

IMPORTANCE AND PECULIARITIES OF MEDIA COMMUNICATIONS AND MEDIA TEXTS

Tukhtaeva Kuysin Davlatovna

Associate Professor at NavSPI, Candidate in Philological Sciences

ARTICLE INFO.

Keywords:

Mass communication, media communications, importance, developments, audience, impact on viewers, peculiarities, media texts, process, data, technological improvements.

Annotatsiya

The commercial scheme of information dissemination in the 20th century was quite simple. The newspaper was printed at a certain time, and then the circulation was delivered to the points of sale or delivered to subscribers. TV and radio programs aired at certain times. In the 21st century, the picture has become more complicated. Now everyone can become a publisher, and everyone is a journalist to a certain extent, and this becomes a decisive factor in the production of information. No matter how the information production process is carried out (collecting information, creating, editing, publishing and distributing text), the boundaries between its stages are blurred. In this article we can discuss some crucial details and data about importance and peculiarities of media communications and media texts.

<http://www.gospodarkainnowacje.pl/> © 2022 LWAB.

The process of disseminating and exchanging information with large populations through mass media is known as mass communication. Since its technologies are employed for the spread of information, of which journalism and advertising are a component, it is typically believed to relate to numerous forms of media. Because it concentrates on specific resources disseminating information to a large number of listeners, mass communication is distinct from other types of communication, such as interpersonal communication and organizational communication. The main focus of the study of mass communication is how the information being disseminated influences the behavior, attitude, opinion, or emotion of the audience in some way. Mass communication is the term used to describe the sending of messages to several receivers simultaneously.

Consider this for a moment: where do you go every time you want to hear your favorite song, watch your favorite show, or view the most recent current events? Most likely, you switch on your computer, radio, or television. Mass media is the means by which the vast bulk of the populace get its news and information. Technology aimed towards a large audience is referred to as mass media. The great majority of the general populace may be reached using it as their main communication tool. Newspapers, magazines, radio, television, and the Internet are the platforms for mass media that are used the most frequently.

However, mass communication can be fully understood as the process of widespread information circulation inside nations and around the world. Through mass communication, information can be quickly distributed to a large number of people who often avoid the sources of knowledge. Multiple

media, including radio, television, social networking, billboards, newspapers, magazines, books, film, and the Internet, are used to conduct mass communication. Mass communication is employed in the modern period to spread information quickly, frequently regarding politics and other contentious subjects. Major ties exist between the culture we live in today and the media that is consumed through mass communication, which helps to polarize and divide people along important lines.

As a means of communication, it is called all the means, channels or forms of data transmission that people use to carry out the communication process. The media are so wide that they range from writing to today's information and communication technologies. According to the concept of a particular means of communication, the roles of the sender and receiver may or may not change. The media therefore respond to at least two major communication paradigms:

1. One-way communication in front of the recipient, in which only one of the subjects acts as a sender.
2. Two-way or multi-way communication, in which the receiver or receiver becomes the sender and vice versa.

The media are usually classified in different ways, but the most common way to carry it out corresponds to the type of information they transmit: public interest or from private interest.

Media of public interest, also known as mass or social media (media (in English)), is a public designed to transmit characteristic information to the public. Usually they are controlled by a one-way communication paradigm, but there are exceptions.

These figures, which are changing every month, today put the need to separate the necessary information from the unnecessary, to have literacy through the media. So what is media literacy? Why is its importance growing today? In recent years, several times the acceleration of the flow of information, along with positive information, an increase in information of a negative nature has put the need to have media literacy. Traditionally, media literacy consisted in the fact that an individual was able to analyze literary works and create quality texts. Media literacy today means knowing why and why information is being transmitted. Who and for what purpose did media literacy create this information to a person himself? Is this post necessary for me? it is necessary to be able to ask the question "what?" and draw the right conclusions, take a critical approach to it. These questions should not only be asked when you are watching TV in your family circle, listening to the radio in the car or watching messages on the Internet, but also when receiving and evaluating any information.

The means of social communication have tremendous power to influence, control and form public opinion. Hence, he is also the fourth power. Therefore, one of the main goals of non-democratic governments is to censor independent media and use them for their own benefit. Media text should be taken into consideration and thoroughly researched because it is gaining momentum and playing an increasing part in people's lives. All of this is also important for translation theory and practice, as well as for the resolution of a common issue with accurate translation. This is because it's important to establish compliances between key semantic, social, pragmatic, and linguistic aspects of discourse interaction in both cultures, as well as between models of native and target languages. The study of general principles and mechanisms of language activity, as well as the interaction of language and culture, offers new opportunities for theoretical and practical research on both traditional and contemporary topics. This is made possible by cognitive and pragmatic analyses of cross-cultural communication.

Television is the most popular social media in the world. It is part of audiovisual as well as radio-electronic media, since it uses audio and image technology in the transmission of information. It is quite large in terms of its coverage area and the accessibility of the population to it. In addition, its content offer is varied and focuses on all types of audiences: education, health, opinion, entertainment, fiction, information, documentaries, etc. His invention dates back to the 20th century.

Complementary or auxiliary tools. It refers to all media that serve to send messages to a team that performs the complementary or auxiliary functions of traditional media. For example: external billboards, posters, sales catalogs, free calendars distributed by companies, samples, rounds, Flyers, among others.

Digital media or hypermedia. Digital communication tools are tools that use the Internet to distribute content and information. They appeared at the end of the 20th century due to the development of Computer Science and new information and communication technologies, and since then they have caused a revolution in the way people consume, produce and interact with information. The Internet refers to a change in the paradigm of communication directed towards a multi directional model, since it allows and requires the active participation of the user. The user not only identifies his searches, but is also the creator of the content. At the same time, the Internet includes all the possibilities of means of communication in a single system: audio, image, text, databases, work tools, interpersonal communication channels, etc. With the help of the Internet, we have access to television, cinema, press, radio, telephone and social networks. Therefore, many experts do not consider it a means of communication, but rather a hypermedia.

Social networks are part of digital media. However, they deserve to be mentioned separately due to their complexity, since they are present in all media, both interpersonal and social networks: methods of interaction on smartphones, computers, radio and television, among others. Social networks cover everything. They are channels that provide fast and personalized message transmission, while producing and transmitting images, video, audio and text in a wide or public social context. They completely revolutionized the way of visualizing communication through the production of content by the user, crossing out all the functions of their predecessors and adding the main element.

Communication researchers have identified several major theories associated with the study of mass communication. Communication theory addresses the processes and mechanisms that allow communication to take place.

The George Gerbner and Marshall McLuhan-developed idea of "cultivation" examines the long-term impacts of viewing television and postulates that the more television someone watches, the more probable it is that person will think the real world is like what they have seen on television. The notion of the "mean world syndrome," which holds that people who watch the news frequently are more prone to think the world is "mean," is strongly tied to cultivation. Organizations can learn from contingency theory how to interact ethically with their audiences, particularly in times of crisis.

The premise of agenda setting theory is that the media "tells the audience what to think about, not what to think." The agenda-setting theory postulates that the media have the ability to shape public opinion and inform people of the pressing social concerns.

According to Elisabeth Noelle-spiral Neumann's of silence theory, people are more willing to express their opinions in public if they feel that they are in line with the general consensus out of concern that doing so would make them social outcasts. This theory is pertinent to mass communication because it postulates that media outlets have the ability to influence public opinion and disseminate the viewpoint that is generally accepted.

According to the media ecology theory, people are shaped by their interactions with media, and communication and media have a significant impact on how people perceive and engage with their surroundings.

According to semiotics, language is a system. a system made up of numerous distinct individual parts, known as signals (words, images, gestures, and situations). Although the language system evolves over time, semiotics analyzes a system at a particular moment in time.

Alternative media, or simply alternative media, are all independent communication channels and social

information, that is, they do not belong to large corporate groups or the state or are not controlled by them. This type of media is usually identified by its own agenda or reason (Social complaint, environment, spirituality, citizen participation, cultural life of the sector, etc.). They aim to create spaces in the market or based on political interests to reflect needs, problems, approaches and perspectives that are usually made invisible by business groups or the state or are openly censored.

Informational genres in many types of media take on a unique significance in the context of rapid technological advancement, a variety of communication channels, and an expanding role for information in society. Currently, they face stiff competition from alternative information-creation and -receiving methods that have emerged as a result of new technology. The development of human society depends on verbal communication. Today, the information provided by the media is what most of us are interested in. It is challenging to picture our existence without information from the mass media. The premise that all conversation and communication is a creation of reality serves as the model's main tenet. Every description or depiction of the universe, whether fictional or not, is an attempt to define or describe reality and is in some way a construction—a choice and arrangement of particulars to convey specific features of the creator's perception of reality. In writing, spoken word, or visual representation, there are no objective, value-free descriptions of reality. The foundation for developing a critical connection with the media is an awareness of this idea.

One of the fundamental purposes of Cognizant the world for any person at any time is the need for information. The media currently has such a profound influence on society, consciousness, and human perception. The basis for the internal organization of the "media language" idea is the consideration of the stylistic and media aspects of actual mass information sub-languages. The primary components of media speech are informational and news texts, which allowed this field of study to advance to a new level of quality through the development of media translation, which develops a systematic, all-encompassing approach to the translation of media language discourse.

Over the course of history, the practice of disseminating knowledge to a specific person or group of individuals has greatly advanced. People can obtain important information that is relevant to their daily lives through channels of communication like the newspaper, radio or television broadcasts, and social media. Since most people use mass communication on a daily basis, it is crucial to comprehend the notion. The dissemination of information to a large audience is referred to as mass communication. One of the most widely used kind of mass communication is news broadcasts. What exactly is mass media?

Most media outlets use some type of mass communication. There are many ways to watch mass media, and there are many job options in this area of study. For instance, the majority of people who work in the sector of mass communication also take part in its analysis and research. The study of mass communications involves a variety of professions, including those of news media director, photographer, filmmaker, writer, online producer and content developer, public relations officer, and researcher. The public's perception of a service or an organization can be influenced by several fields, which can also foster opinions through advertising.

All kinds of communication, according to the media systems dependence theory of mass communication, are interconnected. It makes the case that the public, the media, and the political system are all interdependent and consequently have an impact on one another. Media provides an audience with the knowledge they want or need to grasp, which affects their ability to think critically and make wise decisions. Numerous incidents that are reported in the media are connected to activities occurring within the political system. For instance, a nation's soldiers are fighting in a war that is taking place in a foreign country. According to reports, the president decided to start a war, but things are not going well.

A sizable audience of citizens who are dissatisfied with the current happenings is made aware of this unpleasant incident by the media. They are persuaded to cast a different ballot in the upcoming election

by the media and the acts of their elected officials, which also affects subsequent political decisions made in the nation. The political leader's and system's choice might not have been made public without the media's dissemination of information, which could have prolonged a dire scenario.

The objective shape of information showing ambition to neutrality is the most crucial component of television informative and news texts. It is explained by the lack of news text authors and the collaborative creative process used by a collection of people, including publications, TV firms, and news agencies.

Online journalists can collect, process, and publish information alone. And in this regard, two problems arise: As a rule, an online journalist is not trained in distribution. But it should be understood that everything a journalist does online is an act of distribution; online publications, unlike traditional media, do not spend significant resources on distribution. And if it does, it's not in an obvious form. Being part of the media production chain, content distribution differs from the distribution act, which is carried out by a journalist. For the media of the 21st century, it is important to clearly define the channels of content distribution. It is necessary to trace what influence they have on other links of the chain – publishing and journalism. An ordinary newspaper is not the only media format distributed by direct sampling by the consumer. The equivalent is a PDF version of the same newspaper. A number of publications have moved even further and began to make not just copies, but PDF files that load updated data when opened. Other publications began to make thematic, specialized issues and introduce multimedia into them.

Influence on the relationship between different groups of society, on the social attitude. At the same time, the level itself is influenced by these relationships and is determined by the peculiarities of the social system within which mass communication is carried out. Transmission, preservation, receipt, updating of evaluative and semantic information, on the basis of which social identification and adaptation is carried out; the availability of technical means by which the functioning and replication of mass communication is carried out:

- Television;
- Radio;
- Print;
- Internet.

The global media industry as a whole is in a situation of corporate identity crisis, which in developed countries is caused by the development of convergent media space. The essential problem of overcoming the crisis in the modern media industry is that the latest realities of the media discourse have not received scientific and theoretical justification. Textbooks on Internet media and Internet journalism, media economics are just beginning to appear. But all these works are still pragmatic, a systemic integrated vision has not yet been proposed. For most modern media communication processes, Internet communication is the basic one. It is the Internet that turns out to be the "entry point", the basis of communication products of media carriers and all media: Radio, Television, Print media, Mobile telephony.

This leads to the emergence of new parameters of communication, which is called convergent. In addition, it creates prerequisites for the formation of a universal approach to professional activity in various fields. The Internet is a channel, medium and means of communication, and this is its fundamental difference from other media. The ability to correct information online; A high level of engagement; Direct individual contact; Significant personal freedom. Internet communication is scalable, and its explosive growth is possible online. Special trust in such communication arises due to the commutative openness of the Network, the effect of presence. And information and emotional saturation is provided by hyperactive capabilities and complex multimedia fixation of messages.

The primary purpose of news writing is to inform readers about socially significant occurrences both domestically and abroad, as well as to describe numerous phenomena. There are a variety of characteristics in news texts that determine their grammatical, stylistic, and format uniqueness.

According to the study, news texts have linguistic characteristics that are influenced by non-linguistic factors. These features include a high proportion of verbal phrases, passive verbal forms, passive participles, various impersonal tense constructions like "there is," continuous forms, and phrases of the "adjective + noun" type, where limiting but non-descriptive adjectives are frequently the first component.

Cross-media refers to the concept of disseminating the same message via many media. In the news industry, "convergence" is a term used to describe a related concept. Cross-media publishing, according to many authors, is the practice of simultaneously publishing content online and in print without the need for manual conversion. The goal of "develop once, publish many" is made more challenging by the rising number of wireless devices with disparate data and screen formats. The Internet is quickly taking over as the primary source of mass media. The Internet is becoming more and more accessible.

Signs of media reality are being formed. The question of the status of media reality lies in the plane of philosophical analysis. It became especially relevant and obvious in the middle of the twentieth century, when mass communication began to carry out regulatory functions in society (namely, ideological, organizational, predictive, cognitive), and when another communication channel appeared between the sender and the audience of many thousands. Television, combining a sound signal and visual images, space and time, gave rise to media reality. The words with the prefix "media" have actively entered the speech turnover.

When examining the lexical elements of news texts, a variety of expressions should be evident. The language of news is demonstrated by the employment of specialized vocabularies, proper names, and abbreviations from many fields of expertise. As evidenced by the examination of the materials, a significant lexical and phraseological characteristic of news texts is their heavy reliance on clichés. Cliché linkages account for 20 to 30 percent of all words on average. In regards to the language devices used in media texts, news stories are, in fact, quite predictable. One of the distinguishing characteristics of news content is the use of culturally specialized terms to designate things and events unique to this culture.

All texts produced and distributed by mass media are considered to be part of mass media language. Mass media language is a consistent inner language system with unique linguistic stylistic characteristics. The language of mass media is thought to be a special sign system with a combined character and a clear correlation between the verbal and audio-visual elements that are specific to the press, radio, TV, and Internet. As the fundamental building block of mass media language, media text is composed of a complex multilayer structure that is founded on key concepts like media, mass, and openness. All texts produced and distributed by mass media are considered to be part of mass media language. Mass media language is a consistent inner language system with unique linguistic stylistic characteristics. The language of mass media is thought to be a special sign system with a combined character and a clear correlation between the verbal and audio-visual elements that are specific to the press, radio, TV, and Internet. As the fundamental building block of mass media language, media text is composed of a complex multilayer structure that is founded on key concepts like media, mass, and openness.

The scientific community is increasingly considering socio-cultural processes precisely from the point of view of media, mass character, and translatability. To date, there are studies on media linguistics, media culture, media economics, mediatization, and so on. The introduction of these neologisms into the language suggests that almost any social phenomenon, cultural process and human activity itself is considered, including from the position of media. The modern media structure is beginning to have

signs of statehood. The mass media has its own resources, its own media space, its own audience, its own media economy, its own language, its own domestic and foreign policy activities. The importance of studying the phenomenon of information technology civilization that appeared not so long ago is caused by global changes in all spheres of society and each individual person, as well as the creation of an industry for the production and processing of information. But what, in fact, do we know about media communication as a new space of human activity?

There are three categories — interpersonal communication, group and mass. Group communication can include three people, or we can talk about a large audience, then there can be hundreds of people involved in the communication process. At the moment, there are no well-founded indicators that would separate the group level of communication from the mass one. Conditional boundaries are determined by media experts, relying on Russian legislation. And it states that the publication is considered mass if its circulation is over 1000 copies. If the indicated figure is not reached, then the publication cannot conduct a communication process with a mass audience. Of course, technology is a mandatory nuance in the implementation of mass communication.

Rhetorical — this approach tends to focus on interpersonal, one-to-one or one-to-few communication acts, such as speaking, and is primarily concerned with communication as a discourse. Following the language revolution in the middle to late 20th century, rhetoric has broadened the scope of its study to encompass all forms of mass communication that aim to convince, such as political discourse and commercials. When analyzing communication, a rhetorical approach might consider who was speaking to whom, in what setting, and for what reason (i.e.: to persuade or to change an opinion or belief).

According to the semiotic paradigm, meaning is created primarily through the exchange of signs within a system of communication. The concept of semiotics will be covered in much more detail in a later module, but for now it is important to note that semiotics views communication as a sign within a sign system that uses signs in combinations with culturally appropriate context to communicate meaning.

The phenomenological model focuses on communication as an experience. According to a phenomenological perspective, communication serves as both a representation and a confirmation of what the communicators take to be obvious. Both interpersonal and mass communications are under the purview of a phenomenological approach, which may also include objects or ideas as locations of meaning-making.

Television, radio, newspapers are obvious examples. For example, if a speaker speaks to an audience of thousands without means of sound distribution, communication will be disrupted. The hum will eat up the clarity of sound waves, respectively; the semantic message will experience an obstacle and will eventually be violated. Based on these three necessary factors (semantic transmission, mass audience and technique), the following definition can be derived. Media communication is an informational relationship between thousands of people, which is carried out using technical means.

The field of media communication is so versatile and diverse, this phenomenon is so ambiguous that it generates a lot of research. Various sciences — philosophy, sociology, and philology - are engaged in the development of theoretical approaches to the study of this phenomenon. Mass communication is the focus of a wide variety of approaches and incorporates dozens of interesting concepts. However, the research system remains "without a root". If you turn to botany again, it is easier to extract a plant with a rod root system from the ground. But the root, which consists of many adjuncts that have captured the earth horizontally, is more difficult to deprive of its habitable place. Whether this law will be applicable to the humanities is a matter of time and philosophical research. But the fact that social reality today is increasingly viewed from the perspective of the media is already obvious.

Conclusion.

Media text should be taken into consideration and thoroughly researched because it is gaining

momentum and playing an increasing part in people's lives. All of this is also important for translation theory and practice, as well as for the resolution of a common issue with accurate translation. This is because it's important to establish compliances between key semantic, social, pragmatic, and linguistic aspects of discourse interaction in both cultures, as well as between models of native and target languages. The study of general principles and mechanisms of language activity, as well as the interaction of language and culture, offers new opportunities for theoretical and practical research on both traditional and contemporary topics. This is made possible by cognitive and pragmatic analyses of cross-cultural communication. Media communication and mass media have already become an imperative part of our life.

REFERENCES:

1. Kashkin V. B. Introduction to the theory of communication: Textbook. — Voronezh: VSTU Publishing House, 2000. — 175 p.
2. Fundamentals of Communication theory: textbook / Edited by prof. M. A. Vasilika. M.: Gardariki, 2003. — 615 p.
3. Pocheptsov G. G. Media: theory of mass communications. Kiev: Alterpres, 2008. — 416 p.
4. Tukhtaeva, K. D. (2021). ESSENTIAL FEATURES OF GENDER LINGUISTICS. CURRENT RESEARCH JOURNAL OF PEDAGOGICS, 2(12), 1-6.
5. Davlatovna, T. K. (2021). COGNITIVE LINGUISTIC APPROACH TO THE ANALYSIS OF LANGUAGE UNITS.
6. Davlatovna, T. K. (2020). SEMANTIC AND COGNITIVE ANALYSIS OF COMPOUNDINGS IN PHRASEOLOGICAL UNITS IN ENGLISH. Тил, таълим, таржима” халқаро журнали, 2(1).
7. Тухтаева, К. Д. (2020). SEMANTIC ANALYSIS OF THE PHRASEOLOGICAL UNITS OF THE ENGLISH, UZBEK AND RUSSIAN LANGUAGES WITH THE NAMES OF VEGETABLES AND FRUITS. ИННОВАЦИИ В ПЕДАГОГИКЕ И ПСИХОЛОГИИ, (SI-3).
8. Давлатовна, Т. К. (2020). THE ROLE OF INDEPENDENT STUDY SKILLS IN ENGLISH LEARNING PROCESS. ИННОВАЦИИ В ПЕДАГОГИКЕ И ПСИХОЛОГИИ, (SI).
9. Tukhtaeva, K. DIVERSE OPINIONS ABOUT MODERN CASE SYSTEM IN THE ENGLISH, UZBEK AND RUSSIAN LANGUAGES.
10. Tukhtaeva, K., Karaeva, K., Saidova, S., Ibragimova, Z., & Djuraeva, M. (2020). MAIN PECULIARITIES OF TEACHING EFL IN MIXED-ABILITY GROUPS.
11. qizi Shodieva, G. N., & Dusmatov, H. H. (2022, July). RINCPLES OF DIVISION OF WORD CATAGORIES IN UZBEK LANGUAGE. In *INTERNATIONAL CONFERENCES ON LEARNING AND TEACHING* (Vol. 1, No. 11, pp. 38-43).
12. Komilova, N. (2022). GENDERED LEXICON OF ENGLISH LANGUAGE. *Science and innovation*, 1(B4), 192-194.
13. Do'smatov, D., & qizi Shodiyeva, G. N. (2022, May). O 'ZBEK TILSHUNOSLIGIDA SO 'ZLARNI TURKUMLARGA AJRATISH TAMOYILLARI. In *INTERNATIONAL CONFERENCES ON LEARNING AND TEACHING* (Vol. 1, No. 8, pp. 770-774).
14. Abdilkadimovna, K. N. (2022). THEORETICAL ANALYSIS OF GENDER RELATED WORDS IN ENGLISH LANGUAGE. YOUTH, SCIENCE, EDUCATION: TOPICAL ISSUES, ACHIEVEMENTS AND INNOVATIONS, 1(2), 179-182.
15. Usmanova, D., & kizi Shodieva, G. N. ISSUES OF CLASSIFICATION OF WORD CATAGORIES IN THE UZBEK.

16. Qizi, S. G. N. (2022). ISSUES OF CLASSIFICATION OF WORD CATEGORIES IN THE UZBEK. *Science and innovation*, 1(B3), 812-816.
17. Komilova, N. A. Comparative Analysis of “Gender” Concept and Issues of Gender Field in English and Uzbek Languages. *International Journal of Social Science and Human Research*, 5(6), 2191-2194.
18. Shodiyeva, G. N. K., & Dustmatov, H. (2022). CLASSIFICATION OF WORDS IN UZBEK AND ENGLISH: IN THE EXAMPLE OF VERBS. *Central Asian Academic Journal of Scientific Research*, 2(4), 234-237.