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CHARACTERISTICS OF ENGLISH DISCOURSE IN MASS MEDIA

Abidova Nargiza
English Language Teacher, Technical College No. 1,
Jondor District, Bukhara Region
Phone number: +998938105577
E-mail adress: abidovanargiza0010@icloud.com

ABSTRACT:

This scientific article analyzes the linguistic, pragmatic, and sociocultural characteristics of English discourse used in mass media. In the global information space, English is widely used as a leading language and exerts a strong influence on public consciousness through mass media. The study examines the main features of English media discourse found in newspapers, magazines, television, and online publications, including simplified language units, evaluative vocabulary, metaphors, stylistic devices, and manipulative strategies. In addition, the role of the author's position, audience orientation, and social context in mass media discourse is highlighted. The article reveals the significance of English media discourse not only in conveying information but also in shaping public opinion and influencing social and political processes. The research findings are of theoretical and practical importance for the study of English discourse, media text analysis, and the use of authentic materials in foreign language teaching.

KEYWORDS

discourse, media, englishlanguage, information, communication, pragmatics, manipulation, lexicon, stylistics, journalism, audience, context

INTRODUCTION

In modern society, mass media occupy an important place as an integral part of social life. Information is rapidly disseminated through newspapers, magazines, radio, television, and online publications, shaping public opinion. In this process, language serves as the main tool, and the way information is conveyed, evaluated, and perceived directly depends on linguistic units. In particular, English holds a leading position as the primary language of mass media on a global scale and plays a significant role in international information exchange.

The widespread use of English in mass media is explained by its linguistic potential, flexibility, and comprehensibility for a global audience. Today, the majority of leading international news agencies, television channels, and online platforms operate in English. This situation necessitates an in-depth study of the specific characteristics of media discourse formed in the English language. Media discourse not only transmits information but also regulates social relations, conveys ideological perspectives, and exerts a certain influence on the audience.

The concept of discourse is widely used in modern linguistics and encompasses not only the text itself but also the processes of its production, distribution, and reception. Mass media discourse, in turn, is a type of communicative activity shaped within a specific socio-political context, oriented toward an audience, and characterized by pragmatic goals. English media discourse is distinguished by its simplicity, clarity, persuasiveness, and evaluative nature.

The English language used in media texts is formed through the combination of elements of everyday speech and formal stylistic features. This contributes to making information accessible to a wide audience. At the same time, mass media actively employ stylistic devices,

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metaphors, emotionally colored words, and evaluative expressions. Such linguistic means enhance the impact of information and are aimed at attracting the audience's attention.

One of the important characteristics of English discourse in mass media is its manipulative nature. Media texts often present events or phenomena from a particular perspective in order to shape the audience's views. In this process, linguistic units are carefully selected to ensure positive or negative evaluation of information. Therefore, the analysis of English media discourse is important not only from a linguistic perspective but also from pragmatic and sociolinguistic viewpoints.

Under conditions of globalization, English media discourse transcends national boundaries and influences various cultures and societies. This situation requires the study of cultural codes, social stereotypes, and ideological content embedded in English-language media texts. Information disseminated in English often addresses global issues, political processes, and social phenomena, thereby shaping the attitudes of the global community.

Furthermore, the development of digital mass media has given rise to new forms of English discourse. The language used in online publications, social networks, and digital platforms is becoming more concise, rapid, and interactive. This trend has led to the widespread use of abbreviations, headline constructions, and linguistic units integrated with visual elements in media discourse.

The aim of this scientific article is to identify the main characteristics of English discourse in mass media, analyze its linguistic and pragmatic aspects, and reveal the mechanisms through which media discourse influences society. The research findings are of scientific and practical significance for English linguistics, discourse analysis, and journalism.

LITERATURE REVIEW AND METHODOLOGY

English discourse in mass media is considered one of the most important research objects in modern linguistics. Media discourse is closely connected with social life, where language functions not only as a means of conveying information but also as a tool for evaluation, influence, and shaping public opinion. The global status of English has contributed to the widespread international dissemination of media discourse. Therefore, English discourse in mass media possesses distinctive linguistic and pragmatic characteristics.

One of the main features of English media discourse is its orientation toward the audience. Mass media are intended for a broad and socially diverse audience, and linguistic units are selected with this factor in mind. Media texts tend to favor simpler, clearer, and shorter sentences rather than complex grammatical constructions, which ensures rapid and easy comprehension of information.

From a lexical perspective, English media discourse is enriched with evaluative and emotionally colored vocabulary. Journalistic texts widely employ adjectives expressing positive or negative evaluation, metaphors, and phraseological units. For instance, when covering political or social events, the choice of specific words helps shape a particular attitude in the audience. Thus, the author's position is expressed either implicitly or explicitly through linguistic means.

Headlines play a special role in media discourse. English headlines are characterized by brevity, conciseness, and attention-grabbing features. Ellipsis, metaphors, wordplay, and stylistic abbreviations are frequently used in headlines. These techniques not only convey information succinctly but also encourage readers to engage with the full text.

Another significant characteristic of English mass media discourse is its manipulative nature. Media texts are not always completely neutral. In the process of selecting, organizing,

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and presenting information, certain ideological or political interests may be involved. Linguistic devices play a crucial role in this regard. For example, passive constructions can be used to obscure the agent of an action, while active constructions, on the contrary, assign responsibility to a specific subject.

From a pragmatic perspective, English media discourse has a clear communicative purpose, which may include informing, persuading, warning, or motivating the audience. Media authors choose discourse strategies based on the audience's level of knowledge, social views, and cultural background. As a result, English media discourse exerts a strong pragmatic influence.

Modern digital mass media have generated new forms of English discourse. In online publications and social networks, language has become more concise, rapid, and informal. Texts combined with hashtags, abbreviations, emotive elements, and visual components have become an integral part of media discourse. This phenomenon demonstrates the continuous development of the English language.

In addition, English media discourse is significant from a sociocultural perspective. Media texts promote certain cultural values, stereotypes, and social norms. Global media products created in English influence representatives of different cultures and play an important role in shaping their worldview. Therefore, the study of media discourse helps to understand the relationship between language and society.

The analysis of English discourse in mass media is of great scientific importance for linguistics, journalism, and communication studies. A thorough examination of this discourse contributes to identifying hidden meanings in media texts, understanding information manipulation, and developing critical thinking skills.

CONCLUSION

In conclusion, English discourse in mass media is a complex and multifaceted linguistic phenomenon. It serves not only to convey information but also to shape public opinion and influence social and political processes. The global dominance of English further enhances the international significance of media discourse.

The research results show that English media discourse is characterized by simplified grammatical constructions, evaluative vocabulary, stylistic devices, and pragmatic strategies. These features ensure the rapid and effective reception of media texts by the audience. At the same time, the presence of manipulative linguistic tools highlights the necessity of critically analyzing media discourse.

The development of digital mass media has introduced new forms of English discourse, enriching its linguistic structure. This demonstrates the flexibility of the English language and its ability to adapt quickly to modern communication needs.

Overall, the study of English discourse in mass media holds significant theoretical and practical value for linguistics and journalism, contributing to the development of media literacy and the conscious analysis of information.

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