

SOCIOLINGUISTIC ASPECT IN MEDIA LANGUAGE: FUNCTIONAL ALIGNMENT

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ABSTRACT

With the rapid development of modern mass media, the mass media has become not only a means of information exchange, but also a source reflecting the cultural phenomenon, which is an integral part of the individual's consciousness. During the studies devoted to the study of media language and style, it is important to study journalistic style within the sociolinguistic aspect, which is reflected in linguistic units at all levels. Media text is created on the basis of socio-political events of the society and has its place in human consciousness and its impact on culture. Observations about the function of media texts in journalism are also important, because it manifests its own speech styles in a modified form and takes control of the process related to language policy.

Key words: sociolinguistics, journalism, text, media language, functional style, linguistics, information

АННОТАЦИЯ

С бурным развитием современных средств массовой информации СМИ стали не только средством обмена информацией, но и источником, отражающим культурный феномен, являющийся неотъемлемой частью сознания личности. В исследованиях, посвященных изучению языка и стиля СМИ, важным является изучение публицистического стиля в социолингвистическом аспекте, который находит свое отражение в языковых единицах всех уровней. Медиа текст создается на основе общественно-политических событий общества и имеет свое место в сознании человека и свое влияние на культуру. Наблюдения о функции медиатекстов в публицистике также важны, поскольку она проявляет собственные речевые стили в видоизмененной форме и берет на себя управление процессом, связанным с языковой политикой.

Ключевые слова: социолингвистика, журналистика, текст, язык СМИ, функциональный стиль, лингвистика, информация.

INTRODUCTION

The current stage of the development of society, which has received the names “newest”, “information” in various scientific sources, is characterized by significant transformations in all spheres of public life.

The features of human activity as a whole determine the features of human speech activity, the product of which is language. As you know, human activity takes place in different areas, and for each of these areas sociolinguistics finds its own system of conceptual and linguistic coordinates, such as the common origin of the language, the common cultural values and traditions, the common language, the common territory, supplemented by the common social political warehouse and the reflection of this phenomenon in the language, etc. The study of the language situation in the media has recently received much attention not only from the side of linguists themselves, but also from scientists of other specialties (ethnographers, historians, political scientists, etc.). The influence of social factors on human speech behavior, as well as the role of language in the development of society, is the subject area of sociolinguistics. This is due to the fact that “using the language in their social practice, they treat the language differently, to the same linguistic phenomena and, preferring some, reject others”¹. Since it is social factors that determine various social assessments of linguistic phenomena, these factors also become the subject of sociolinguistic analysis.

After all, “Language is the main communication tool of mass media”. Therefore, there is a need to study it, first of all, from the linguistic point of view. However, data reception is certainly related to several other humanities. If the research of mass media language is conducted in connection with the issue of its reception, it will be possible to think more objectively about it. Language is considered as the most important tool for learning and thinking. It is a necessary condition and tool for the socialization of an individual, language appears during human activities, without language it is impossible to learn culture, social norms and rules, and without language it is impossible to imagine a person himself. The sociality of the language determines its communicative, cognitive, informative and pragmatic functions². It is understood that language is capable of performing a consolidating function only at a certain stage in the development of a growing community, and when considered genetically, it appears to be derivative and secondary in relation to other social factors. Only by spreading in interethnic communication does it strengthen the

1 Диахроническая социолингвистика. Отв. ред. В.К.Журавлев. – М., 1993.

2 Гегель Г.В. Эстетика. – М.: Наука, 1968. –Т. 1. – С. 506.

unifying unit and objectively stand in line with other social factors that have an active influence on the process of community consolidation³.

DISCUSSION AND RESULTS

No linguistic discipline can ignore the social nature of language. But for sociolinguistics, taking into account the social essence of language is not just a prerequisite for solving other problems. The study of language as “a social phenomenon constitutes - in the most general terms - the very essence of sociolinguistic analysis”⁴.

The concept of «media language» has the following characteristics:

- 1) Media language - subject to language laws, including language and speech styles;
- 2) Internal system of stable language;
- 3) a set of texts in mass media;
- 4) mixed sign system consisting of the proportion of verbal and audiovisual parts of the mass media⁵.

The sociolinguistic principle opens up a wide range of possibilities for the complete visualization of the unique socio-linguistic phenomenon called media language. Studying the language of the mass media in the sociolinguistic aspect also requires studying the important features of speech influence processes⁶.

Assessing the contribution of sociolinguistics to the development of the theory of mass communication, it is necessary first of all to note the works aimed at studying the features of the perception of a journalistic text in the conditions of mass communication.

Modern sociolinguistics is developing as an interdisciplinary field. In this, he relies on the achievements of sociology, psychology, linguistics and philosophy. Therefore, in sociolinguistic research, linguistic facts are considered in connection with extralinguistic facts. The balance of linguistic and non-linguistic features is a characteristic and constant phenomenon of media genres. They complement each other when used wisely. Media language is also studied as a field of journalistic creativity. Media texts are considered, first of all, from the point of view of genre

³ Швейдер А.Д., Никольский Л.Б. введение в социоллингвистику. Москва «высшая школа», 1978. –С. 23.

⁴ <https://iling-ran.ru/web/ru/publications/journals/sociolinguistics>

⁵ Бакиева Г.Х., Тешабаева Д.М. Медиамаконда матн. – Тошкент: Турон-Иқбол, 2019. – Б. 60.

⁶ Тешабаева Д.М. Оммавий ахборот воситалари тилининг нутқ маданияти аспектида тадқиқи (Ўзбекистон Республикаси ОАВ мисолида): Филол.фан.д-ри. дисс. – Тошкент, 2012. – Б.36

characteristics. Genre is a form of structure of certain material in solving a creative problem⁷.

It should be said that this characteristic of mass media texts is clearly visible when they are studied not only from sociological, but also from other aspects. Journalist's language skills are important in the communication of messages in political, economic, social, cultural and other fields by mass media. After all, the standard and expressiveness of the text in journalistic style is a constructive principle. Expression is a defined element of a media text that indicates the author's approach and assessment.

Sociolinguistics operates on the following concepts: language community; language situation; socio-communicative system; language socialization; communicative competence; language code; switching codes; bilingualism (bilingualism); diglossia; language policy, etc⁸.

It should be noted that some concepts are borrowed from other branches of linguistics: language norm, speech communication, speech behavior, speech act, language contact, mixing languages, intermediary language, etc. In addition, also from sociology, social psychology: the social structure of society, social status, social role, social factor and some others⁹.

One of the founders of modern sociolinguistics, American researcher William Labov, defines sociolinguistics as a science that studies “language in its social context”¹⁰.

Sociolinguistics - it is clear that it arose at the junction of two other sciences - sociology and linguistics. In the works of N. Chomsky, sociolinguistics does not deal with an ideal native speaker, who generates only correct statements in a given language, but with real people who, in their speech, can violate norms, make mistakes, mix different language styles, etc.

A complex science that uses the methods of linguistics, sociology and ethnography to study the social nature of language and its social functions¹¹.

The development of sociolinguistics is most directly related to the study, evaluation and analysis of social phenomena and processes. “... there is a point of application of sociological theory in sociolinguistics”¹².

⁷ Радиожурналистика: Учебник / Под. ред. А.А. Шереля. – М.: Изд-во Моск. ун-та, 2000. -С.30.

⁸ https://www.krugosvet.ru/enc/gumanitarnye_nauki/sociologiya/SOTSIOLINGVISTIKA.html

⁹ Звегинцев В.А. О предмете и методе социолингвистики. – Известия АН СССР. Серия литературы и языка, вып. 4. М., 1976

¹⁰ https://www.krugosvet.ru/enc/gumanitarnye_nauki/sociologiya/SOTSIOLINGVISTIKA.html

¹¹ <https://languages.oup.com/google-dictionary-ru/>

¹² <https://iling-ran.ru/web/ru/publications/journals/sociolinguistics>

Russian scientist I.P. Lysakova lists sociolinguistic approaches to the study of the press, which are based on such objective grounds as:

- social differentiation of the language, which reflects the social differentiation of society;
- an extensive media system oriented to different audiences and expressing the political position of various social forces and government bodies;
- reflection in the language of the media as a derivative of the policy and ideology of the class, party, social group of the linguistic features of the publisher and orientation to the definition of definition in order to more effectively influence it¹³.

It is in the language of mass media that socio-ideological changes in society are reflected more quickly, new concepts and ideologies are recorded. For example, it is enough to compare the style of media texts of the Soviet period and the period after the collapse of the former Soviet Union¹⁴.

The study of media language in the sociolinguistic aspect provides the basis for the following conclusion: “Professional assessment serves as a rich source in the analysis of principles and phenomena in the development of media language. Based on the information presented in media texts, the researcher can draw a conclusion about the extent to which the social phenomenon is realistically reflected in it”. Sociology of mass media, in turn, studies the basic laws of the press, the nature of influencing the audience, the methods and methods of forming public opinion in the information channels of mass media, the components that make up the communication process, especially its content, through various sociological methods¹⁵.

It is important to interpret the main sociolinguistic features of the media language in relation to the concept of the text. It can be said that the concept of text has been studied from the perspective of other directions in the study of media language. Among them, Yu.M. It can be seen that Lotman's theory of the text deserves special attention. It is recognized and approved by all experts. According to him, culture is interpreted as a set of texts, a collection or a “complex structured text”. According to the scientist, the text is a “mechanism that grows information”. After all,

¹³ Лысакова И.П. Язык газет и типология прессы. Социолингвистическое исследование. – СПбЮ: Филологический факультет СПбГУ, 2005.- 256 с. – С. 6.

¹⁴ Артикова М.Р. Медиамаатнда прецедентлик феноменининг лингвомаданий аспекти (ўзбек ва испан газеталари мисолида). Филол.фан. фалсафа доктори (PhD) ... дис.автореф. – Тошкент, 2022. – Б. 12.

¹⁵ Федотова Л.Н. Контент анализ в арсенале социологии // Язык СМИ как объект междисциплинарного исследования. Ч. 2. – М., 2004. – С. 222.

it fills the space of culture and collects information in various texts, that is, it embodies the memory of culture (cultural memory)¹⁶.

In modern newspaper and journalistic texts of various periodicals, oriented to different readers, is largely due to the interpretation of the event based on different conceptual systems of the addressee¹⁷.

Today, journalists are interested in text linguistics as a science, which deals with the creation of text, modeling of its structure, and the study of this activity process. This is due to the fact that linguists describe the modern state of the living language based on a wide spectrum of linguistic and speech traditions and on the basis of various factors.

It should not be overlooked that the language-related aspect of mass media activity is the result of certain goals. In order to determine all the components of mass media activity, the efforts of scientists with different specialties - sociologists, political scientists, philosophers, linguists - will be needed. By bringing together these different categories of experts, cognitive science can best perform the task of performing a comprehensive analysis of media problems.

CONCLUSION

In conclusion, it should be noted that the importance of the mass media in processes related to language policy is incomparable. Changes in the society, the variety of information are determined by the implementation of new information technologies along with their socio-political and mental characteristics. It also includes qualitative changes in general linguistic culture. Because any speech act, first of all, is aimed at making a change in the value system underlying our perceptions of the world, this process is determined by the peculiarities of the technologies of discursive practice in mass communication. It seems that the study of the specific features of media texts within the framework of sociolinguistics is characteristic of the linguistic and cultural framework of the language, and although there is a strong tendency among researchers to study the media language as a separate sociolinguistic phenomenon, it is noted that this problem is not well studied within the journalistic method. In particular, the language of newspaper journalism is recognized as a comprehensively complex phenomenon, because all styles of modern language are reflected in it within the newspaper discourse.

¹⁶ Лотман Ю. М. Внутримыслящих миров. Человек – текст – семиосфера – история. – М., 1988. – С. 22.

¹⁷Чернышева Т.В. Тексты СМИ в ментально-языковом пространстве современной России. Автор.дисс...доктора филол.наук. – Барнаул, 2005. – С.4.

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