LANGUAGE EVOLUTION STUDIES THROUGH MEDIA TEXTS

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ANNOTATION: As the media space and its tools expand, they not only facilitate forms of communication but also bring about social convergence. In the article, these media texts are analyzed as linguistic units used to implement the main goal of communication, that is, information exchange. There is any discourse unit in the status of a media text, which, taking into account that they correspond to modern trends, media texts essentially record any small changes in the language in the form of information and information. This feature can be the basis for the creation of a database, that is, diachronic corpora, in the research of contemporary features of the language of the current or past period from media texts.

Keywords: corpus linguistics, corpus, media space, media text, media linguistics, information.

INTRODUCTION.

Media texts are communication tools used to deliver and store media information and media resources in public communication. The term refers to components of the mass media communications industry, such as print media, publishing, photography, film, radio broadcasting, digital media, and advertising. Such mass media texts are the main and important subject of media linguistics, a newly emerging field of linguistics. It can be said that the 21st century is the age of high information and rapid development of mass communication. This, in turn, did not affect our observation of changes in the media sector, the rapid development of new communication technologies. Such a development had a great impact on language activity and led to the emergence of a new field of linguistics, media linguistics.

The term "media linguistics" appeared relatively recently in the 2000s, and was first used in Russian linguistics in the theory and methods of media linguistics by T. G. Dobrosklonskaya in her doctoral dissertation. Before that, according to Ronald Carter, this term was found in the article "Within Media Linguistics" by the British scientist J. Korner [1].

Media linguistics is the linguistic study of media language use. As a new systematic approach to the study of media language, the main aspect of media linguistics is the interpretation that media text is one of the most common forms of language existence today [3]. It studies the functioning of language in the field of media, or modern mass communication provided by print, audiovisual, digital, and networked media. Media linguistics studies the relationship between language use and public discourse delivered through the media, viewed as an interface between social and cognitive communication practices. Modern media linguistics studies not only the written language of the media, but also the speech of the media. Media linguistics includes media discourse studies that examine the speech behavior of mass communication actors and specific areas, textures, and genres of media texts, as well as the development and analysis of media texts.

In his article "Advertising language: A Pragmatic Approach to Advertisements in Britain and Japan", T. Keiko emphasizes the components of media linguistics, including traditional media texts (usually print or broadcast news) as well as social media and writes that it includes the study of other media such as blog posts, SMS messages [2]. The study of feature film and television has recently emerged as an important area of media linguistics.

The theoretical component of media linguistics consists of the concept of media text, which is dedicated to the production of speech in mass communications, and is noted in all studies. The essence of this concept can be summarized as follows: for linguistics, a traditional text is defined as "a coherent and complete set of spoken and written language". Its meaning expands in the field of mass communication. In mass media, the concept of text goes beyond the formal boundaries of the verbal sign system and approaches its semiotic interpretation, any type of sign is interpreted as a text. British researchers argue that media texts and their components are different from spoken and written texts. The meaning of media texts is wider than the meaning of ordinary text.

An important component of the theory of media linguistics is a set of parameters for a complete and consistent description of all possible types of media texts. The central concept of the media text is supported by stable system parameters, which allow to classify all texts working in the media according to their productivity, verbal and specific characteristics. This system includes the following parameters:

- Authorship (the text can be produced by an individual or a team.)
- Type of production (oral and written)
- Type of presentation (oral and written)
- Media channel used for transmission: print and electronic media, internet.
- Functional type or text genre: news, commentary and analysis, advertising.
- Urgent connection (politics, business, culture, education, sports and other universal topics of mass media that make up the content structure of daily information flow) [19].

We will classify each parameter in detail. In the first parameter, any media text, whether it is created by an individual or a certain group, has its author. For example, we can take the articles of "The Times" newspaper, which is a British edition, or the author of the article published in every edition of "Darakchi" newspaper, which is widely published in Uzbekistan. The author of each text will have the copyright. As can be seen from the list of parameters, the second and third "type of production" and "type of presentation" are the same: oral and written text. In mass communication, many publications that were originally created orally reach their audience in print, and conversely, texts that were originally created in written form are presented orally, play an important role in the formation of media texts. For example, the texts broadcast on the radio are transmitted using voice possibilities, intonation, timbre, various accents and sounds. The fifth parameter of types and genres of media texts includes an important element of typological classification of the continuous flow of media messages. In this case, each genre, whether it is an information text or an advertising text, differs from each other according to its characteristics. In the next parameter, the scope of content of informational texts is different, and it is important that they are important, interesting and necessary for their audience.

In short, media linguistics develops organically with the development of media and comprehensively studies and analyzes the media texts that are its subject. Media texts are a new form of texts, they act as an intermediary to convey information to their listeners and thus serve the society of people.

MAIN PART

Ukrainian scientist Y.V. Litkovic's work on the analysis of pleonasms in modern media discourse [10], G.A. It is possible to include Grigoryan's views on the pragmatic importance of possessive and personal pronouns in social networks in modern English [8]. In addition, among a number of foreign and

domestic scientists who studied the main categories of media texts, the principles of creating media texts, the language and style of mass media: T.G. Dobrosklonskaya, M.N Volodina, A.A. Leontev, T.V. Chernishova, N.V. Chicherina, Ya.N. Zasursky, A. Abdusaidov, D.M. Teshabaeva, G.Kh. Bakieva, S.D. Sadullaev, I.E. It is possible to include the scientific researches and researches of Toshaliev [9, 7, 4, 12, 14]. Also, in recent years, the linguistic features of the media text are being analyzed separately in the national dissertations defended, the following can be included in their category: Aktamova's dissertation on phraseologism as a methodical means of expression and assessment in media text (based on newspaper texts of different systematic languages) [6], Sh.A.Usmonova's scientific work titled "Tendencies of newspaper language in media discourse (Uzbek and English examples) [13], N.S. Nasrulloyeva's Uzbek and A cross-sectional study of computer and Internet jargon in English [11], and M.R. Artikova's research on the linguistic and cultural aspect of the phenomenon of precedent in media text (in the case of Uzbek and Spanish newspapers) is aimed at the solution of linguistic problems related to media discourse [5].

Most scholars study the media as consumers—only through various forms of production, the media as a system that communicates the end result of industry. That is, we read newspapers, magazines and comic books, watch movies and TV shows, listen to radio and music, use the Internet and play computer games, and of course we encounter different media products in different places. come on - the song can be played on the radio, as a soundtrack to a movie or in the background. It is necessary to take into account the following three-level structure of media space and time [18]:

First of all, media output has a traditional form as an artifact. Media artifacts include DVDs, tabloid-sized newspapers, celluloid films, hard copy photographs, or even digital signals containing a downloadable song by any band. All these are traditional forms.

Second, there is the economic value of mass media in terms of product status. This refers to the cost and price of mass media production and media products. For example, movie ticket prices add to the movie's revenue along with DVD rentals and sales. Even if media products are not directly paid for (examples are songs heard through advertising or supermarkets), the value and price of a media artifact is in some way related to other things. joins the economic chain of dependence. In any case, the fact that payment is made with the expectation of some benefit can lead to a higher quality of media products.

Third, it is appropriate to consider mass media as a site for creating meaning and intrinsic value. It focuses on what the output of mass media means and how it is delivered, the importance, and the essence of interest for individual and community representatives. Here, meaning and essence are understood as methods of psychological, emotional, cultural, physical and intellectual influence through media coverage [17].

Journalist style in Uzbek linguistics was specially studied by T. Qurbanov. This style is the style of mass media, in particular, newspaper, magazine, radio, and television materials. The terms "journalism genres" and "newspaper genres" are rarely used in linguistics and journalism. The use of the term "publicistic genres" has taken a strong place in literary studies. But in Uzbek linguistics, the term "newspaper genres" has not yet found its exact expression and object, it is used in parallel with the term "journalistic genres". Another problem is that newspaper materials do not have their own classification according to genres. In the existing literature of Uzbek linguistics and journalism, they are generally listed in different quantities. The division of newspaper materials into groups according to genres is still neglected.

There are also concepts of media discourse and media communication, and these areas are attracting the attention of world linguists. For example, Indian scientist K.J. In media discourse, Kumar states that the media should answer the following questions in its classification of communication (see picture 1.):

Picture 1.

Questions and components of media communication

Who?	Object of communication
What?	Intentional information tranfer
Which source?	Means of communication
For whom?	Reciever of information
How effective?	Result of communication

Also, the scientist states that the volume of media communication that appears in the media discourse is expanding with the increase in the number and scope of its tools. Media includes the following among communication tools (see Picture 2):

Picture 2.

Means of media communication
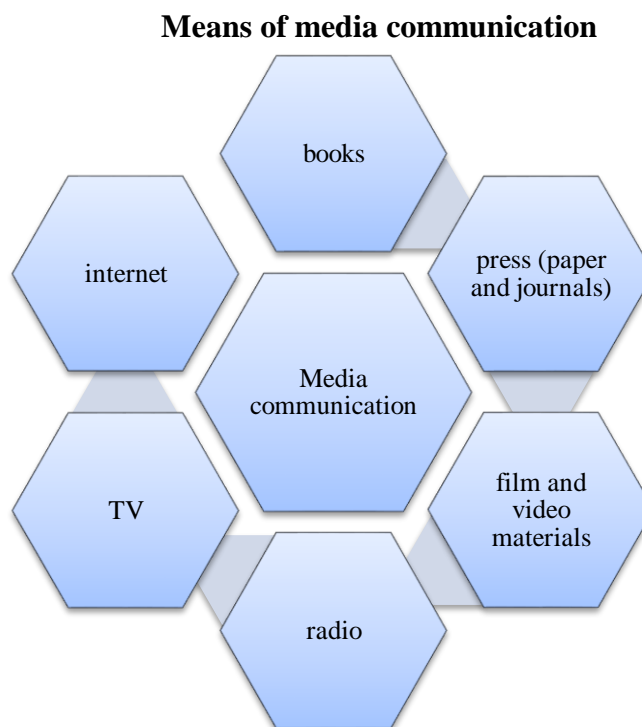
In our opinion, it is possible to expand the scope of this classification, because today, following the increasing popularity of Internet networks, it is appropriate to distinguish separate means of communication in the media field. Online communication in Internet networks can be classified as follows:

- Social networks (facebook, telegram, watsapp, instagram, etc.);
- Blogs of different content and form;
- a comprehensive base of the YouTube network;
- Online applications of electronic publications (kun.uz, daryo.uz, etc.);
- Email system.

According to K.Kumar, the role of printed publications in the exchange of media texts and their delivery to the public in media communication is declining, and their place is being taken by electronic

and online applications created using the capabilities of the Internet global network, which we mentioned above. In our opinion, the use of printed publications has slowed down and the scope has narrowed, but the Internet also has its own shortcomings. For example, the material uploaded to the Internet is open to editing in many cases, which causes any user to change this information, which reduces the reliability of the information provided. In addition, the possibility of erasure of previous materials due to technical defects and/or interruptions in the domains that store the memory connected to the Internet puts the effectiveness and continuity of the activity at risk. On the other hand, convenience, cost-effectiveness and speed can be said to be the advantage of online applications. It is for this reason that we chose printed publications as the object of our research, and we want to show as a basis that the information in them is preserved in its original state, unchanged, despite the passage of years.

When it comes to newspaper texts, they are among the media texts that form the basis of the oldest and timeless media space. There are specific features of the newspaper text and genre, which are designed to quickly inform people about current events. The specific features of a newspaper as a mass media are as follows:

- relevance. The newspaper should cover events that are interesting to the reader and have some impact on his life.

- consistency of the number of publications. A newspaper should be published with a certain regularity, usually it is the most widely published journalistic publication. It is customary to talk about daily and weekly newspapers.

- publicity or openness to the public. The newspaper is intended for a wide, non-segmented audience. Of course, there are newspapers for a relatively narrow audience - "Uchitelskaya" or "Literaturnaya". But they are often read by the general public. And newspaper and magazine genres should take this feature into account first.

- formality. Newspapers reflect the views of their founders, who are often administrative and governmental bodies. Therefore, the information in the newspaper has an official meaning.

CONCLUSION

The bottom line is that as the media space and its tools expand, they not only facilitate forms of communication but also bring about social convergence. After that, any language owner feels the need to learn another foreign language, and even if the learning is not conscious, the linguistic units of the foreign language continue to enter the subconscious brain. As a result, one's mother tongue continues to develop relatively under interference. If this situation happens in the case of every small member of large societies, then there is a need to monitor the development of the language. This is exactly what corpus linguistics can do by creating linguistic corpora. Corpus linguistics is the theory of creating corpora and drawing valid conclusions by working on them, so it is appropriate to use them in the study of language development.

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