

## The Language and Types of Mass Media

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### Abstract

The most important scientific task in the study of media-speech is to determine the interaction and influence models of speech. Since media-speech is a type of public oral speech, it is necessary to distinguish the principles of organization of dialogical speech: origin from public speech in general; communicative features of mass media; from one or another of its varieties.

**Keywords:** interaction, media, communicative, discourse, compare, models, origin, speech, genres, principles.

It should be remembered that the types and genres of public speaking differ in terms of purpose and scope; The description of media-discourse as a special mental space implemented by specific communicative models is justified. Media-discourse should be characterized by determinants of mass media and compared with other types of mass communication; characterization of types of public speech through a general and specific prism, taking into account that the specific character of the speech of a radio course, television speech and print media is determined by a combination of pragmatic conditions specific to speech and is characteristic only for one or another type of speech needs.

Types of public speech should be characterized through a general and specific prism, taking into account that the specific character of the speech of t means is determined by a combination of pragmatic conditions specific to the speech and is characteristic only for one or another type of speech. Media-discourse is currently characterized by significant changes in the strategy and tactics of speech behavior of its participants, which serves as a basis for its communicative-pragmatic study. Traditional public speaking, with predetermined forms, mainly consisted of prepared monologues. In the post-restoration period, modern has become a dynamic circle of contemporary speech, expanding and enriching with new varieties.

One of these forms is on-air dialogue, which reflects specific ways of linguistic representation of the dialogic interaction between the speaker and the listener in the mass media. The speech behavior of our contemporaries also changes due to social conditions, new psychological relations. Summarizing the researchers' observations, let's note the most characteristic features of the modern Russian language, which find a bright expression in public relations: the dynamism of the linguistic norm of modern mass media; the lack of readiness of public speech that shakes the previously established norm and activates the mechanisms of language-specific development; a decrease in the rate of speech of speakers; active inclusion of foreign language inclusions in speech; the use of unusual word formations and reduced vocabulary not only in informal communication, but also in the press and oral public speech;

The study of the principles of media-discourse organization and changes in structural and semantic organization should be given a special place. For example, assessing the specific media-speech specificity of the structural-textual organization of radio discourse, we adhere to the concept of radio discourse, according to which it (from the point of view of structural

organization) is oriented to different types of communication. consists of many texts. The uniqueness of radiotext as a type of media-text is seen in the special type of the author, in the specific modality of the text, in the various forms of the "I" of the author intended to participate in the communication process.

The appropriate scientific level of research ensures the correct selection and justification of the methods and methods of analysis of the polydiscursive space of media-speech, as well as the identification of a system of linguistic units with linguistic pragmatic potential, taking into account the linguistic and communicative specificity of its varieties. The problem of verbal influence in public communication involves taking into account the characteristics of the communication situation, the status of communicators, their level of knowledge, and the interaction of verbal and non-verbal channels. A successful solution to the specified set of questions can be made on the condition that linguistic analysis itself is combined with communicative-pragmatic, that is, the linguistic-pragmatic approach should have priority in the study of media discourse according to its types. .

A successful solution to the specified set of questions can be made on the condition that linguistic analysis itself is combined with communicative-pragmatic, that is, the linguistic-pragmatic approach should have priority in the study of media discourse according to its types. . By studying linguistic and extralinguistic features, revealing the specific features of different types of public speech helps to determine the specific features of the communicative space of modern public speech. 21. The possibility of introducing the research results into the fields of business, social and cultural communication, as well as the possibility of integration, the methodology of the process study, the analysis of the polydiscursive space and its specific results give the research practical value. 22. The main task of this type of speech is to convey certain information from certain positions and thereby achieve the desired effect. The functional unity of information and influencing potential makes it a powerful tool for mass audience management. 23. In order to describe the speech structure of the newspaper text, as an element of the newspaper speech, the minimal structural and semantic unit of the text level - the speech form - is singled out. In the process of implementing the concept of address speech, speech forms are combined into large structural and compositional units - functional thematic blocks. The list of speech forms typical for newspaper texts includes the following simple and complex speech forms

Separation of media linguistics as an independent direction is related to the single object of the previously separated aspects of the study of media-texts. The topic of the study of the scientific direction, which is undergoing a period of formation, is a comprehensive study of the activity of the language in the field of mass communication. At the same time, media-text is a dialectical unity of linguistic and media features, which is represented by three levels of media speech: oral text, video sequence or graphic image level, and sound level. Within the framework of media linguistics, all components and levels of mass communication texts are analyzed in a combination of linguistic and extralinguistic factors: the influence of the methods of creating and distributing media texts on their linguistic-format features, issues of functional-genre classification, phonological, syntagmatic and stylistic features, interpretation features , cultural characteristics. , ideological modality, pragmalinguistic value. The methodological apparatus of media linguistics combined the achievements of all directions, within which media texts were studied: speech analysis, content analysis, cognitive linguistics, critical analysis, functional stylistics, cultural linguistics.

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