



SPECIFICITY OF MASSMEDIA ASPECT IN MEDIA TEXT FORMATION

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Abstract. As you know, in the modern media space, the main means of expression is media text, and when creating it, it is necessary to comply with a number of rules and requirements. This article is devoted to the study of the specifics of the mass media aspect in the formation of the form of media text. The integration of various media semantic codes into a single communication environment, its internal requirements, dependence on external factors, as well as its convergent characteristics are discussed. The main feature of media texts, namely the basic principles of mass media, was studied.

Keywords: mass media, media text, communicator, media discourse, convergent characterization, audience, principle

I. INTRODUCTION

It is impossible to imagine a modern person without tools that will help him find out the latest and current news and give information to each other in a matter of minutes: the Internet, television, radio and modern communication. In connection with the development of the modern media sphere, the Internet is considered not only as a means of communication with the media, but also as a means of isolating general consciousness. In these tools, the process of expressing ideas is carried out mainly through language means, that is, through media text.

The problems of mass communication are diverse, and in this scientific article we aimed to study the features of the aspect of mass media in its formation in the form of a media text.

Mass communication is a process (type) and the product of the process of disseminating socio-ideological, spiritual and educational information of a largely socially categorized, zonal audience in such a way that it is evaluated, interpreted, influenced, in a popular, accessible manner, in a one-sided direction using technical means. This process psycholinguistically consists in the transmission of information in language expression (speech, text) and the stages of its adoption, understanding, interpretation.

The first stage involves the activity of a communicator (editorial board), the second - the attitude of the addressee (reader, listener or viewer). [4, 49.]

Media text (derived from Latin media texts means "medium, intermediary + fabric, weaving, communication, correspondence") - a message, text in various media forms and genres. The concept of media text as a result of the rapid development of the media in the twentieth century came into use instead of the traditional printed text as a new type of text related to cinema, radio-television, video, the Internet and mobile phones. The concept of media text is mainly widely used in mass media. Also, this concept is used in the field of media education, media criticism, media psychology.

A distinctive feature of media text is that it combines various semantic codes (verbal and non-verbal) into a single communicative environment. For example, traditional newspaper publications still use photographs, tables, graphs and drawings.

II. LITERARY REVIEW

Today, the concept of media text has a broader meaning than the text itself. It also includes graphics, speech expressions and their relationship to the object in question, which is used to make the text more universal and understandable. Media text has a well-known universal specificity. The peculiarity of media texts is that they can be included in various media structures. [3, 121.]

Media text is a completed speech phenomenon, designed and ordered on the basis of semantic and syntactically consistent connections, as a regular set of thinking and language behavior in accordance with the sphere of communication, type, communicative situation and the author's goal of certain communicative activity. When constructing a media text, the author takes into account both the methods

and methods of its interpretation and understanding. The text of the information is brought into line with the method of interpretation, which is available and simple for the reader. In the press, this requires special responsibility from the journalist, because not only the rules of grammar are involved in this process, but also the possibilities of interpreting the purpose and content of the communication situation are taken into account. Creating text is a creative process that not everyone succeeds. In addition, media text is edited information, since its perfection also depends on the skill of the editor. Any creative literary and scientific creative activity cannot circumvent the process of creating, processing, editing, improving the text.

Journalists and editors have a special responsibility for the process of creating and improving the text as a necessary component of written speech activities.

In the process of editing, words incomprehensible to readers are removed, facts are compared, incomprehensible phrases are corrected, because, although this seems to be a minor drawback, each negative phenomenon or uncertainty upsets the recipient's enthusiasm for the newspaper. Re-reading the text with extreme attention, identifying shortcomings and errors, as well as improving it in such a way that it does not harm the author's goal and style, requires a deep knowledge from the editor, a high general culture, excellent qualifications and experience.

Editing a media text is a process that requires specific knowledge. When editing is done from a critical point of view, of course, its impact will be special. The purpose of this criticism is to convey the text to the level of perfection, eliminate existing mistakes, as a result, increase educational, scientific value. If the text is edited by a real specialist, the master of his business, a miracle occurs. The text comes to life and animates everything around. Otherwise, it will remain a complex of incomprehensible proposals to anyone.

III. MATERIALS AND RESULTS.

There are certain principles for creating text, its composition and layout. The author, first of all, chooses the basis and meaning of information, the way of its expression, taking into account the needs of the reader (audience) of the text, takes into account the interests of recipients, the type of publication. Accordingly, it deals with the principles of constructing oral speech, constructing written-printed speech or mixed use of both. It turns out that the construction of the text is based on the principle of oral speech as a kind of method:

- 1) the context is used as much as possible;
- 2) meaningful connections are not recorded - but presented;
- 3) changes in word order and parcellation are used;
- 4) introductory words are used, forms of appeals characteristic of oral spoken speech.

In short, this is an attempt to create a picture of oral speech. According to the method of describing reality, such types as story, image, reasoning, description, recommendation, discussion are distinguished. These methods of description in media texts are used mixed. In them:

- 1) ordinary rhythmic text;
- 2) stylized imitation of text (this is less common);
- 3) mixed texts are actively used.

The construction of the text is completed in accordance with the rules of communication-thought evolution (dynamics) and interpretation (decoding). In the process of communication, stable cliches and normalized designs undergo various changes, are rebuilt. The text is drafted in terms of the transmission of information and its understanding, and not the system of rules in the language. [5, 162.]

Any media text has an essentially dialogical form, is oriented towards someone, which determines its communicative character. Each text is based on the texts of authors created before it, who have their own worldview, imagination.

In speech, a media text in the form of a media course exists in the form of a dialogue between a person and the environment.

In a media course, the attitude of the author and reader should be in the form of a dialogue, that is, the text should have a dialogic form from the position of the writer and reader. But in the process of communication there is an addressee, presumed and imagined by the author. And based on these images, the communicator determines the structure of the text. Media text from the point of view of the author activates the variety of genres of the work. On the part of the consumer of information, all types of media texts are perceived as a single journalistic text.

There is a convergent characteristic (description) of media texts, which consists in the following:

- ☑ Multifaceted - combination (combination) of different units (non-verbal, visual, audio (voice), audiovisual)
- ☑ Social permanent essence - a feature of media text to create in personality an idea of the world
- ☑ Special language additions.

The internal requirements of the media text are its openness to spoken speech. Spoken speech consists of expressive elements of a poetic (aesthetic) direction. Influence on the audience allows you to dialogue the author's words. The role of the addressee is activated in the dialogized media text. A favorable atmosphere for dialogue is created.

Dialogization is the main feature of media texts, and this is manifested in the address aspect, in the feedback aspect, in dialogic texts (interviews) and text units (when texts are in the form of a dialogue), as well as in internal monological materials (dialogues in the form of an internal monologue).

Dialogue is found in media texts of different genres. It appears in language elements with an address pointer. In terms of origin and form of transmission, it is "multimodal," making the different elements more integrated in terms of content.

In the category of author there are two people: a person as part of the audience and a social person. In the first presentation, the author tries to approach the audience, show interest in each person, in the personal life of other people. It acts as a social being, and not on its own behalf, based on social, group and corporate interests.

Text creation is a complex process and is a complex means of communication, including a speaker (addressee) and a listener (addressee). For the convenience of the addressee in the process of communication, the addressee can violate his language characteristics and adapt to it. All aspects of text communication can be included in this convergent.

In journalism, an audience (addressee, recipient) is a concept denoting a collection of readers, listeners or viewers who have become consumers of information related to the consumption of a particular type or channel of information received for a long time through newspapers, radio or television programs. The approximate probable sum of recipients varies in number and always exceeds the expected. (There are more newspaper readers than the circulation of the publication).

Regardless of the variety of content, the audience is perceived as a whole, forming a certain group according to certain common characteristics. For example, all farmers in our country, working people in the field of agriculture can be considered as readers of the newspaper Rural Life. However, it is necessary to distinguish between the predicted and likely audience, the constant and changing audience or the types of active and inactive audience. Based on serious sociological studies, a relatively clear conclusion can be drawn about this kind of classification of audiences.

The knowledge of the audience, the idea of it help establish the creative attitude and orientation of the journalist, collect facts, process it, and establish contact with the audience. Information about the audience, presentation of the reader or listener, a generalized image forms the purpose of a journalistic work, determine the way of its expression, the manner of utterance. The audience (addressee) is an important factor in the process of selecting information, its social fixation and memorization, orientation to a specific goal. In works on the theory of journalism, the concepts of "addressee factor," "audience image" are widely used, because the audience is an active participant in the management of society through the media. [4, 65.]

IV. DISCUSSION

In subsequent years, much attention is paid to specialization in journalism. This situation helps to specify the audience. As a result of the specialization of newspapers-magazines, television channels and television channels in a certain area, the representation of the audience becomes more obvious and clear. This will contribute to effective creativity.

As we mentioned earlier, media texts are not only the fruit of journalistic activity. This concept unites all modern mass media materials: reporting, television plot, article, broadcast, etc. Nevertheless, the media can distinguish three main areas of the text: journalism, PR and advertising. It should be said that both PR managers and journalists study all the basic texts necessary to promote their materials on the media market. For example, a PR manager can prepare an advertising text as a journalist and post it for free in a newspaper or magazine. In addition, PR-employees of various organizations and state bodies prepare official information for journalists. Obviously, the prepared information should be in the appropriate form and format for correspondents. When it comes to journalists, they need to know all the rules and foundations of PR and advertising, because they encounter them many times in their activities.

The uniqueness of media products lies in the fact that the status of traditional works depends on the change and conditions of the environment. Therefore, the uniqueness of media texts depends on external factors. Let us list these factors:

- one-time, non-duplicate information;
- The fact that media texts are a product of society;
- Communication and feedback specifics;

Transfer of information by technical means;

- determination of the essence-content of the publication and its technical and economic factors affecting its composition.

In fact, the media are characterized by a number of features that affect the language characteristics of the text. For example, printed media (newspapers and magazines) with graphic design and illustrations, radio texts involving sound and music, noises, television text are distinguished by verbal and sound means. Therefore, the concept of "publication format" has recently appeared. That is, a number of measurements of the selection, formalization and transmission of certain information have occurred. If we talk about the non-duplication of press texts, today the information is really outdated in a couple of hours. It can be read once and it will not be appropriate to print it in the next issue of a newspaper or magazine. The information will become obsolete by then, the relevance will be lost. Radio and television is a relatively operational source of information. News is broadcast every hour, and on the Internet information is provided 24 hours a day.

The creation of a strict theory of massmedia and its speech practice is the most pressing task facing the science of journalism. Its study requires the participation of representatives of a number of fields: philosophy, cultural studies, communication, political science, psychology, pedagogy, linguistics, art history, marketing, the theory of journalism, advertising and public relations. Various methods and analytical processes (historical and typological analysis, sociological analysis, socio-psychological analysis, discursive analysis, content analysis, semantic analysis, linguistic analysis, methodological analysis, structural and compositional analysis, etc.) expand the range of problematic studies necessary for studying the massmedia language.

Today, mass media are not only present in the life of society, but also ensure that all subjects carry out communication processes at a sufficiently high level. Massmedia not only became a component of the formation of the infrastructure of the social environment, but also became a context in which all social processes acquire a cultural background, social identical (corresponding, harmonious) models arise, dominant thought and ideological vectors of society are formed, and have their own position.

Massmedia supports all kinds of views and opinions in our time and at the same time obeys them to the rules of their own production process, replication and dissemination of information. Thus, media text combines different forms of thoughts. The essence of the media text is that it is able to convey the contexts of mass communication in its official and meaningful form, its parameters are reflected in the concept of mass media.

With the understanding of mass media (dialectics in the form of massmedia, the integrative quality of modern media text), it should be borne in mind that the social practice of mass media includes four most important impulses:

- 1) technology;
- 2) current social context;
- 3) socially oriented information;
- 4) a large social audience.

The main principles of mass media are the following:

1. The technological principle is related to the technical characteristics of media platforms, which determine the methods of production, recording and transfer of information products;
2. The principle of the existing context is to form a strong connection between the product of information and the current social process;
3. The principle of circulation guarantees that in this case the original text will be in many copies and multivariable. With this principle, the product goes beyond personal experience, knowledge and, as a rule, expert and specialized knowledge, turning it into knowledge that is used in everyday life. As a result, information loses its uniqueness and turns into a massive phenomenon, free from expert opinion. Texts in writing are interpreted, on the one hand, through the internal world of the addressee, the principles of thinking and aesthetic values, on the other hand, through the interpretive methodology used by the expert in the process of reading and obtaining knowledge through discursive understanding. The difference between them is obvious. At the same time, the quality of interpretation and reception of information will vary. The language and form of information that becomes the product of mass media is transmitted in a way that is "edited" in such a way as to correspond in advance to the knowledge and experience of the audience. This does not mean that mass media do not give expert opinion or transfer of personal knowledge, they have certain restrictions.
4. Through the principle of the audience, the facts of public life adapt to the knowledge, language and needs of the audience, including their communicative and technological advantages, their tendency to certain types of media.

Audience attention is attracted in different ways:

* Effective placement of products in the socio-communicative space of the audience;

Adaptation of the parameters of the information and thematic material to the specifics of the audience and its requirements;

- Compositional and structural placement of information (cover sheet, visualization, infographics, etc.);
- Attractive narrative (plot). Its features include dramatization, parody, the use of expressive styles, storytelling (an interesting pragmatic plot), etc.;

• Methods of speech interaction. This includes requirements for the art of eloquence.

These are methods that attract the audience to information, the range of which can be even wider. Their main goal is to encourage the general public to communicate.

The principle of the audience 1) the technological aspect is easy, without obstacles, the perception of information, ensuring the continuity and unrestricted communication with the information product; 2) in terms of content - transmission of information corresponding to the intellectual level, knowledge, experience and abilities of the audience; 3) spiritual and ethical aspect - conformity of the information product to the values, cultural and ideological views of the audience (correct and incorrect sequence of actions); 5) in the compositional and methodological aspect, the media includes a text composition. This is expressiveness, expressiveness and proof expected by the viewer.

The principle of a wide social audience under the influence of modern Internet technologies creates uniquely high-quality communication contexts. They do not focus on interpersonal communication, which is still inextricably connected, on the one hand, with personal character, on the other, on the subject of mass depersonalization (depersonalization), i.e. on the characteristics of the addressee (remote, numerous, socio-cultural).

5. The principle of repetition ensures that this information does not go unnoticed by the audience and ensures the long-term involvement of the audience's attention in the transmitted information. The media content (significance) of the text in modern culture is ensured by its mass resuscitation.

6. The principle of increasing the potential of time. In a constantly developing modern society, information production is associated with industry. This process requires simple, cost-effective (including time-saving) technologies. The main role in this is assigned to re-writing, which consists in the technology of creating text based on ready-made texts (templates) and their transformation (processing).

7. The principle of popularization (advertising). This principle will help not only to exchange information, but also to find new sources that will lead the audience to expand, attract new recipients. Currently, the transfer of information in a market economy has changed from the method of "street proclamation" to "clicks on the Internet."

8. The principle of intertextuality. In a person's perception of himself and the environment, each thought arises as a result of intersection with other thoughts. Creating a unique semantic field in which thoughts are unique based on a dialogue of mutually compatible and dependent thoughts, each of the fragments in it is studied and formed under the influence of others. In a dense information space created in modern massmedia, the principle of intertextuality is that each element purposefully or forcibly interacts with others, is included in communication. The peculiarity of the intertextuality of mass media is that the establishment of semantic connections between existing and potential texts and previous ones within the framework of media practice is associated not only with the deepening of cultural traditions and the emergence of cultural and historical memory, but also with the development of the social context of our time.

9. Multimedia principle. This principle of harmony of sense code and means (word, image, graphics, image, sound, animation, image) and others that create sources within one text. Their cooperation is aimed at the full perception of information by the audience.

10. Principle of interactivity. Thanks to modern information and communication technologies, media text will receive a new, interactive format. The main purpose of this format is to give the audience the opportunity to receive information directly and in different versions, to comment on this information in writing. This means that massmedia (dialectics in the form of massmedia) demonstrates the quality of the text, occupying a special place among other forms of expression of thought. This determines the individual features of mass media in social experience.

Mass communication is the process of disseminating socio-ideological, spiritual and educational information in a predominantly social category, evaluated, interpreted, influenced form from region to audience, in a popular, accessible style, in a one-sided direction using technical means, and at the same time is the product of this process. This psycholinguistic process: 1) translation of information into a language expression (speech, text) and 2) it consists of stages of acceptance, understanding, awareness. The first stage involves the activity of a communicator (editorial board), the second - the attitude of the addressee (reader, listener or viewer). [4, 61]

V. CONCLUSION

It turns out that the participant in the communication process is not one, but several of them. Information is addressed to the public, the majority, in which compliance with the requirements of the media is considered an important issue. Mass media is a specific feature of media texts.

It is reflected in other parameters. Currently, in connection with the increased role of the media in the formation of public opinion, public consciousness, scientific research in this direction is very relevant. Discussions on the problems of speech processes in mass communication continue, since the role of mass

media in human life and the methods used in attracting a person are also diverse - mobility, freedom, power, success, globalism, diversity, originality, speed, flexibility, interactivity, comfort, expressiveness, visualization and storytelling.

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