



## MEDIA DISCOURSE: MEDIA TRANSLATION AND NECESSITY OF STUDYING IT

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Amidst the swift advancements in technology, diverse communication modalities, and the growing significance of information in societal affairs, informational genres across various media platforms assume particular significance. They currently face fierce competition from alternative information creation and reception methods made possible by new technologies. The advancement of human society is dependent on verbal communication. The majority of the information that the media provides today interests us all. It is hard to picture our lives without information from the mass media. The people of Kazakhstan can access a variety of television news programs in multiple languages thanks to the advancements in modern communication technology. Furthermore, in accordance with the trinity of languages cultural projectModern society seeks to orient itself to the sociopolitical life of a republic and a common world.

For this reason, television news has become a source of public information for viewers in the country.

The need for information is one of the primary functions of understanding the world for all people at any time.

Today, the media has a huge impact on society, people's consciousness, and recognition.

The consideration of linguistic stylistics and media specificities of concrete partial languages of large amounts of information is the basis of the internal structure of the concept of "media language". Information texts and news texts are the main components of media language, which takes research in this field to a new level of quality, namely media translation, creating a systematic and comprehensive approach to the translation of media language discourse.



It is now possible to raise it. The most important feature of television information and news texts is their objective form of information, reflecting claims of neutrality and depersonalization.

This is explained by the lack of authorship of news texts and the common property that news texts are created on behalf of groups of people, such as editions, television channels, news agencies, etc. The main task of news texts is to inform the audience about events, events and facts of national and international social importance, to report and explain various phenomena. A news text has many features that determine its linguistic, stylistic, and formative characteristics.

The conducted research makes it possible to define the linguistic features of news texts that are determined by extra linguistic factors. At the level of morphology and syntax, news texts contain a large number of verbal phrases, passive voice, passive participle, and various impersonal tense constructions, "is", continuous, and "adjective + noun" type phrases., a restrictive but non-descriptive adjective is often the first component [1]. When analyzing the lexical components of news texts, the possibility of advanced expressions must be taken into account. The language of news is presented using a special dictionary of different knowledge areas, proper names and abbreviations. As the material analysis shows, an essential feature of news texts at the lexicographical and lexicological level is the use of a high degree of clichés. Cliche compound words make up an average of 20-30% of the total word count. In fact, news texts are very predictable in terms of their use of the linguistic devices of media texts. Remember to format quotes correctly.

The structure of news texts is carefully developed and highly organized, which, in combination with certain features at the linguistic level, allows news texts to be considered as global, commonplace, mass information texts. Newspaper format is understood as a combination of certain external features with certain content and stylistic features, including external features such as number of pages, thematic categories, illustrations, a specific arrangement of materials, and the fonts used.

This form of news text is characterized by a structuring that follows the principle of an inverted pyramid.

This means that the most important information is written in the first and top sentences, headings and subtitles. This reduces information saturation.

Additionally, the formatting of the news material has been created with the principle of maximum ease of use ('readability') in mind. Most news is presented in short and complete format to allow readers to choose the most interesting news.

The first page displays a report summarizing the most important news.



We deliver news according to major topics (world news, sports news, economic news, etc. The message body length must be between 200 and 500 words.

The electronic message text will not exceed one or two screens in size and will provide a hyperlink to the linked material.

Culture-specific topics play an important role in the overall amount of information because culture-specific categories are implemented, which are very important for the cognitive aspects of the study of news texts. Thanks to high reproducibility, each media his topic is characterized by the presence of special syntactic filling.

This thematic hierarchy of linguistic units is very interesting, especially from a practical point of view. The biggest difficulty is the translation of emotional colors, which requires changes in vocabulary .Language has many words that have emotional or secondary meanings in addition to logical meanings [2].

The language of mass media includes all texts produced and distributed by mass media .Mass media languages are stable internal language systems and are characterized by certain linguistic stylistic features. The language of mass media is considered to be a unique symbol system with distinct features and correlations of combined linguistic and audiovisual elements characteristic of the press, radio, television, and the Internet. Media text, the basic unit of mass media language, is a complex multilevel system based on key categories such as media, mass, integrity, and openness [2].

Media texts are strengthened by a stable system of parameters such as the type of text production (licensed bodies), the format of production (oral and written), and the method of transmission (print, radio, television, Internet).As types of functional genres (news, comments, promotions, advertisements) of texts related to media topics. Media text is a linguistic language created using mass media with volume and multilevel structure. Information coverage on television is structured as follows.

Der Spiegel (short news programs), the most important national events.

The most important international event.

Sports news; weather forecast.

Features of TV national news coverage in English: important national official news items are prioritized. International news is conveyed in a very short format.

Analysts do not engage in discussion of serious issues in a live format. The time given was 30 minutes. Television news information text is a type of text aimed at a mass audience and is characterized by a combination of nonverbal, verbal, and media



units. A feature of television news information text is that it unfolds simultaneously on three levels: text, audio, and video.

The main purpose of news texts is to inform the audience about the most important events and happenings.

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