



THE CONCEPT OF MASS MEDIA DISCOURSE AND ITS FUNCTIONS

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Annotation: The subject of research in this article is the concept of mass media discourse. The purpose of the work is to research the mass media discourse in the context of modern society and practice of media communications. The work uses a set of methods: descriptive, comparative and interpretative methods.

Keywords: interpretation, media, television interpretation, accent, interpreters, conference, discourse

A distinctive feature of modern linguistics is the focus on the human factor in language. Soviet linguist E. S. Kubryakova believes that the essence of anthropocentrism is that scientific objects are studied, first of all, according to their purpose in human life, according to their functions for the development of the human personality and its improvement, and that it has become the most important methodological principle. Discourse is the central category of "human life in language".¹ Its most significant form, which implements the most important processes of social self-knowledge and shapes a person's worldview and his conceptual picture of the world, is represented by the mass media.

Media discourse is a fairly new phenomenon that forms a clear information field of mass media, which spreads its influence on various social groups of the audience.² We can talk about different types of understanding media discourse, based on the cognitive attitudes of the addressee (i.e., the ideological orientation of the text, the ideas and attitudes embedded in it), the characteristics of the target audience to which this text is directed, linguistic and extra-linguistic strategies of information presentation, embedded directly in texts

¹ Herman, E. S. & Chomsky, N. (2008). Manufacturing consent: The political economy of the mass media. New York: Random House.

² Halliday, M. A. K. & Matthiessen, C. (1994). An introduction to functional grammar: London: Arnold.



The concept of mass media discourse in scientific research practice was consolidated thanks to the works of T. G. Dobrosklonskaya, according to whom mass media discourse is a functional a predetermined type of discourse, a set of processes and products of speech activity in the mass sphere communication in all its diversity and the complexity of their interaction, and it is not only a message, but a set with all components of communication (sender, recipient of the message, channel, feedback, communication situation or context) .

Professor E. A. Kozhemyakin provides the following definition of media discourse : " thematically focused, socioculturally conditioned thought-language activity in the mass media space " . In turn, Doctor of Philological Sciences M.R. Zheltukhina claims that media discourse is "a verbal or non-verbal, oral or written text in combination with pragmatic, socio-cultural, psychological and other factors, expressed by means of mass information, taken in the event aspect, which represents an action that takes part in socio-cultural interaction and reflects the mechanism of consciousness of communicators" .

In order to understand the specifics of mass media discourse, it is necessary to remember that a special feature of modern mass media, which ensure the process of interaction of all social subjects and processes of social self-knowledge, is the obligation to "constantly be in the present time, at the point where the action takes place in this particular moment of time".³

One of the main characteristics of media discourse can be considered remoteness, the presence of an individual-collective subject, the presence of an unknown, collectively undefined dispersed addressee .

The most general typology of mass media discourse divides it into types primarily according to the types of media themselves, that is, according to the channels of information transmission, as well as according to communicative functions:

- 1) implementation channels:
 - television discourse;
 - radio discourse;
 - computer discourse;
- 2) communicative functions:

³ Jahedi, M. & Abdullah, F. S. (2012a). The ideological construction of Iran in The NYT. Australian Journal of Linguistics, 32(3), 361-381.



- journalistic discourse;
 - advertising discourse;
 - PR discourse.

This classification is key to the analyzed type of discourse, it is based on the main criterion that separates mass media discourse into a separate branch of discourse science, which is the inclusion of media (namely, media that differ in their technical characteristics) as a message channel in a communication act.

M. R. Zheltukhina, doctor of philological sciences, singles out the following as the main features of mass media discourse :

- 1) group relevance (the addressee shares the views and value orientations of his audience);
- 2) publicity (openness, mass audience orientation);
- 3) dissent orientation (creating a position of dissent – contradiction, disagreement – with further discussion);
- 4) staging and mass targeting (targeted impact on several groups at the same time).

In the mass media discourse, the main participants in the mass communication process are mass media representatives and the mass audience.⁴ The main stages of this process include: goal setting (subject of activity – publisher, editor), reflection, modeling of social reality (subject of activity – communicator), replication and distribution of mass information (subject of activity – media technical staff), perception and consumption of mass information (subject of activity – audience) .

Based on the institutional characteristics and functions of mass media discourse, its main goal is to convey to a mass audience a reflection of the real world using various forms of information presentation. Among the most important functions of mass media discourse, candidate of philological sciences E. S. Zinovieva notes the following:

- 1) informative
- 2) regulatory, containing an ideological function and functions of social control and manipulation of public consciousness;
- 3) educational;
- 4) entertainment;
- 5) phatic;

⁴ 3. Hjarvard, S. (2003). A mediated world: The globalization of society and the role of media. In S. Hjarvard (Ed.), Media in a globalized society (pp.15-54). Copenhagen: Musuem Tusculanum Press.



6) advertising .

Media linguistics is a relatively new science, scientists do not have a single list of functions of mass media discourse . Let's consider the classification of candidate of philological sciences O. Yu. Kuzmenko:

1) informative function in its relationship with educational and orienting functions;

2) the function of purposeful influence on the audience, with which propaganda or ideological functions are closely related;

3) stimulating function, the purpose of which is to stimulate the addressee to follow imposed patterns of behavior;

4) an evaluative function that helps to form a certain system of values in the audience;

5) actual function aimed at establishing contact with the audience;

6) entertainment function that helps the reader to relax, relieve physical and emotional tension .

So, mass media discourse is multifunctional. The texts of the journalistic discourse have a communicative and pragmatic orientation. They not only inform, but also influence the public through persuasion and suggestion. It requires flexibility and mass.⁵

A distinctive feature of the modern press was the rejection of propaganda and the transition to veiled manipulation of mass consciousness. Sociologist S. G. Kara-Murzy believes that this hidden influence is based on the "implicit knowledge" possessed by the addressee, on his ability to create images in his mind that influence his feelings, thoughts and behavior. The art of manipulation is to direct the imagination in the right direction, but so that a person does not notice the hidden influence. One of the tools for manipulating the linguistic consciousness of the recipients of the media text is the language of the mass media, with the help of various linguistic means, an assessment of the event is formed, social representations and stereotypes of behavior are broadcast .⁶

Nowadays, all social changes are represented by mass media sources, but it is precisely by influencing the content that the mass media feel their own influence on

⁵ Gage, N. L. (1989). The paradigm wars and their aftermath a "historical" sketch of research on teaching since 1989. Educational Researcher, 18(7), 4-10.

⁶ Fairclough, N. & Wodak, R. (1997). Critical discourse analysis. In T. A. van Dijk (Ed.), Discourse studies: A multidisciplinary introduction (Vol. 2, pp.258-284). London: Sage.



themselves. One of the features of mass media discourse is its addressability, because the informative content of newspaper texts is determined by the specifics of the intended addressee and the predictable nature of its interpretation.

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