and their total length is determined by the fact that they far exceed the total volume of speech in other areas of human activity."

The creation of media culture products is carried out through the mass media. The initial interpretation of media (Latin "media, medium" – intermediary) is synonymous with mass culture, in modern conditions it carries a new semantic load and is considered as a medium in which cultural codes are produced and broadcast.

In subsequent years, the self-esteem of the media has increased in all areas of medialization of modern society - economics, politics, knowledge, culture, science and technology, etc. This will be due to an unprecedented increase in the flow of information. This is one of the central concepts in the study of information and media communication and, accordingly, media culture and media reality.

It is known that the types of information that people receive are as diverse as the world around us. A person acts with the help of certain regulated information, in addition to simple, everyday information. These include educational and educational information, professional information, scientific information, economic information, artistic and aesthetic information, etc.

Information in a broad sense, as a general scientific concept, is the exchange of information between people, the exchange of signals between plants and living beings, the transition of signs from organism to organism, and in a narrow sense this

term is used in relation to information transmitted by certain means of communication.

In fact, in any modern sphere of communication, the transmission of information is associated with socio-cultural processes, the dialogue of cultures, axiomatic meanings, which in turn increasingly significantly affects the mentality of modern society.

The creation of media culture products is carried out through the mass media (mass media). In the initial interpretation, media is synonymous with mass culture, in modern conditions it carries a new semantic load and is considered as a medium in which cultural codes are produced and broadcast (displayed).

Mass communication is the systematic dissemination of messages (information) among the audience, divided into large and small groups, in both ways by means of mass communication, the assertion of spiritual values and the transmission of ideological, political, economic, cultural pressure (influence) on people's thoughts and feelings.

The content component of mass communication is understood as linguistic and symbolic forms of expression, technical channels and the flow of information, which is supplied with modern, constantly upgraded means of identification, processing, storage and dissemination of information.

Of course, the language of mass media also plays an important role in the study of various aspects of the language of print media, as well as in linguistics, contributing to the identification of the main patterns and important trends in its formation. Since, F. Muminov commented: "Language is the main negation of such concepts as "communication", "journalism", "journalism", which we analyze.

In fact, the media space is one of the symbolic spaces, but it is not the only one. Symbolic space has high dynamics, both in terms of variability, and in terms of the appearance and disappearance of space itself.

Almost everything related to language problems is reflected in the most complete and acute form of this phenomenon - the language of the media as an extraordinary phenomenon.

The peculiarity of the language of print media is manifested in the interaction of verbal and graphic components. The type and volume of the text, the availability of illustrations, the use of colors, the quality of paper, the arrangement of materials in a series of printed sheets – all this is closely related to the verbal series, forming a single whole – the synthetic language of the press..

It is worth noting that the role of the "Newspaper" among the mass media is difficult to overestimate. The texts of the Newspaper must be created in accordance with the rules of speech. Of course, many researchers recognize that the bund is behind the ideological idea of media speech. After all, "a

newspaper in the media is the most sensitive mirror of a new word, phrase, combination. It reflects the changes taking place in all spheres of society faster than any other means... the newspaper writes about all topics that are of interest to the public and have educational significance.

We find a place in this place to share some ideas about the journalistic style of the Newspaper. The journalistic style of the newspaper is characterized by a number of distinctive features. The sphere of public activity in which the methods of the Newspaper serve is the political and ideological sphere of public relations.

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