

POLITICAL MEDIA TEXTS IN THE FOCUS OF MEDIA LINGUISTICS

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Annotation: This article will explore the significance of political media texts from the perspective of media linguistics, delving into their linguistic features, framing strategies, and potential effects on the audience.

Key words: political media texts, media linguistics, framing strategies, ideological dimension.

Introduction:

As an independent direction in modern linguistics, the formation and development of media linguistics depends on a number of factors related to both linguistic and information technologies and socio-cultural spheres of social life. The mass media is considered as the authority of the public environment, and especially the mass media language has been studied as a tool with social power. Language is a transparent phenomenon. The media often claim neutrality, thereby creating an environment for reflecting public opinion and reflecting the opinions and judgments and arguments of newsmakers.

Literature analysis and methodology:

Political media texts encompass a wide range of genres, including news reports, political speeches, interviews, editorials, and political advertising. These texts are constructed with specific linguistic features aimed at conveying particular messages and influencing the audience's perceptions. Media linguistics seeks to uncover the underlying mechanisms through which language operates in political discourse, shedding light on the interaction between language, politics, and media. One of the key aspects of political media texts is framing, which involves the selective presentation of information to shape the audience's interpretation of an issue or event.

Media linguistics examines how linguistic choices, such as lexical selection, metaphor usage, and syntactic structures, contribute to framing strategies. For instance, the portrayal of political actors or policies in positive or negative terms can significantly impact public opinion. Through the analysis of linguistic patterns, media linguistics seeks to unveil the subtle ways in which framing influences the audience's understanding of political matters.

A real professional translator should perceive and adequately convey the ratio of the information itself and the media in his translation. Linguistic and stylistic features

of the language of the mass media, among the features that distinguish it from the language of other functional styles, it can be mentioned that a large part of the stable expressions of the used tools, various journalistic patterns, lexicalized metaphors, standard terms and names, etc. are highly standardized.

Results:

Moreover, political media texts often employ persuasive language techniques to sway public opinion or garner support for specific political agendas. Rhetorical devices, such as ethos, pathos, and logos, are frequently utilized in political speeches and propaganda to evoke emotional responses, establish credibility, and present rational arguments. Media linguistics endeavors to scrutinize the persuasive strategies employed in political media texts, examining their linguistic manifestations and potential effects on the audience's attitudes and beliefs.

Additionally, media linguistics explores the role of language in constructing political identities and ideologies within media discourse. Political media texts contribute to the construction of political narratives, delineating ideologies, values, and ideological positions. The linguistic analysis of political discourses unveils the ways in which language is harnessed to perpetuate or contest dominant political ideologies, fostering an understanding of how linguistic resources are employed in the construction and dissemination of political meanings.

The main task of mass media is to transmit information, but this is rarely neutral, i.e. free of elements of influence on listeners and readers. In many cases, the transmission of information comes directly or disguised with the medium of language and speech techniques. It forces listeners and readers to be influenced by the transmitted information, a means of drawing attention to the message, or a point of view expressed in the message.

Discussion:

Furthermore, the advent of digital media has transformed the landscape of political communication, introducing new platforms and modes of interaction. Media linguistics endeavors to investigate the linguistic characteristics of digital political media texts, encompassing social media posts, online news articles, and political blogs. The analysis of digital media texts enables researchers to comprehend the evolving nature of political discourse in the digital era, encompassing issues such as interactivity, multimodality, and the circulation of user-generated content.

Political media texts play a crucial role in shaping public opinion, influencing political discourse, and contributing to the democratic process. Media linguistics, as a field of study, examines the language used in media texts and its impact on society. Language, being a powerful tool for persuasion and manipulation, is intricately intertwined with politics. In linguo-pragmatics, the main focus is on the functional direction of media speech in various forms of achieving communicative effect. In the

theory of communication, speech is considered as a dynamic concept that can develop without words.

Conclusion:

In conclusion, political media texts constitute a vital domain for the study of media linguistics, as they embody the intricate interplay between language, politics, and media. By examining the linguistic features, framing strategies, persuasive techniques, and ideological dimensions of political media texts, media linguistics offers valuable insights into the ways in which language shapes and is shaped by the realm of politics. Understanding the complexities of political media texts through the lens of media linguistics is instrumental in elucidating their impact on public discourse and democratic processes.

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