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THE IMPORTANCE OF MEDIA TEXTS IN LINGUISTICS AND INFORMATION DELIVERY IN MEDIACOMMUNICATION

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Annotation: In the paper, media communication is presented as an unfolding educational practice in three aspects. The first is related to the description of a new area of training for bachelors and masters in the direction of "Media Communications" in the presentation documents of universities aimed at attracting applicants. Modern problems of the media industry and some industrial requirements for university graduates are described.   Finally, the third aspect of consideration is directly devoted to the educational competencies that graduates should have, and the problems that arise in the organization of the educational process: the ratio of fundamental and applied knowledge and the place of media research in personnel training. Modern media linguistics examines not only the written language of media, but also media speech. Media linguistics includes media speech studies that examine the speech behavior of mass communication participants and specific areas, textures, and genres of media texts. Media linguistics analyses texts, as well as their production and reception.

Keywords: media communication, media industry, media research, journalism, educational practices.

INTRODUCTION

Today, media, or the entire set of communication tools, is not only the print press, photography, cinema, radio, television, but also applications for mobile devices, computer games, e-books, virtual and augmented reality technologies, and much more. The educational program of the "Media Communications" is aimed at training future architects of the media space, universal specialists in media systems, who possess not only creative and technological methods, but also managerial skills. Modern society is characterized by increasing computerization, the creation of global and local networks, the formation of an information environment that plays an increasingly significant role in professional activities and in the daily life of a modern person. Thus, its main features are: the priority of information over traditional economic and political values; increasing the role and importance of communication, network information technologies and the emergence of a global society based on a common information culture.

DISCUSSION AND METHODS

Media linguistics is the linguistic study of language use in the media. The fundamental aspect of media linguistics as a new systematic approach to the study of media language is that media text is one of the most common forms of language existence today. It studies the functioning of language in the media sphere, or modern mass communication presented by print, audiovisual, digital, and networked media. Media linguistics investigates the relationship between language use, which is regarded

as an interface between social and cognitive communication practice, and public discourse conveyed through media. Linguistics is the scientific study of human language. It is called a scientific study because it entails a comprehensive, systematic, objective, and precise analysis of all aspects of language, particularly its nature and structure. Linguistics is concerned with both the cognitive and social aspects of language. It is considered a scientific field as well as an academic discipline; it has been classified as a social science natural science, cognitive science, or part of the humanities.

The advent of digital communication technologies from the mid-1990s onwards blurred the boundaries between individual and mass communication. Since the early 21st century, linguists have been studying how "computer-mediated communication" differs from older forms of media communication. While the level of interactivity between readers and writers remains the same, "computer-mediated communication" shows increasing evidence of the media attempting to gain more and more of their reader's attention. Perhaps, a relatively new area of media research is everyday life - a set of stable micro-invariants of social life. It is through everyday practices, mediatized or not, that a person comprehends and changes the world in which he lives. The experience of using media changes the symbolic space of everyday life as a socially constructed, sensory world of meanings. In addition, everyday life, permeated with media technologies, is currently the main object of industrialization and commercialization. In everyday life there is a combination of the symbolic and the mercantile with the wider possibilities of their cumulative effect.

The formation and development of higher education in the direction of "media communication" inevitably actualizes research practices, since this is a synthetic space in which representatives of different disciplines will conduct classes. Graduate qualification works, which at the master's level should be of a research nature, can become a catalyst. All this will lead to an increase in researchers whose area of scientific interest will be "media communication". In our opinion, the next step is inevitable - the opening of a postgraduate school for the preparation of dissertations in the direction of "Media Communication".

Fundamental to learning is the question of the relationship between fundamental and applied knowledge. University training initially implies an orientation towards fundamental education. It is based on the notion that knowledge and skills of subject specialization require abstract concepts and formal learning, however, both employers and consumers of educational services increase the demand not so much for the knowledge of the graduate as for his professional skills and abilities. According to the portal, in most cases, the employer does not look at the level of education, but at the true skill and experience of the candidate. So far, this single fact is perceived as a misunderstanding.

These goals are inextricably linked with the understanding of the transformation and complexity of the structure of communication links in virtual educational

environments; with the development of criteria for the information culture of teachers and students; with the expansion of understanding of the psychological specifics of interactive communication in a virtual communication environment; with the development of directions for enhancing the creative and innovative joint activities of teachers and students in a virtual communication environment.

The systems of remote educational communications, which are an innovative form of professional education created and developed in connection with the demands of modern society, acquire a special meaning in modern education. Remote educational communications imply both educational mobility and the orientation of learning and the educational process as a whole to a person, and the creation of the most favorable conditions for students to master the socially accumulated experience contained in the content of education. At the same time, teachers and students interacting on the basis of remote educational communications must have special skills in working with information products and systems based on modern achievements in science and technology, as well as navigate the latest technologies.

In the indicated context, it is necessary to consider the main directions in understanding the term "media communication" in the modern information society, which are characterized by an interdisciplinary approach, appeal to a wide range of theories. The media communication research is determined by its comprehensive complicating impact on the individual and society, the processes of globalization and the information challenges of the modern era, such as the interpenetration of the physical world and cyberspace, the cognitive, interpersonal and social impact of information environments. In this context, media communication becomes the main information environment for the implementation of most socially significant types of interaction; is integrated into various spheres of human activity, becomes an integral factor in the formation of a modern picture of the world.

Linguistics encompasses many branches and subfields that span both theoretical and practical applications. Theoretical linguistics (including traditional descriptive linguistics) is concerned with understanding the fundamental nature of language and developing a general theoretical framework for describing it. Applied linguistics seeks to utilize the scientific findings of the study of language for practical purposes, such as developing methods of improving language education and literacy.

The technical capabilities of the means of its implementation are also important here: high information capacity, ease and persuasiveness of sensory (figurative) perception, the dominance of productive capabilities over reproductive ones, the speed and breadth of broadcasting and replication, mass character and accessibility. In psychological studies of media communication, individual and group processes that mediate information interaction, media communication behavior, individual use of media communication tools, and the influence of media tools on a person are studied. Despite a wide range of concepts, a single generally accepted definition of the concept

of "media communication" has not yet been developed. The etymology of this term is associated with the use of the Latin prototypes communication - message, transmission, as well as medium - intermediate, mediating, intermediary. The working definition of the term in this material is based on the understanding of media communication as a process associated with the dissemination by means of technical means between different groups and individuals of specially prepared messages of social and personal significance.

The composition of the means of media communication includes technical devices for creating, recording, copying, replicating, storing, distributing, perceiving and exchanging information. A number of electronic devices have consistently contributed to the development of media communication. These included: telegraph, telephone, radio, film projector, phonograph, television, photocopier, answering machine, computer, video recorder, CD, holography, cell phone, fax, DVD, modem, Internet.

The following parameters can be considered as criteria (reasons) for identifying types of media communication: the number of participants (interpersonal media communication, group media communication, mass media communication); dialogue - monologue; use of specific technical means; periodicity—aperiodicity; the use of verbal texts is multimedia; the use of various human sensory channels in the process of media communication. The study of the functions of media communication is implemented in line with the nomothetic and ideographic approaches. The nomothetic approach is associated with the study of general explicit patterns of media communication, while the ideographic approach is aimed at studying each means of communication as a unique artifact, followed by the formulation of the implicit patterns of their evolution.

The functions of media communication include: ideological and political influence, maintenance of social community, organization, information, education, communication and entertainment. The specific content of the functions of media communication, on the one hand, is determined by the specifics of the social, economic and cultural context, on the other hand, it radically changes the forms and methods of communication, cultural production and consumption, the sphere of economic, political and interpersonal relations, models of education.

However, under the influence of the development of digital technologies and the Internet, the environment and communication practices began to change rapidly: mass communication "spread" into various niches so much that the question of its mass character arose; The media have lost their monopoly on the creation and dissemination of meanings; the audience, at least some of it, became the author, ousting the professional journalist; social networks have become a communication environment in which both interpersonal and mass communications are implemented; the smartphone topped the list of absolutely necessary things for a modern person, replacing a book, newspaper, radio and TV. Changes in the communication environment required fundamental changes in the professional training of specialists. This was the main

reason for the emergence of a new direction of vocational training "Media Communications".

Thus, in principle, media linguistics seeks to explain the particular case of the functioning of language—in mass communication with its complex structure and changing properties—amid the overall trends of language and speech culture. It studies language in relation to medium-specific aspects, such as the specific properties of media texts or platforms, and sometimes includes analysis of multimodality. Other purposes include analyzing patterns of language use within certain historical contexts, and establishing differences between "normal" language and media language. Media linguistics is closely related to contemporary media practices and intends to impact them, in particular, by means of media education. Studying language use in the media can be used to help develop critical media literacy, for example in relation to stereotypes. Media linguistics includes the study of traditional mass media texts (typically print or broadcast news) as well as social media and other digital media such as blog posts or SMS messages. Advertisements, amongst other multimodal media, are commonly analyzed in the context of media linguistics. The study of fictional film and television has recently emerged as an important area of media linguistics.

One of the problems of the media industry today is that the scale of investments is becoming more significant, and the effects are becoming less predictable. The main reason is the rapidly changing media landscape: technological innovations create opportunities for products that require different competencies from company employees and different rules of work. However, technologies created by small groups change faster than the masses of people who have to master them. Whoever monetizes technological breakthroughs faster gets the income. There are problems in the research practice itself in the field of media communication. A review of the starting points for the preparation of bachelors and masters in the direction of media communication in various universities showed that the research component is not represented in any of the universities. However, we are optimistic about the future of media research. Domestic media studies, with an intellectual drift from institutional mass communication to media communication, must undergo significant changes. We are talking about an in-depth consideration of the relationship between modern communication technologies, messages (content), audience, government and society.

Language and media ideologies intertwine in complex ways. People's ideas about different communicative media and different media functions shape the ways they use these media, similar to how language ideologies impact the way people speak. Some scholars found that the perception of message in new media environments was highly influenced by ideologies surrounding the generic type. For example, text messages from prominent political figures were reconstructed in TV newscasts to be more standard, adult, and official than the original transcripts.

Traditionally, in written discourse, the participation framework is made up of the author(s), who disseminate their message through the written medium to the reader(s), and their work can be read at any time after publication. However, at the current stage of media discourse, there are greater levels of intertextuality, with a blurring of lines between spoken and written media. Readers are no longer reading works in protracted isolation, and can send the articles to others or post their own comments, oftentimes also eliciting a response from the journalist.

Socio-linguistics is the study of the relationship between society and language. It is concerned with the reason for speaking differently in different social contexts and the social functions of languages. It also looks into the ways a language is used to convey social meaning. For example, a concept called language choice involves two varieties present in a language called "high" and "low" and they are used in different conditions. Sociolinguistics has 3 main areas of focus. They look at the language use in multilingual speech communities, language variation involving its users and its uses. Language use in multilingual speech communities includes language maintenance and shift. Language variation involving its users includes language changes while language variation involving its uses includes politeness theory.

Internet linguistics is a field advocated by linguist David Crystal. It is defined as the synchronic analysis of language in all areas of Internet activity, including email, the various kinds of chatroom and games interaction, instant messaging, and Web pages, and including associated areas of computer-mediated communication "computer-mediated communication" such as SMS messaging (texting). According to Marilyn Deegan, they display fluidity, simultaneity (being available on an indefinite number of machines), and non- degradability in copying. They also transcend the traditional limitations on textual dissemination; and they have permeable boundaries (because of the way one text may be integrated within others or display links to others).

Political linguistics is an interdisciplinary subject of study that encompasses language, media and politics. Media platforms have played increasingly larger and dominant roles in modern politics with the rapid advancement of technology allowing for greater political discourse. Language has the ability to shape political reality by influencing thought, guiding public discourse, and subconsciously alters the way people speak and think. The political power of language is apparent in propaganda and linguistic stereotyping, as well as through verbal nuances employed by politicians.

CONCLUSION

Concluding the analysis, we emphasize that the judgments expressed are of an exploratory, often subjective nature. The practice of training in the direction of "Media Communications" is just unfolding, we are at the beginning of a long journey, but a lot depends on how its foundation is laid. Rebuilding is always harder than building. However, it is important to realize that one may not always be aware of the extent to which their knowledge and identity have been shaped through language. Mass

persuasion also has to be linguistically unobtrusive, because the language manipulation appears, the more insidious its effect on an unsuspecting public.

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