

THE LANGUAGE OF MASS MEDIA

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Today we live in a global world that is characterized by a high degree of information. The relevance of media linguistics as a new systematic approach to the study of the media language is due to the fact that media texts are today, one of the most common forms of language existence. Indeed, the second half of the XX–beginning of the XXI century is characterized by the rapid growth of a new sphere of speech consumption and mass communication. Dynamic development of traditional media: print, radio, television, the emergence of new computer information technology, the globalization of the world's information space has a huge impact on the production and distribution of words. All these complex and multifaceted processes require not only scientific understanding but also the development of new paradigms for practical research of the media language.

Speaking about the main features of the use of language in the media, researchers agree that the impact of mass communication on modern speech use is huge and requires careful systematic study. Thus, academician STEPANOV (1984) writes: The main feature of the use of language in the modern world is the mass nature of communication, that is, the unprecedented expansion of the number of communicating people and the complexity of forms of communication, not only within a monolingual group but also between speakers of different languages within a multinational country and on a global scale. The use of mass media, without changing the overall strategy of the speech act, significantly complicates the task of the speaker, because the recipient is now not one person, but millions of readers, viewers, listeners. The more people are involved in the act of communication, the more universal and General the form of communication should be. What content is embedded in the concept of the language of the media today? Analysis of the contextual use of the phrase language of the media allows us to identify the three most common meanings. First, the language of mass media is the entire body of texts produced and distributed by mass media; second – it is a stable intralinguistic system characterized by a certain set of linguistic-stylistic properties and features; and, finally, third, it is a special sign system of a mixed type with a certain ratio of verbal and audio-visual components, specific to each of the media: print, radio, television, and the Internet. Having a high prestige and the most modern means of dissemination, the media language serves as a kind of model of the national language in the information society. It largely forms literary norms, language tastes, and preferences, and influences the perception of politics, ideology, art, and literature. Mass information is a global text that unites different language communities with their social language structures.

1. Purpose and Function: The language of mass media serves the purpose of informing, entertaining, persuading, and influencing a large audience. It is designed to convey messages effectively and efficiently to a diverse group of readers, viewers, or listeners.

2. **Clarity and Accessibility:** Mass media language aims to be clear, concise, and accessible to a wide audience. It often avoids complex vocabulary and technical jargon, using simple language that can be easily understood by the general public.
3. **Sensationalism and Attention-Grabbing Techniques:** Mass media language often employs sensationalism, hyperbole, and attention-grabbing techniques to capture the audience's interest and increase viewership or readership. Headlines, images, and soundbites are crafted to evoke strong emotions and provoke reactions.
4. **Bias and Objectivity:** The language of mass media can exhibit bias or subjectivity based on the media outlet's political stance, editorial policies, or commercial interests. Journalistic ethics call for a balance between objectivity and editorial perspective in reporting news and events.
5. **Interactivity and Engagement:** With the rise of digital media, the language of mass media has become more interactive and engaging. Social media platforms, online forums, and multimedia content allow for real-time feedback, user participation, and community engagement.
6. **Globalization and Localization:** Mass media language reflects the globalization of communication, with content being disseminated across borders and cultures. However, media outlets also adapt their language to local contexts, languages, and cultural norms to resonate with regional audiences.
7. **Multimodal Communication:** Mass media language is increasingly multimodal, combining text, images, videos, graphics, and interactive elements to convey information and stories. Multimedia formats enhance audience engagement and cater to different learning styles.
8. **Ethical Considerations:** The language of mass media raises ethical considerations related to accuracy, fairness, privacy, sensationalism, stereotyping, and the impact of language on public opinion. Media professionals are expected to adhere to ethical standards in their reporting and content creation.

Understanding the theoretical aspects of the language of mass media provides insights into how communication strategies, linguistic choices, and rhetorical techniques shape the way information is presented, consumed, and interpreted in the modern media landscape.

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