

MEDIA TEXT IN MODERN COMMUNICATION SPACE

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АННОТАЦИЯ

В статье анализируются особенности понятия «медиа́текст», являющегося гиперонимом таких терминов, как журналистский текст, рекламный текст, PR-текст. Рассмотрена типология медиа́текста и особенности функционирования в российских СМИ: каналы распространения, функционально-жанровый тип, институциональный тип текста, тематическая доминанта. Проанализированы различия и особенности телевизионных текстов, Интернет-текстов, газетных текстов. В качестве примеров рассмотрены средства массовой информации Республики Башкортостан: газеты, телеканалы, радио, Интернет-СМИ. Актуальность темы исследования определяется тем, что с наступлением информационной эпохи средства массовой коммуникации приобрели в жизни современного общества огромное значение. Востребованность научных исследований в этой области с каждым годом возрастает, поскольку в медиа́текстах отражаются динамические изменения языковой реальности. При работе над научной статьей были использованы труды современных отечественных ученых: Т.Г. Добросклонской, Я.Н. Засурского, Г.Я. Солганика, Ю.В. Рождественского.

Ключевые слова: медиа́текст, медиа́дискурс, языковые средства, пресса, лингвоформатные особенности, СМИ, Интернет-текст, интегративность, поликодовость

ABSTRACT

The scientific article analyzes the features of the concept of "media text", which is a hypernym for such terms as journalistic text, advertising text, PR text. The typology of media text and features of functioning in the Russian media are considered: distribution channels, functional genre type, institutional type of text, thematic dominant. Differences and features of television texts, Internet texts, newspaper texts are analyzed. As examples, the mass media of the Republic of Bashkortostan are

considered: newspapers, TV channels, radio, Internet media. The relevance of the research topic is determined by the fact that with the onset of the information age, mass media have acquired great importance in the life of modern society. The demand for scientific research in this area is increasing every year, since media texts reflect dynamic changes in linguistic reality. When working on a scientific article, the works of modern domestic scientists were used: T.G. Dobrosklonskaya, Ya.N. Zasursky, G.Ya. Solganika, Yu.V. Rozhdestvensky.

Key words: media text, media discourse, linguistic means, press, linguo-format features, mass media, Internet text, integrativity, polycode

It is impossible to imagine the life of a modern person without the Internet and television, without radio and modern means of communication, with the help of which people quickly learn the latest and most relevant news and can inform each other about certain events in a matter of seconds [11:228]. Due to the rapid development of the modern media sphere, the Internet, for example, has gained such popularity that today it is not only a means of communication and information transfer, but also a means of manipulating public consciousness. Thus, the revolution that took place in Egypt in 2011 was called nothing more than the “facebook revolution”. It was thanks to competent propaganda work on social networks that street demonstrations began in Cairo and other cities of Egypt, the result of which was the resignation of President Hosni Mubarak. It becomes obvious that today the mass media (hence, the products of the mass media - media texts) are of great importance in the life of society. So, according to the German sociologist Niklas Luhmann, reality today is constructed precisely by the media, and almost everything that we know about the world, we get from the media. Thus, the media act both as an instrument of power, and as a tool for the implementation of information dictate, and as a way of cognitive processing of the society and the individual in order to form a special picture of the world [7:6].

All the information that is disseminated every minute on the Internet, published weekly in newspapers, daily on TV channels and radio stations, is a single media space, since the addressee of information is precisely the mass audience. The process of text transmission is considered in this case as a communicative process. According to E.A. Morozkina: "The interpretation of a text...is the disclosure of its meaning or meanings, expressed in the totality of linguistic signs" [6: 86]. The so-called fourth information revolution took place in the world at the end of the 20th century, when the classical printed text was replaced by new types of texts, thanks to which it became possible to promptly inform people using new technologies: photos, graphics, tables, video, sound. In the 1990s in the English-language scientific literature, the term “media text” appeared, which literally immediately became widespread in national media discourses

and international academic circles. Russian scientist G.Ya. Solganik gives the media text the following definition: it is a kind of text belonging to the mass media, characterized by a special type of author (principal coincidence of the speech producer and its subject), a specific textual modality (open speech, a diverse manifestation of the author's Self), designed for a mass audience" [8:14]. In other words, a media text is a text of any media type and genre, thanks to which verbal communication is carried out in the field of mass communications. It follows from this that the media text expresses the more general essence of such concepts of mass communication as a journalistic text, a journalistic text, an advertising text, a television text, an Internet text, a radio program, a special report. Today, the media text has acquired the status of a basic category in media linguistics, media stylistics, media culture, media education (T.G. Dobrosklonskaya, G.Ya. Solganik, A.V. Fedorova, etc.). From the point of view of sociolinguistics and functional stylistics, media texts were studied by such scientists as A. Bell, T. van Dyck, M. Montgomery, N. Feuerklaf, R. Fowler. It should be noted that Russian scientists, such as T.G. Dobrosklonskaya, A.A. Leontiev, T.M. Dridze, Yu.A. Belchikov, S.I. Bernstein, A.N. Vasilyeva, D.N. Shmelev, V.G. Kostomarov, Ya.N. Zasursky, G.Ya. Solganik, Yu.V. Rozhdestvensky, S.I. Treskov. So, for example, T.G. Dobrosklonskaya proposed to combine the study of media texts into a special discipline - media linguistics, the framework of which provides a systematic scientific approach to the study of the language of the media, and also makes it possible to single out the media text as the main category of analysis [4].

A feature of the media text is that it integrates different semiotic codes (verbal, non-verbal) into a single communicative whole. For example, even traditional newspaper publications today use photographs, tables, graphics and fonts. G.Ya. also writes about this in his research. Zasursky: "Today, the media text is in a sense more than a text. This is the graphics that are used in order to make the text more versatile and more accurate, this is its sound embodiment, and its connection with the object of consideration in question. Media text acquires well-known universal features. The peculiarity of the media text is that it can be included in different media structures" [8:5]. The scientist attaches particular importance to the ability of verbal sounding, visual and multi-layered media text, the energy of which increases sharply in conditions of convergence. Note that the main categories of m media texts are media (creation of a text using media such as radio, television, the Internet, print media), mass character (both during creation and consumption), integrativity or polycode (combining various semiotic codes into a single communicative whole) [10: 1477].

As mentioned earlier, the media text is not only the fruit of the creativity of journalistic activity. This concept combines the materials of all modern mass media: a report, a television story, an article, a radio program. Nevertheless, there are three most

important areas of media text: journalism, PR and advertising [10]. Needless to say, both PR-managers and journalists master all the basic text techniques necessary to promote their material on the media market. So, for example, theoretically, a pr-manager can prepare an advertising text, disguised as journalistic, for the purpose of free placement in a newspaper or magazine. In addition, pr-employees of various organizations and government agencies prepare official information for journalists. It is obvious that the information should be prepared in the form in which it is necessary for correspondents. As for journalists, they are also required to know all the laws and fundamentals of the work of PR and advertising, as they repeatedly encounter them in their activities.

Yu.V. Rozhdestvensky noted that the peculiarity of a media product is associated with a change in the status of a classical work and is determined by the external conditions of its existence. So, the specificity of the media text is determined by the external conditions of its existence, which include:

- a special type and nature of information broadcast by the mass media;
- disposability, irreproducibility of information;
- collective production of media text;
- mediation of communication and the special nature of feedback;
- the importance of the technical means by which the message is broadcast;
- an economic factor that determines the ideology of the publication, influencing its content and technological implementation.

Indeed, the mass media are characterized by a number of features that affect the linguo-format properties of the text. Thus, print media (newspapers and magazines) involve text with graphic design and illustrations, radio text is distinguished by voice characteristics and sound accompaniment, and television text enhances the verbal and auditory component with a video sequence. In this case, it should be noted that in recent years such a concept as the “format of publication” has appeared. In other words, this is a number of parameters based on which preference is given to the choice of this or that information, the design and presentation of the information itself. As for the irreproducibility of media texts, today information really becomes outdated within a few hours. It is perceived once, and when the next issue of a newspaper or magazine is released, it will no longer be relevant. Radio and television are the fastest sources of information, in which news is broadcast every hour, and information is posted on the Internet for 24 hours a day.

By the way, the author of a media text can be either an individual journalist or PR manager, or a team as a whole. The author’s text is the one that contains an indication of individual authorship - the name and surname of the journalist. Collegiate texts are

news materials of information agencies - Bashinform, RIA Bashkiria, BashMedia. Television stories are also created not by an individual journalist, as it might seem at first glance, but by a team - a journalist, editor, cameraman, announcer, and editor. And even a small note in the newspaper turns out to be collective - the text was written by one journalist, the headline was invented by the responsible secretary, and the photograph for the note was prepared by a photojournalist.

At the moment, there is no generally accepted classification of media texts. Nevertheless, they can be classified based on the classical model of communication proposed by the American political scientist G. Lasswell: who (author) - what (text) - through which channel (distribution channel) - to whom (addressee) - with what effect. T.G. Dobrosklonskaya also offers a system of parameters, taking into account which it is possible to make an objective classification of media texts that affect both technological and linguo-format features:

- by the method of text production (author's and collegiate);
- by institutional type of text (journalistic text, advertising text, PR text);
- according to the form of creating a media text;
- distribution channel (print, radio and television, Internet);
- according to the functional-genre type of the text (news, interviews, advertising);
- by thematic dominant (economy, sports, culture).
- form of reproduction (oral, written);

The key to the issue of media text is the distribution channel: print ("Evening Ufa", "Republic of Bashkortostan", "Molodezhnaya Gazeta", "Ufimskie Vedomosti"), radio ("Sputnik FM", "Radio Russia-Bashkortostan"), television ("Russia -1 Bashkortostan", UTV, BST, "Vsya Ufa"), Internet (IA "Bashinform", Internet portal "Gorobzor", IA "Sterlegrad"). As already mentioned, each publication has its own set of media features that affect the content and form. Definitely, the most efficient means of transmitting information is the Internet, the most popular and most relevant source of information is television [11:232]. As for the printed media (newspapers and magazines), they are distinguished by analytics and a well-established system of genres (reportage, correspondence, note), with a wide range of expressive and visual means: photographs, tables, various styles of texts. Television text, in turn, consists of text, sound and video, and therefore is the most effective, unlike other media, in terms of impact on the audience [10]. For example, television news lasting no more than 2-3 minutes often excludes the possibility of comprehending information because of its simultaneous nature and transmission speed. Radio texts are distinguished primarily by the lack of visualization, the mass nature of the listening audience, the speed of information transfer and simultaneous, inclusiveness (country and region). It should be

noted that both television and radio represent both a model of interpersonal communication and a model of commutative interaction - this is both indirect communication with the addressee and personal communication with a participant in a television or radio program. The specificity of Internet media is associated with the possibility of feedback and direct participation of the addressee in the communication process (interactivity), the use of various elements in a single semantic space (modularity), as well as convergence, leading to the creation of hybrid text forms. However, there are both official sources of information on the Internet (websites of government agencies, TV channels, electronic versions of newspapers) and unofficial ones, such as blogs. In them, users express their personal opinion, and in some cases they deliberately do not mention specific facts or post deliberately false information. In this regard, in 2014 Russia adopted the Law on Popular Bloggers in Russia. According to this Law, the most popular blogs with a large number of subscribers and readers are equated with mass media and bear the same responsibility as all registered publications.

According to the functional-genre type of the text, several groups of genres of traditional journalistic texts are distinguished - informational, analytical and artistic-journalistic, as well as advertising genres and pr-genres. They apply to all types of media. So, for example, both on radio, and on television, and in newspapers, the most relevant are information genres - a note, an interview, a report, extended information. Suffice it to say that any journalist knows in advance in which particular genre he will create his material. Therefore, he himself specifies the amount of information that he needs to create a text. It is important to note that a feature of modern media discourse is the process of diffusion of genre forms and their convergence (contamination) - there is a mixture of genres (note and commentary, reportage and correspondence). Even today, journalists are less and less likely to use artistic-journalistic or analytical groups of genres. For example, such genres as feuilleton, pamphlet, and essay have disappeared from journalism. The problem of merging journalism and PR texts, mixing and changing the boundaries of traditional genres is also recognized by media editors, arguing that in some cases it is problematic to determine one or another type of publication in a newspaper. The process of genre diffusion is especially vivid in the Internet media (electronic versions of newspapers, news agencies) and newspapers. For example, the news feed of the newspaper "Republic of Bashkortostan" often contains informational notes that integrate such a genre as commentary.

Media texts can also be typified according to topics regularly covered by the media: politics, sports, culture, religion. However, this classification is not so much universal as national-specific. For example, in Russia, criminal events and various incidents are more often covered, while in England - the life of the royal family, in

India, Nepal, Iran - the religious life of the country, and in the USA, Pakistan and Afghanistan - military operations. Moreover, although all media texts are publicly available, in reality each media product is addressed to a very specific audience (children, youth, adults, bankers, journalists, motorists, Muslims, Hare Krishnas). For example, the "Sports Thursday" column in the "Molodezhnaya Gazeta" is designed for a very specific target audience - youth. Definitely this section will not be of interest to programmers, designers or religious figures. Also, the program on "Radio Russia-Bashkortostan" about cars, obviously, will be of interest only to motorists. From this we can conclude that today the editorial policy of a particular media outlet is adjusted depending on the interests of the consumer. Simply put, each edition works to your audience, because this approach allows you to achieve commercial success. Accordingly, various types of publications appear: high-quality ("Vechernyaya Ufa") and mass ("Bonus"). We add that with this approach, the journalist focuses on the social and speech experience of the audience he writes about: he knows the vocabulary, precedent names and situations, speech turns, aesthetic and social taste inherent in his audience. Summing up, it can be noted that today there is a so-called inversion of communicative roles in the relationship of the sender and addressee, and the distance between them is also decreasing. "Mass media is gone. The mass media have ceased to be mass media (rather, they have become a means of narrow, and in the future - personal information) - due to the narrow specialization of the media, on the one hand, or due to the dispersal of target audiences into niches" [12].

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