



## MEDIA TEXTS FROM A COGNITIVE LINGUISTIC PERSPECTIVE.

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### Annotation

In this article, a new field of modern linguistics, media-linguistics, researches the scientific discussion of the issues of media text, media speech stylistics. In this, the opinions on the research of the issue of media stylistics in English linguistics in cognitive linguistics are expressed.

**Key words:** cognitive linguistics, media discourse, medialinguistics, broadcasting, style, communication.

**Introduction.** Media linguistics now consists of six primary parts, and their material is organized around the following major topics:

- 1) determining the intralinguistic status of media language and describing it in terms of the primary paradigm of the language—speech, text—speech;
- 2) the potential for functional and stylistic differentiation, categorizing texts according to the extent to which the primary functions of the language are implemented in them and the distribution channel (press, radio, television, Internet); and; media discourse,
- 3) media speech typology, genre-specific media text classification, and a list of the primary text categories, including news, information analysis and commentary, journalism (features), and advertising;
- 4) the linguistic and stylistic characteristics of the major media text types;
- 5) the non-linguistic elements of media speech, such as creation, distribution, and perception.
- 6) the organic fusion of verbal and media components is the foundation of the media text notion [3].

**Discussion and results.** The most important section of media linguistics is the consideration of mass media texts in a cognitive aspect. In order to obtain a three-dimensional image of an object or phenomenon of reality as close as possible to reality, it is necessary not only to study in detail its internal structure and individual components, but also to present them in motion, in action, in natural functional connections with the outside world. This is exactly what the methods of cognitive linguistics allow us to do when studying the phenomena of human language. Language as a living organism, its levels and individual components are considered not as a static system, immanently, but in dynamics, in connection with numerous factors that are outside of linguistic reality and affect both the creation and production of speech units and sequences, and their functioning. and perception [1].

Obviously, all this is of great importance for the study of mass media texts. The cognitive approach allows us to consider media texts not only as separate works of speech, but also as the result of the combined activities of people and organizations involved in the

production and dissemination of information. With a cognitive approach, media linguistics focuses on such important issues for understanding information processes as the interpretative properties of media texts, their role in building an information picture of the world, culturally specific and ideological factors influencing the production and perception of mass media texts, linguo-media methods of creating images and stereotypes. Let's take a closer look at each of these questions [4].

As you know, one of the main functions of the media for society is the informative function, which consists in informing the mass audience about events in the country and abroad, constantly maintaining a certain level of news flow. The implementation of the informative function is closely related to the reflective property of mass media texts.

The national and cultural specificity of the organization of the information space is manifested not only in the form of various ways of structuring the information flow, in other words, at the level of the media format, but also at the level of content [2]. A comparative analysis of the content of mass media texts shows that, despite the similarity of the general thematic pattern based on the coverage of such universal topics as political life in the country and abroad, business, news, culture, sports, etc., in the media of different countries, it is possible to identify topics specific to a given culture. We are talking about the most frequently repeated thematic components, or "buzz-topics", that are constantly present in the media of a particular country. The term "buzz-topic" is used here by analogy with the phrase "buzz-word", which means a word that is on everyone's lips: "a word or expression that has become fashionable by being used a lot, especially on television and in the newspapers ". Thus, the British media have always shown an increased interest in the private lives of high-ranking politicians and members of the royal family, so on the pages of the British press you can always find scandalous stories related to the name of a political figure or a member of the royal family. This feature of the British media is also noted by the journalists themselves: *"The British tabloids' newly found, Di-inspired sense of respect for the private lives of public figures seems to have lasted for about a month, as a Conservative MP resigned this week in the face of a relentless prodding beneath his sheets by the Sunday Mirror. Piers Merchant, dogged by highly relevant allegations that his relationship with an 18-year-old family friend, Anna Cox, had acquired unseemly fresh tones, quit parliament this week, saying he wanted to spare his wife, his "sensitive children" and Cox and her family, the Daily Telegraph reported."*

Heightened interest in such topics is also characteristic of the American media: it is worth remembering, for example, what great attention the American media paid to the scandal around President Clinton and Monica Lewinsky. The priorities of the English media market dictate a different set of topics that have signs of buzz-topics - these are corruption of officials and criminal showdowns.

Of course, one can object that the media, like a giant mirror, only reflects what is happening in the public life of a particular country, and the transformation of a certain topic into a buzz-topic is the result of a natural reflection of the surrounding reality.

**Conclusion.** Modern media linguistics as an innovative science of the 21st century, rapidly developing, began to form its own methodological apparatus. Today there is every reason to talk about a set of methods of media-linguistic analysis, the essence of which lies in a detailed description of textual elements in media discourse, patterns of interaction between verbal and non-verbal media, in studying the features of using various linguistic signs in media texts, in a detailed analysis of the functional and stylistic features of different genres media.

It is worth pointing out that the theory and methods of studying media texts have a combinatorial integrative character, reflecting the essence of mass media texts. The latter are represented by a complicated, multilevel, multidimensional phenomenon.

The press is a means of informing the population, an instrument of propaganda and formation of a worldview, a means of influencing the consciousness of the reader, while it uses verbal aggression as one of the most effective forms of verbal manipulation.

Headings with phraseological units in English media texts not only motivate the addressee to read the material, including prognostic mechanisms, but also influence the emotional sphere of the reader. In English texts, thanks to the function of phraseological units in headings, the author realizes negative or positive emotions.

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