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TEXT SPECIFICATION IN MEDIA COMMUNICATION AND INDICATOR OF INFORMATIVENESS

Abstract: *The article discusses the text specifications and the indicator of informativeness in the Mass Media. The informativeness of the text is an indicator of the quality of the text. There is also a direct correlation between the timing of the information contained within the text and the timing of the information obtained. This connection ensures that the information provided is represented in time and aspect. In the age of generalization of society, the role of journalism is an important factor in the mass communication system. Journalism, on the one hand, is a concept created by popular culture, and on the other hand, it serves to shape mass culture as a social space.*

As a mediator of the social and cultural manifestations of the new world, it "introduces" new concepts, new pragmatic norms into the language, and gives us a glimpse of a creative world. At the same time, all new concepts are interpreted. We consider the text as a high-level language unit. The linguistic knowledge of the language system is extracted from many texts. The textology involved in the study of the process of text creation, modeling and functioning is of interest to journalists today as linguistic dyslexia.

Key words: *text, media, communication, linguistic phenomenon, informativeness, universality*

Language: English

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Introduction

A separate concept of media can be regarded as a major theoretical component of media text [1, p. 45]. This is reflected in almost all research on media studies. The essence of this concept is that the text, which is the basis for traditional linguistics, is the "meaningful sequence of symbolic units. Its main feature is consistency and integrity" [2]. The definition extends beyond the mass media. The concept of the media text goes beyond the verbal level of the system and approaches the semiotic interpretation of the text, taking into account not only verbal but also the continuity of any characters. The text displayed in modern media culture helps to better understand the dynamic processes that take place in

modern journalism as a specific element of progress. The purpose of communication reflects not only technological goals, but also communication and cultural needs. It is in the media that they present themselves in the most striking way. The semiotic complication of media, or rather the text itself, is not the number one category, as new technologies and competition in the media have increased the number of media offers. Among these innovations, not only are new genres distinguished, but also when the media is applied to texts, the textual category itself changes.

Discussion

In its current form, the media is a combination of linguistic and visual components that allow for a wide

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range of design, typography, graphics, color palettes, infoblocks, photos, pictures, logos and more [3,p.138-139]. These tools significantly enhance image perception, aesthetic orientation, and the overall beauty of the publication [4,p.3-6].

Another media characteristic of media is, in our opinion, the linguistic specificity of its orientation to the mass audience. The dynamic nature of media is manifested at the level of internal text, superficial and hypertext (multidimensionality, multiplicity, polyphonicity, heterogeneity, and integration). It is based on the development of new information technologies, the convergence of mass media, and their socially-regulated nature as "a unique tool for interpreting and reflecting on reality." Media organization can be defined taking into account the influence of the global opposition known as "conventionality - individuality". Its effect is based on the proportions of functional-stylistic features of a particular type / genre of text, on the one hand, of the author's idiosyncrasy of a clear media. Conventionality is defined by the institutionality of the relevant discourse, the peculiarities of the relevant functional style, and the genre-specific or text-grammatical specifications of the media. Idiosyncrasy represents both the general characteristics of the text and the individual descriptions that imply the expression of different degrees of linguistic means in the realization of a particular intuition.

2) Although the structure of the information provided by the particular subject is clearly visible, the structure of the collective identity of the collective subject is particularly important in the media text prescription.

3) Media is closely related to social practice, because media appears in this social practice and performs two important tasks, directly or indirectly, to disseminate specific information about a particular event and cultural specificity of the world.

Results

The text of journalism is multidimensional and is presented in various options and in a logical way. Many texts contain some descriptions of specific events (individual texts) and related processes (socio-cultural factors). It is a four-dimensional field-time continuum of internal and interlayer relationships. Journalism text, like any other text, is available in real time and place in the form of an object - a book, a manuscript.

An ideal view of the spirit or of the text is manifested in another place-time form - in the conceptual space of time. The conceptual space and time are reflections of real-time characteristics at the level of concepts and visions. Journalistic text is a perceptual-conceptual area of individual social information. The author and reader - the journalist and his audience - are generalized over time, which is

characteristic of graphic texts but not generalized in a semiotic field.

Journalistic text is related to other texts, which can be both journalistic and non-journalistic texts. It is absolutely impossible to ignore this space when the listeners or audience is able to hear or see these texts at a specific time.

Naturally, journalism should not be based on one or more texts. Journalism is a system of texts whose work is a system of texts in the form of an evaluation system. It has systemic attributes that are not included in the totality of individual elements. The product of journalism should be considered as a system of texts as a system that does not relate to certain elements - some texts.

"Text is a moving language" [6, p.142]. Of course, some types of journalistic text are subject to analysis in terms of journalistic skills, genre criteria, and grammar of a particular language. But such analysis (be it some texts or other proportions) goes beyond the theory of journalism and is the subject of other sciences, disciplines - theory of journalistic skill, methodology, grammar, statistics and so on [7].

The linguistic tools used in the media contribute to the formation of socially and culturally significant phenomena, including gender identity. For this, every linguistic culture has different discursive and nominative strategies, and linguistic tools with different percussive capacities specialize in their implementation. The presence of certain knowledge in culture is the basis for the process of understanding between communicators.

Cognitive units, which are universal to the nation, have always been of interest to the media audience, and if used in a balanced way, they have a formative effect on the spiritual world of both the author and the consumer. The texts produced by the media are based on discursive practices and have a number of descriptions that reflect a community-specific world view: (1) polycode semiosis; (2) intertextuality; (3) addressing [8].

According to Zasursky, the media is a new communication product. It can be included in various media structures in verbal, visual, audio, multimedia form, as well as newspapers, magazines, radio, television, and other media. Media can be described as a highly complex unit of high order, through which communication is carried out in the field of mass communication. Media theory of the present time claims to be independent of or within the context of text theory.

The media specification, first of all, takes into account the following features determined by the external conditions specific to its existence:

- A particular type of information which broadcast by the media. The media, which acts as a mediator in the delivery of information, significantly changes it: influential social groups impact on the

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management by selecting information and how it is delivered.

– Collective production of any media: any text is created and processed by several people (journalist, editor, illustrator, director, installer, etc.), placed among other texts, hence the author's composition does not relate to the will and defines the content of each material.

– Direct communication and special feature of feedback - limited, minimized or non-existent, simulated in space and time (modern interactive forms in the media do not fundamentally change the overall picture).

– The Importance of Broadcasting Techniques - Technical capabilities are not just the packaging or packaging of content, they change and systematize the message itself. For example, a news story forms the denotative aspect of various print, radio, television, and internet texts.

– The economic parameter determines the ideology of the publication and influences its content and technical inclusion.

Media is strictly defined by the communication channel. Each media is characterized by its own set of media characters that have had a significant impact on the linguistic features of the text. In particular, print media provides graphic ornaments and illustrations that are accompanied by verbal text.

Radio text consists of an audio component - a voice description and a sound line, while the media text amplifies verbal and audio components with a video array. The Internet offers great potential for data transmission across multiple channels and text boundaries.

The term that has just emerged *publication format* is associated with the need to take into account the interaction of the significant, technical, and ideological factors that make up the media product. Media format is a combination of the elements that constitute and use the content and the characteristics of its content in accordance with the concept of the media (editorial policy of the publication) [10].

Popularity. The mass communication specification is a socially oriented communication in which the author (subject) and the addressee are subject to change. The address of the media is a retinal (*from latin rete - network*), indirect, socially oriented communication and relevant categoriological characters (retinal, anonymous, time-span, spatial distribution in print media), unable to critically evaluate the text on the specifics of mass communication and audience. I.M. Kobozheva describes it as "a potentially uncertain number of individuals" [11, p.130]. These are the "classic" definitions given to the media address.

For example, information and analytical media used in the context of economic media studies aim to provide information and rational argumentation in the context of the author's analysis and evaluation of

financial and economic processes. The mission of the media in this genre is to formulate strategies for a wider audience in the face of economic instability (in the context of market stability, business media audiences may shrink or expand, or the average person can increase or lose interest in their content). For example: "A new page has been created that will give a significant boost to the development of Uzbekistan's economy" or "Uzbekistan has a mechanism for resolving disputes in arbitration to ensure the protection of the rights and legitimate interests of business entities, improve the business environment and increase the investment attractiveness of our country. At the same time, there are a number of systemic problems that hinder the effective protection of the rights and interests of businesses, especially foreign investors, further improving the business environment and increasing the investment attractiveness of Uzbekistan" (from newspaper *Xalq so'zi*).

Information-analytical block assumes two approaches recording the author's point of view: 1) the author's view seems to be negligible from the outside, which in turn contributes to the effect of objective reporting of the problem. Analytical part of such blocks is presented in expert evaluations; 2) it defines the author's position clearly expressed in problem-analytical articles.

The media of this genre offers a wide range of methods that allow the reader to observe the logic of sorting factual material, that is, to determine the degree of objectivity of the author's approach to the interpretation of facts.

The text of the journalist still has one of the most important forms of group evaluation and social understanding, potentially reflecting the status of a particular social group. Models of knowledge that are presented in journalistic texts are more individual than observations, and are primarily based on the skills of the journalist (his own knowledge and skills). They may be disconnected from the context and may eventually become stereotyped knowledge scenarios that are socially relevant.

Conclusion

Requirement and condition of informativeness of data are its novelty, actuality, adequacy and it can be implemented in words, sentences, complex syntactic units, and within the context. Of course, from the linguistic point of view, the text is an information unit. Therefore, the concept of the text should be widely accepted. In particular, the concept of "text" can be applied not only to a work of art, but also to its parts [12].

Van Dyke, a linguist who has done extensive research within the text, identifies macroscopic exchange rates as follows:

1) changes in perceptions (language index - modality semantic category);

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2) change of time or period (language index - semantic category of temporality);

3) spatial index (language index - locative semantic category);

4) introduction of new participants;

5) reuse of known participants (language index - semantic category of subjectivity);

6) change of attitude or purpose (language indicators - communicative purpose, semantic category of the person);

7) the composition of different types of predicates. If something does not match this macro, a new macro is created [13, p. 62-67].

Genre and style-forming factors in the texts of information messages are realized through the following linguistic structures: mold designs, cliché; stamps; article-specific vocabulary; actual vocabulary as an indication of information expressive means of language, directed to the addressing factor.

For example:

Vocational Training Center of the Ministry of Higher and Secondary Special Education will be closed.

The project of the Decree of the President of the Republic of Uzbekistan "On measures to radically improve the system of higher and secondary special education" is posted on the portal of discussion of drafts of regulatory documents. The document envisages the liquidation of the Vocational Training Center of the Ministry of Higher and Secondary Special Education of the Republic of Uzbekistan and the transfer of its vacant staff to the Ministry of Higher and Secondary Special Education of the Republic of Uzbekistan.

The use of a large number of terminological lexicons that are not even known to contemporaries (for example, political terms: corpus, immunity, protests, etc.) give a particular measure of credibility to this information and convince the reader of the seriousness of government efforts to restore peaceful life. The use of separate grammatical forms of

command modality, such as: constitutive semantics and inevitability, for example:

(Uzbek version) ишлаб чиқиши вазифасини юклатди; Барча безак берувчи фабрикаларда матоларнинг сифати ва ташиқи кўринишини яхшиловчи ишлов бериш жараёнлари тикланиши лозим ва ҳ.к.

(English version) development...to be tasked ...; All finishing factories need to be reworked to improve the quality and appearance of fabrics, and so on.

Thus, the selection of stylistic components for composing is another important factor that determines the nature of the stylistic tonality of informational texts - the nature of socio-political context of information message analyzed above. It can explain not only the vector of associations (... the decision to improve the quality of fabrics and the expansion of types) but also the choice of linguistic units for communicating with the student audience and communicating function. Looking at media as a means of mass communication, we conclude:

1. The text of the media is the product of a journalist's socially-focused work, its textual interaction with the audience, and the specific social and cultural manifestation of journalism in the language system.

2. The text of the media reflects the model of the universe, while the textual mass reflects the culture of a given period;

3. The journalistic text is a discursive and complex communicative notion that extends beyond the text necessary to understand the text (extrinsic) (knowledge of the world, the purpose of the address);

4. Journalist text is a unique concept as an essential element of a system that interacts with several components, including the journalist, the publisher and the reader, the audience.

5. The creation of media text is also related to the laws of literary language and the national peculiarities of it.

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