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FORMATION OF MASS MEDIA LANGUAGE AND ITS MEDIA-LINGUISTIC FEATURES

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Abstract: This thesis examines the language of mass media, its formation, functions, and distinctive features. It also analyzes new linguistic units and stylistic changes introduced into the language of mass communication by social networks. The results of the study make it possible to regard mass media language as an important object of research in contemporary media linguistics.

Keywords: media linguistics, mass media language, media text, media discourse, newspaper language, television language, emotional-expressive function.

In the context of today's globalization, all spheres of society are becoming increasingly aware of the achievements of world science and technology through mass communication and the channels that disseminate them. Mass media serve as an essential means of shaping social consciousness and public thought. In this process, language functions as one of the most important instruments of mass media. Our great ancestor Alisher Navoi rightly stated: “Language, with all its dignity, is the instrument of speech. If speech turns out to be inappropriate, it becomes a calamity for language.”

In order to understand the fundamental essence of media linguistics, it is necessary to acquire a thorough understanding of the elements and internal branches that constitute this conceptual field. First of all, it is appropriate to focus on the language of mass media, which constitutes the foundation of this discipline.

The language of mass media has long attracted the attention of researchers. The 1990s can be regarded as one of the most important stages in the formation and development of a general concept of mass media language. It was during this period of the twentieth century that the status of “mass media language” became firmly established in the collective scholarly consciousness as an independent phenomenon. A number of studies were conducted in which the language of mass communication was regarded as a distinct linguistic subsystem and examined from the perspective of a comprehensive and integrated approach.

For example, in S. I. Treskova’s work *Sociolinguistic Problems of Mass Communication* (*Социолингвистические проблемы массовой коммуникации*), the language of mass communication is studied in close connection with the social environment. Professor B. V. Krivenko of Voronezh University analyzes the functioning of lexical units in mass communication channels on the basis of the theories of semiotics, informatics, and linguistic statistics. V. G. Kostomarov’s work

The Linguistic Taste of the Epoch: An Analysis of Speech Practices in Mass Media (*Языковой вкус эпохи. Анализ речевой практики: масс-медиа*) is also of particular interest. The study describes various aspects of the functioning of the Russian language in mass media, taking into account both linguistic and extralinguistic factors, as well as the interaction of languages and cultures [1, p. 16].

The concept of "mass media language" can be observed in three principal meanings:

– first, mass media language refers to the totality of all types of texts created and disseminated by mass media;

– second, it refers to an internal system of a relatively stable language that incorporates specific linguistic and stylistic characteristics and features;

– third, it represents a distinct mixed system of signs consisting of a combination of verbal and audiovisual components corresponding to each type of mass media [2, p. 43].

The formation of mass media language is closely associated with the general functions performed by mass media. Researchers generally classify these functions into the following groups:

– information transmission;

– commentary and evaluation (the presentation of facts is often accompanied by their interpretation, analysis, and evaluation);

– informing, educating, and providing moral guidance (when mass media disseminate cultural, historical, and scientific information, they contribute to expanding the knowledge base of their audience);

– the function of influence (mass media are often referred to as the "fourth estate" because of their considerable influence on public opinion and worldview. This becomes particularly evident during major socio-political processes, including elections for political leadership);

– the entertainment function (this refers to the extent to which media content is effectively received by the audience, generates interest and satisfaction, and provides aesthetic enjoyment);

– the hedonistic function (this does not refer solely to entertainment-oriented information. If the process of transmitting any type of information evokes a sense of satisfaction and meets the aesthetic needs of the recipient, it can be perceived with a greater positive effect [3, p. 45]).

In conclusion, it can be stated that mass media, as well as the Internet, play a significant role in the development and advancement of a particular language. The importance of mass media is immeasurable in revealing new dimensions of language and presenting them to a broad audience. Through mass media, the current state and characteristics of the living language are reflected.

The establishment of the concept known as “mass media language” can be regarded as one of the закономерности associated with the development of the information society. The study of such закономерности constitutes one of the important tasks facing contemporary media linguistics. In this regard, the analysis of the linguistic processes taking place in mass media and digital communication is becoming increasingly significant for understanding the dynamics of modern language development.

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