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УДК 81.42

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On the Issue of Modern Media Discourse

В статье приводится классификация жанров современного дискурса средств массовой информации. Авторы заключают, что современные медиа являются видом дискурса с высоким прагматическим потенциалом. Поскольку при передаче информации на первое место выходит функция воздействия на адресата речевого произведения.

Ключевые слова: медиадискурс, речевая деятельность, экстралингвистические факторы, медиатекст

The article provides a classification of genres of modern mass media discourse. The authors conclude that modern media is a type of discourse with a high pragmatic potential. Since when transmitting information, the function of influencing the addressee of a speech work comes out in the first place. Since when transmitting information, the function of influencing the addressee of a speech work comes out in the first place.

Key words: media discourse, speech activity, extralinguistic factors, media text

The mass media currently represent a multifaceted phenomenon that determines ideological, social, technological, and scientific realities. Information, the constant expansion of the information field – print, media (TV and radio), virtual (Internet) – has an increasing impact on human life. If earlier it was possible to say that the

one who owns the information owns the world, today the information itself, living an independent life, began to adjust the thinking of society. The media, literally, shape our consciousness – determine the way of life – clothing style, consumer basket, preferences in books, behavior style, language. It is becoming more and more difficult to break out of the information flow. As a rule, information structures – a printed text, audio and video streams, the movement of digital information on the Internet (social networks, blogs, information and analytical portals) – form semantic clusters, nodes, bundles, which are called discourse [4], [7], [8]. With the development of mass media and the expansion of virtual information, it has become increasingly common to talk about media discourse.

Media discourse is among the interests of many sciences related to linguistics, which is largely explained by the very nature of mass communication. Intensive study of the media is conducted in sociology, psychology, and communication theory. With the development of psycholinguistics, pragmatics and communication theory, the study of language as a system independent of reality has been replaced by the understanding of language and speech that reflect reality and create discourse [2]. Absorbing speech / text activity together with the corresponding socio-cultural context, discourse acts as the main keeper of common experience, knowledge, thoughts, value ideas and experiences. Therefore, in assessing oneself and personal being, a person proceeds not only from his/her own “I” and the nature of relationships within his/her communication circle, but also from the discourse, which also gives a certain assessment of both the reality that finds its expression in him/her and the personality itself, which inherited his/her ideological and spiritual ideas.

Media discourse is a fairly new phenomenon, representing a coherent information field of the media and spreading its impact on various social groups. We can talk about different types of understanding of media discourse based on the cognitive attitudes of the addressee, characteristics of the target audience, etc. [1] Since the definition of media discourse is based directly on the general understanding of discourse, numerous interpretations of which only emphasize its complex and multifaceted nature, it makes sense to focus on how media discourse correlates with the general concept of discourse. As it is known, a key component of the theory of discourse is a comprehensive integrated approach to the analysis of speech activity, understanding of discourse as a complex communicative phenomenon that covers the whole set of extralinguistic factors accompanying the communication process, including the sender of the message, its recipient, various types of context, features of the production, dissemination and perception of information, cultural and ideological background, etc.

A systematic analysis of numerous definitions developed within the framework of both foreign and domestic studies allows us to distinguish three main approaches to the definition of discourse – structural, functional and thematic. The infinite variety of textual media discourse is structured around four main types of media texts, traditional-

ly distinguished in all functional and genre classifications of media speech, both Russian and foreign [5]. These are news, information analytics and commentary, journalism or author's thematic materials (in the English-language theory of journalism, denoted by the term features), and, of course, advertising. At the same time, it is important to remember that the media text as a basic component of the mass media discourse is a complex multilevel phenomenon based on a certain combination of verbal and media parts.

Unlike a verbal text, which is a sequence of verbal units, a media text is a combination of symbolic units of verbal and media levels actualized in a certain media format and united by a common meaning. Media texts serve as a means of forming and changing the mental model of the world in the addressee's mind, that is, they are of an influencing nature. It is important to note that such an addressee is currently not an individual, but certain social groups whose members have similar socio-cultural characteristics. The author influences the readers' consciousness.

The means of expressing the author's position in the media discourse can be divided into explicit and implicit. Explicit means are associated with the use of a direct codified, unambiguously expressed meaning of language signs, i.e. the meaning consisting in the direct implementation in speech of dictionary-language meanings or the result of their combination. Implicit means imply the presence of information, which requires the efforts of the listener, which cannot be reduced to comparing the linguistic units of their meanings. The interlocutor needs to have background knowledge and a certain degree of awareness on a particular issue. Anthropocentrism involves an appeal to concepts, which is a clot of culture and, in addition to meaning, also includes national and cultural specifics and axiology. Modern linguistics is involved in the cognition and research of the conceptual picture of the world. The concept is considered the main object of the research in modern cognitive linguistics.

It should be noted that the allocation of media linguistics as an independent direction is associated with a single object of previously disparate aspects of the media texts study. The subject of the study of the emerging scientific direction is a comprehensive study of the language functioning in the field of mass communication. At the same time, the media text is a dialectical unity of linguistic and media features, represented by three levels of media speech: verbal text, the level of a video sequence or graphic image, and the level of sound accompaniment. 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 methods of creating and distributing media texts on their linguistic and format features, issues of functional and genre classification, phonological, syntagmatic and stylistic characteristics, interpretative properties, culture-specific features, ideological modality, pragmalinguistic value [9].

The structural scientific paradigm prevailing in linguistics of the 20th century was characterized by the separation of internal and external linguistics (linguistics proper and extralinguistics) [3]. Language studies were aimed at identifying the principles of the language system structure based on the differentiation of linguistic factors from non-linguistic ones. It was believed that the task of a linguist is to comprehend only those features of the analyzed texts that are directly related to the language, and scientists-representatives of disciplines related to linguistics – sociolinguistics, psycholinguistics, etc. – should be engaged in the consideration of extralinguistic characteristics. This approach was typical for a wide variety of areas of linguistics, including studies of the language of the media: everything that did not relate to verbal expression in most cases was not included in the research material.

Modern media are the type of discourse with a high pragmatic potential, because when transmitting information, the function of influencing the addressee of a speech work comes out in the first place [6]. The need to comply with the main rule of communication to transmit the maximum amount of information in the shortest time intervals sets the authors of the media discourse titles the task of constantly searching for means to maximize the impact on the recipient of the media discourse.

In this paper, discourse is understood, first of all, as a special use of language, which correlates with a certain type of social activity or, perhaps more precisely, is an integral part of this activity. Like any other activity, discursive activity is characterized by its inherent purpose, flow conditions, as well as participants. In other words, the texts generated in the course of discursive activity correlate with a specific social practice, which determines a lot of other possible texts-representatives of this practice. Thus, discourse not only selects lexical units from among the available general language means, but also carefully adapts them to its characteristic goals and conditions of communication. This happens primarily due to the modification of the semantic structure of lexemes, the appearance of additional clarifying components in it, including those that have a clearly expressed ideological coloring. This manifests the linguocreative abilities of discourse, which are largely due to such a feature as regularity.

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УДК 882: 417.3

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Крым является топонимом высокой культурной значимости, вокруг которого создается сверхтекст, связанный единым мифом. Данная статья посвящена лингвокультурологическому исследованию особенностей концептосферы «крымского текста» русской литературы. В основе исследования концептосферы сверхтекста лежит гипотеза о культурных кодах, которые могут быть интерпретированы посредством анализа языковой ткани «крымского текста». В статье подвергнуты анализу ключевые концепты сверхтекста. Сделан вывод об основных особенностях сверхтекстовой картины мира, создающейся в пределах «крымского текста» русской литературы.

Ключевые слова: «крымский текст», локальный сверхтекст, концепт, концептосфера, сверхтекстовая картина мира

В настоящее время актуальным является изучение сверхтекстов, которые представляют собой систему текстов, образующих единую мифотектоническую парадигму и характеризующихся сходной модальностью и общей сверхтекстовой картиной мира. Возникающие в рамках той или иной культуры на основании формирующихся веками мифологических кодов сверхтексты служат стимулами ее развития.