

FUNCTIONAL-STYLISTIC ASPECT OF THE LANGUAGE OF THE MASS MEDIA

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Abstract: *It is known that one of the main tasks of mediallynguistics is to determine the stylistic state of media language and describe its functional features. It should be noted that it is difficult to determine the stylistic and functional aspects of media language. We can determine this complexity firstly, by the fact that the language of mass communication itself is difficult and diverse in style, and secondly, by the lack of a general opinion on the functional and stylistic distinction in the language.*

Key words: *linguist, function, mediallynguistics, discourse, speech, text, radio, newspaper, magazine, media.*

From the 70s of the 20th century to the present day, a number of foreign scientists have been regularly publishing studies on the functionality of the language of the mass media. In this scientific research, mass media texts were examined in the framework of various directions, including sociolinguistics, functional stylistics, discourse theory, content analysis, cognitive linguistics, and rhetorical analysis. Scientists have paid attention to a wide range of issues, such as determining the functional-stylistic state of media language, methods of describing various media texts, the influence of socio-cultural factors on media speech, and the study of media technologies from a linguistic point of view.

At the beginning of the 21st century, the mass media has become the most powerful means of influencing the public consciousness: the function of persuasion begins to replace the rest of the functions of language, and the mass media become a means of mass influence. It is known that the control of people's minds and their influence on their psychological and emotional states has been felt through the information published in the press. Considering the features of modern mass media language as the main object of mediallynguistics, he defined the following tasks: we will consider the historiography of the issue of media language learning, its main features and linguistic features of media texts.

If at the end of the 20th century, scientists mainly studied the stylistic features of the language of mass media, today active processes are taking place at almost all levels of the language. At the same time, linguistic features of media texts are studied taking into

account discursive-cognitive features. In our opinion, mediallynguistics is actively developing, as well as new directions of modern linguistics (psycholinguistics, cognitive linguistics, pragmalinguistics, linguoculturology, etc.), within which comprehensive study of media language is carried out. With its special object of research (media-text / media-discourse), tasks, developing terminological apparatus, special methodology, mediallynguistics becomes one of the actual directions of studying modern language within the framework of anthropocentrism. Sharing the opinion of T. Dobrosklonskaya, we believe that the topic of mediallynguistics is the study of language functioning in the field of mass communication, and its main theoretical component is a special concept of media text and media discourse.

Taking into account the different opinions of researchers, we believe that media text is a special type of dialogical text that works in mass communication discourse, has an informative and pragmatic orientation, addresses social, cultural, national, political and other powers. The main features of modern media texts include openness, syncretism of style and genre, expressiveness, intertextual relations, polycode, creativity, potential polysemanticism, reference to precedent.

The complexity of public information as an object of research, in particular, is emphasized by Yu. Rozhdestvensky in his book "Rhetoric of Theory": "The difficulty of researching public information lies not only in the absence of a special research tradition specializing in public information, but also in the complexity of public information itself. The complexity of mass media is related, firstly, to the collective creation of mass media text, and secondly, mass media includes all other types and varieties of spoken and written words with its content. Therefore, the characteristic features of oral speech, literature and writing are included in mass information. Thus, mass information is complex in terms of its creation method and is a comprehensive text based on oral and written sources. In fact, the issue of functional-stylistic differentiation in the language has not been fully resolved so far. There are different concepts of classification of functional styles and stilemes, the authors of which are based on different criteria and used different terminological tools to describe the same linguistic phenomena.

It is worth saying that functional stylistics is the language of news, in the content of news Based on the characteristics of the language, conducting various processes, it justifies the movement in the fields of innovation from the point of view of language styles. In addition, there may be some defects in the definitions due to the fact that the opposition of some concepts of functional style is mainly defined in relation to the views of the authors.

A number of opinions have been expressed about style, which is the research object of stylistics, and here it is appropriate to mention the views of linguist D. Shmelev. "The basis of defining styles can be done on the basis of other principles," said the linguist D.

Shmelev, "when we adopt these or other principles, when we come into contact with other style concepts, we do not establish a very close relationship with them. In order to strengthen this objective problem, we can basically update certain aspects, monitor their implementation and, of course, provide an opportunity to evaluate them.

The main principles in determining the stylistic features of the mass media language are simple and functional methods, and these methods are aimed at determining the characteristics of the mass media language. At this point, we think it is permissible to emphasize what style is. The science of stylistics has many concepts. First, it is related to the historical development of the science of stylistics, and secondly, it is related to the complexity of the concept of style or style.

In traditional applied stylistics, the term "style" refers to the degree of compliance with the normative and stylistic rules of the language. The broad meaning of the term style is the style of speech, and the narrow meaning is the linguistic feature of a particular work or writer's work. In the last sense, the term "style" is also used in literary stylistics. In all cases, the term "style" is used interchangeably. The concept of style as a set of tools of the language with a stylistic color is a concept born specifically as a result of paying special attention to the stylistic features of the language structure.

There are concepts of "language style" and "speech style" in science. The specific features of language styles and speech styles correspond to the specific features of language and speech. Language is a means of communication, and speech is the realization of that means, that is, the manifestation of a certain task. So, speech styles can be considered as a result of implementation of language styles, a practical manifestation. Speech styles are always associated with genres. The relationship between language styles, speech styles, speech genres can be seen from the following. Language styles correspond to speech styles, and the latter are more clearly expressed in various compositional forms or genres of speech.

"Style is a type of language that is traditionally attached to one of the general spheres of social life in a given society and partially differs from others of the same language in terms of all basic parameters - vocabulary, phonetics, grammar. Functional style is a type of literary language, in which the language works in a certain socially significant area of speech practice, its main character is determined by the characteristics of communication in this area. Style is always characterized by the principle of selection and combination of language tools. Each functional style can be predicted by regular repetition, the use of certain linguistic phenomena.

Based on the above-mentioned points in general, in our opinion, stylistics is, first of all, the science of style. Style is the principle of using lexical, grammatical and phonetic approaches in a particular language.

Mass media is a particularly important area of social discourse practice. The specific features of the use of speech in this area of social importance are related to the specific features of the mass media, which include, first of all, the collective nature of the production of texts and the orientation of mass media to a large audience.

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