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MODALITY IN MEDIA LANGUAGE

Abstract: *The purpose of communication in the newspaper motivates the emergence of a particular text - the text of an editorial, a short informational message, a text of analytical information, an essay, a chronicle, the social function of which is that they participate in the formation of public consciousness, are introduced into the mechanism of regulation of social activity and behavior. Features of the implementation of objective-modal and subjectively modal meanings in newspaper-journalistic discourse are inextricably linked with the genre of journalistic style, within which a particular text is created. Accordingly, when creating a newspaper journalistic text, the author in a certain way standardizes the modal means used by him, correlating them with the target settings of the chosen genre.*

Key words: newspaper, journalism, text, modality, evaluable, media language, subjective, objective, style.

Language: English

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Introduction

Our time is a time of active and rapid political, economic and social changes, which cannot but find reflection in the language that is actively and daily used in society as a means of communication and communication. The modern era has actualized many processes in the language, which in other conditions could be less noticeable and more smoothed. New realities, new situations determine changes in the linguistic, stylistic appearance of journalism, as well as some of its substantive features. This is natural. Social reality is changing, and journalism is changing too.

A social explosion does not make a revolution in the language as such, but actively influences the speech practice of a person, revealing linguistic possibilities, bringing them to the surface. Under the influence of external factors, the internal resources of the language are set in motion, which were not previously in demand. Thus, the life of the language is organically linked with the life of society, although it does not completely obey it due to its own systemic organization. In the language movement, the processes of self-development collide with the processes of stimulation from the outside.

Language is diversely inscribed in all spheres of life and activities of society, with which it is

inextricably linked in all its forms, in all its functions and at all stages of its existence. Being not only a faithful custodian of the spiritual tradition, the fundamental conceptual, figurative and behavioral constants of culture, but also flexible, dynamically adjusting to the current social context and to the implementation of the necessary cognitive and communicative tasks in connection with this, the language captures the peculiarities of the worldview and worldview of those who speak it people, their system of views, values, ideas, views, beliefs, the direction of their thoughts and attention, their unique social, intellectual, emotional and communicative experience gained in different life circumstances, their ability to moral and aesthetic assessment of events in social reality. Language is «not an abstract system, but always placed in a specific context. It can be viewed as a series of practices that grow out of communication needs in specific contexts and situations. Each piece of language has a purpose [1, 103]».

Today the language of the media is a promising area of scientific research [2, 102]. In Russian linguistics, this research field has developed into one of the most influential and at the same time most problematic scientific areas - media linguistics, whose task is to comprehensively study various aspects of the

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use of language in the media. Each community, like each time, each culture has its own media, its own experience and its own model of interaction with them, therefore, its own language [3, 145].

The media environment determined «the strategy of behavior, our desires, sensuality, and the construction of the gaze [4, 74]». By rigidly inscribing their order, their models of consciousness, their logic of the production of knowledge and events, their scale of time and space into the structures of everyday life, the media set their parameters to social reality and to the person himself.

Media has affected all types of communications:

1) both interpersonal communications associated with personalized consciousness, subjective, personal experience, and mass, collective, focused on impersonal consciousness, on overcoming the boundaries of a personalized subject [5, 36], on transmission using replication technologies (print, television, radio, Internet, etc.) information of interest to a wide audience;

2) Both public communications, with their inherent social orientation, a sense of the social context, and non-public (various kinds of specialized and private communications), through which information is transmitted that for various reasons does not have a public status.

As a socially conditioned means of cognition, communication and control, language has a complex structure, which includes its diverse forms that stand out for different reasons - dialects, sociolects, vernacular, the language of fiction, the language of the media, and literary language with its inherent functional and stylistic varieties. The presence of variant forms of language, differing in their social status and the composition of linguistic means, is associated with the peculiarities of its history and its use in various spheres of life and activities of society and in different types of social formations, uniting based on certain parameters - ethnic, territorial, demographic, political, cultural, professional, labor, etc.

The language of modern newspapers, as we indicated above, is an ideal material for pragmatic analysis, since the mass media to a certain extent simulate the speech behavior of a person who selects language resources depending on the social situation. The functional-semantic approach, in which linguistic phenomena are considered from the point of view of their functioning in speech and their meaning, helps to identify a multidimensional plan for the content of an incentive modality, represented by a set of explicit and implicit means. Interlingua comparative analysis, which in turn reveals «ways of describing the same type of situation by means of different languages [7, 78]», helps to identify not only universal typological explicators of the modal meaning of motivation, but also ideoethnic (nationally specific) features of the linguistic picture of the world.

As you know, modality is a functional-semantic category that expresses different types of attitude of an utterance to reality, as well as different types of subjective qualifications of the communicated. Modality is a linguistic universal; it belongs to the main categories of natural language. The term «modality» is used to denote a wide range of phenomena that are heterogeneous in terms of semantic volume, grammatical properties and degree of formalization at different levels of the linguistic structure [8, 137]. Most researchers differentiate between objective modality and subjective modality. Objective modality is a mandatory feature of any utterance, one of the categories that form a predicative unit - a sentence. Objective modality expresses the attitude of the communicated to reality in terms of reality and unreality. The main means of designing this type of modality is the category of the verb mood

Linguistic modality is a complex and multifaceted category, which is, according to the figurative expression of Sh. Bally, the «soul of a sentence», the structural-content volume and functional hierarchy of meanings of which is determined by the semantic dual aspect of the sentence, namely its nominative (propositional) and communicative (pragmatic) aspects.

Objective modality (it is also constitutive, general, predicative, constitutive, dictum. This type of modality participates in the formation of a proposition, enters into the content of the internal modal frame, reflecting, through the type of relationship between the predicate and its octants, the relationship between the parts of the described situation.

Subjective modality (epistemic, epistemological, communicative) expresses the speaker's attitude to the content of the utterance in terms of its reliability / unreliability, this type of modality serves as the core of the external modal frame and establishes the type of relationship between the source of assessing reality - the speaker - and the proposition as a whole, expressing communicative (intentional) intention. Subjective modality, i.e. the speaker's attitude to the communicated, in contrast to the objective modality, is an optional feature of the utterance.

Subjective modality encompasses the entire gamut of different-aspect and diverse ways of qualifying what is communicated in natural language and is implemented: 1) by a special lexical-grammatical class of words, as well as by functionally close phrases and sentences to this class; 2) the introduction of special modal particles [9, 203].

Subjective and objective are integral components of the text modality, the degree of manifestation of which depends on a number of factors, the main of which is the genre of the text. In those genres of text that are directly «tied» to reality, to the subject, fact or phenomenon of the objective world (for example, scientific and technical texts,

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texts of business documents, newspaper reports), the objective appears quite clearly, and the authors of the texts try to emphasize this, presenting information in an impersonal form. However, the very choice of an object for description and a certain angle of consideration of this object in the text speak of the relativity of objectivity. Thus, the relationship between the objective and the subjective in modality is as follows: objective as general, general linguistic, nationwide; subjective as private, belonging to a specific act of communication, personal or author's. It can be argued that at the level of the text, modality is

considered as a category in which the objective and the subjective are fundamentally inseparable. These categories are interconnected, the existence of one is impossible without the other, and they serve to convey various plans of relations [10, 96].

Incentive (volitional, deontic, imperative) modality presupposes non-factuality, expressing the impulse imposed by the speaker on the addressee to transform the unreal state of affairs into reality. The development of problems of determining the incentive, its communicative value is the task of the scientific study of the language of the media.

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