

## **The role of the media in the dynamics of language processes**

**Sayfullaev B.N.**

*Teacher of the Department of French Philology*

*Bukhara State University*

*b.n.sayfullayev@buxdu.uz*

**Rajabova Dilnoza**, student

**Abstract.** *The main volume of speech use today falls on the sphere of mass communication. The concept of a single information space is of key importance for understanding the dynamics of linguistic changes, as it allows us to present the multifaceted activities of global and national mass media in the form of a single, integral system, the functioning of which has a significant impact on the course and development of linguocultural processes.*

**Key words:** *intralinguistic, geolinguistic, interlinguistic, processes, expressed, language changes, linguocultural*

### **Introduction**

The second half of the 20th – early 21st century is characterized by the rapid growth of mass communication and new information technologies. The dynamic development of traditional media – print, radio, television, the construction and distribution of the World Wide Web – the Internet – led to the creation of a single information space, a special virtual environment formed by a set of many media streams. All this could not but affect the processes of production and distribution of the word, the features of speech usage and the nature of language changes. The main volume of speech use today falls precisely on the sphere of mass communication.

Mass media texts, or media texts, are one of the most widespread forms of modern language use, and their total length far exceeds the total volume of speech in other spheres of human activity. At the same time, the corpus of texts (a working term in modern linguistics, denoting the totality of all texts functioning in a particular sphere of speech use), produced and transmitted daily through mass media channels, continues to constantly increase.

### **Peculiarities of mass communication processes**

The concept of a single information space is of key importance for understanding the dynamics of language changes, as it allows us to present the multifaceted activity of global and national mass media as a single, integral system, the functioning of which has a significant impact on the course and development of linguacultural processes. In modern science, to designate this new virtual territory without state borders and tangible barriers, a whole set of terms and concepts is used that belong to the same semantic series and emphasize the features of mass communication processes, such as: information space, information environment, information field, media environment, media landscape, infosphere. The most important component of the global information space is its linguacultural component, the importance of which is difficult to overestimate, since any verbally expressed information is the embodiment of a certain language and culture. Understood as the area of distribution of a particular language and culture in the global media landscape, the concept of linguacultural space allows us to demonstrate the actual discrepancy between territorial and state borders and the borders of information spheres of influence. Thus, the real contours of the Anglo-American linguacultural space go far beyond the territories of the corresponding states due to the enormous coverage of English-language media broadcasting and the spread of the Internet. Thus, the role of the media in the dynamics of language processes is determined not only and not so much by the changes caused by the introduction of new information technologies, as by qualitative transformations in the general linguacultural situation. Assessing the impact of modern mass media on the course of language processes, three levels of analysis should be distinguished:

- 1) geolinguistic;

2) interlinguistic;

3) intralinguistic.

The geolinguistic level involves an analysis of how the media influence the state and development of the general linguacultural situation in the world and in the regions. Here, attention is focused on such important quantitative and areal indicators as the redistribution of linguistic spheres of influence: changes in the number of speakers of a particular language, an increase in the role of some and a decrease in the role of others in the global information space, etc.

At the interlinguistic, or interlinguistic, level, researchers are interested in the issues of interaction and mutual influence of languages, the mechanisms and methods of borrowing, as well as the functional styles and areas of speech usage that are most susceptible to foreign language influence are studied. The intralinguistic, or intralinguistic, level allows us to focus on media-conditioned language processes within one linguacultural area. These include: the tendency to blur clear stylistic boundaries, the spread of colloquial style norms in the basic corpus of media speech (news, information analytics, commentary), the replication of erroneous speech usage (incorrect stress, grammatical errors, incorrect collocation, etc.), the reduction of speech norms due to the use of debased and obscene vocabulary in the media, etc.

One of the main features of the modern geolinguistic picture of the world is the undisputed dominance of the English language, which is manifested, among other things, in the sphere of mass communication. The total volume of English-language media texts, due to a number of economic, political and socio-cultural reasons, significantly exceeds the volume of mass media texts in other languages of the world, which inevitably affects the course of linguistic processes, the qualitative aspect of speech usage, the movement of the language norm, as well as the interaction of languages and cultures.

The study of the role of the media in the dynamics of language processes at the interlinguistic level presupposes the analysis of media-conditioned mechanisms of interaction of languages, in particular such as methods of borrowing lexical units, functional-stylistic stratification of borrowings, mutual influence of

communicative-broadcasting styles. Since in the conditions of the information society the cultural-linguistic influence is most actively carried out through the channels of mass communication, the dominant impact of English-language media speech on the world information space, including its Russian segment, is clearly traced in the analysis of the corresponding media discourses.

One of the most striking examples of the English-language media influence on the format and content of mass media texts are programs modeled on well-known Western programs. Popular television and radio formats that emerged on Anglo-American soil are successfully adapted to the new era: the number of programs using such basic English-language mass media formats as talk show, quiz game, phone-in programme, candidate camera, confession television, reality show, etc. is steadily growing. The influence of Anglo-American mass media at the language level is manifested in a powerful wave of borrowings of English vocabulary. Business, management, marketing, broker, dealer, sponsor, speaker, speechwriter, trader, killer, DJ, drive, rave, showman, promotion, party, file, electorate and other Anglicisms have become an integral part of modern Russian speech. From a conceptual point of view, borrowings reflect the most developed spheres of activity within a particular national culture. For example, on the pages of the British press one can often come across words from the French language that are used to denote objects of stylish life, high fashion and gastronomic delights, such as: haute couture, soiree, clientele, vin de table, etc. In turn, borrowings from the English language are conceptually connected with such areas as business, politics, sports, computer technology, popular music, youth culture.

### **The concept of “informational and broadcasting style”**

The role of the media as channels of active linguistic interaction is also manifested in the use and dissemination of certain information and broadcasting styles. The concept of "information and broadcasting style" is directly related to mass communication and is used to designate that special tone of conversation with the reader, listener, viewer, which is characteristic of each specific mass media - a newspaper, magazine, radio program or television program. It is known that each subject of the media "talks" to its audience in a certain tone, using stable media

stylistic and rhetorical means for communication and textual communication. Thus, one style of communication is characteristic of high-quality newspaper press, another for popular press, the style of British news broadcasting differs from the style of Russian television news, etc. Like a musical scale, the tonality of a given mass media subject varies depending on a number of extralinguistic factors that may relate to the political, historical, cultural, ideological, and social spheres. Information and broadcasting styles can be elevated and official, as in the case of television news during the Soviet period, or extremely impersonal, such as the BBC news broadcasting style known for its desire for objectivity, or deliberately familiar, such as the styles of most leading entertainment radio and television programs. A comparative study of media texts shows that the globalization of the modern media space largely contributes to the partial borrowing and sometimes complete copying of certain information and broadcasting styles, including by Russian mass media. Thus, the changes of the glasnost and perestroika periods primarily affected the tonality of communication between post-Soviet media and their audiences, which, in particular, was expressed in a radical change in information and broadcasting styles. Much of the post-Soviet media discourse arose precisely due to the influence of Anglo-American media speech.

Analysis of the role of mass media at the intralinguistic level is based on the study of the influence of mass media on the functioning of language within one linguocultural area. Speaking about language processes triggered by mass media, the following can be primarily distinguished:

- 1) the tendency to blur clear stylistic boundaries;
- 2) the spread of colloquial style norms in the basic corpus of media speech (news, information analytics, commentary);
- 3) the replication of erroneous speech usage (incorrect stress, grammatical errors, incorrect collocation);
- 4) the reduction of speech norms due to the use of jargon, obscene language, etc. in the media.

The tendency to erase clear stylistic distinctions within the corpus of media speech has been noted by many researchers, both Russian and foreign 1. Perhaps this

tendency is due to the extreme mobility and dynamism of the genre-typological paradigm of media discourse itself. The main types of media texts—news, commentary and analysis, features, and advertising—are in constant interaction and immediate temporal and spatial proximity (features and information-analytical programs are interrupted by advertising, news coexists with commentary, etc.), and naturally influence each other. Sometimes this leads to the emergence of new genre-stylistic hybrids such as “infotainment” or “infomercial.” The inclusion of entertainment or advertising components in news materials is dictated by the same key desire of mass communication—to attract as large an audience as possible.

Experts also note the convergence of the norms of oral and written speech in the media, which is apparently due to the functional and technological features of the discursive practices of mass communication themselves. Thus, the production and distribution of media texts includes such special techniques as reading from a running line, translating a primarily oral text (for example, an interview) into a written form of publication, integrating spontaneous and prepared speech, mixing conversational and book-written styles. The above trends are characteristic not only of the Russian linguocultural area. A similar influence of the media on the course of language processes is noted by researchers in relation to other European languages - English, French, German, Spanish, Italian.

## **Conclusion**

Thus, it can be concluded that the role played by the mass media in the dynamics of language development is enormous. Having become one of the main spheres of speech use, the mass media today largely determine the nature and properties of the current state of the language. The reflection of these processes in academic science was expressed, in particular, in the formation and consolidation of the concept of “media language”.

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