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## PRESS LANGUAGE: SOCIOLINGUISTIC ASPECT

**Abstract:** Within the sociolinguistic aspect of media language, the analysis of journalistic opinions about the state of language, its advantages or, on the contrary, its limitations, that is, extralinguistic phenomena, is of great interest. In interdisciplinary research, scientific disciplines collaborate by addressing shared research questions and also by developing methods or theories together. Language users: the participants in public communication are the sources, the media producers, the target audiences, and the general public at the interface of mass and social media. Sources, media producers, and target audiences are directly involved in journalistic communication. Communication and media studies foreground the media aspect of communication and reflect on the nature of the media concept in general. In newswriting, media serve as technical means to produce and publish communication offers of public importance under economic conditions.

**Key words:** media language, sociolinguistic, communication.

**Language:** English

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### Introduction

At present, mass communication is considered as a new quality of being, which is at the center of modern language processes, which leads to the transformation of the national language into a propagandist of the literary language as a modern model. Because the national language is the totality of the language resources of the nation from the codified literary language to specific dialects. Also, mass communication has become a kind of testing ground that allows different language means to interact with each other. Mass communication, since it is absorbable and absorbable in nature, includes socially significant topics and plots, as well as all linguistic means that have acquired the meaning of social evaluation.

The media text captures the fact that a person thinks the world as a real reality, and this thinking is fixed in a verbal-verbal form, similar to the characteristics of a person's perception and thinking about the world. It is this situation that justifies the need to move from research on the principle of "thing in itself" from within linguistic units to the search for a "basic point" that allows studying the language of media communication as a functional whole from the

outside. Only if the analysis of linguistic events is carried out together with extralinguistic events, it will be possible to determine exactly what role language plays in the process of media communication.

World linguistics has shown that language should be studied not as a closed system, but as a system in motion, that is, in relation to such areas as society, thinking, culture, politics, ideology, religion. The connection of the science of language with different areas opens up wide opportunities for discovering its new features. Therefore, the language of the media is studied in connection with other areas. Sociolinguistics is one such area.

Likewise, interest in the social nature of language is growing among practitioners of Cognitive Linguistics, as might be expected from a linguistic paradigm that proclaims a usage - based approach to language and takes as the basis of its enquiry "language as it is actually used by real speakers in real situations in a specific historical moment" [1, 25]. The social aspects of language variation have thus begun to attract the attention of cognitive researchers, most notably with reference to lexical and lexical-semantic variation [2, 142], but also in realms such as inflectional [3, 98], constructional [4, 67], and

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phonetic variation [5, 78]. While such studies tend to have a primarily syn-chronic orientation, some of them [6, 193] have also started to encompass general social factors involved in change and the interaction of these with cognitive factors, thus contributing to a better understanding of certain variationist phenomena [7, 55].

Within the framework of the sociolinguistic aspect of the language of the media, it is of great interest to analyze the opinion of journalists about the status of the language, its advantages or, conversely, its limitations, as well as extralinguistic phenomena. Sociolinguistics describes the nature of linguistic variability, the verbal and verbal repertoire of speech communities, and the interactions between linguistic variants, describing both linguistic and functional characteristics. Agreeing with this opinion of the scientist, it should be noted that sociolinguistics seeks to discover social habits and norms that explain and limit linguistic behavior and behavior directed to the language in the speech community. Since the social situation - the most important concept of sociolinguistics - involves the registration and fulfillment of the rights and obligations inherent in these types of role relations in the appropriate place and at the appropriate time.

Language and media research, developed on the sidelines of the linguistic enterprise for nearly fifty years, is necessary and essential to understanding language in its role in society and in terms of its creative - and limiting - potential. Taking into account the development of the field over the past decades, across different continents and media ecologies, explain how language and media research in and of itself informs linguistics and language study, and how this research fosters our understanding of media language in all its forms.

Each of these concepts takes its place in the theory and methodology of a particular science and is enriched with its own special content.

Sociolinguistics studies how the language undergoes modifications in the process of mass communication depending on the social characteristics of the communicants, the characteristics of the communication situation, the communication channel, the content of information and other social factors.

As a result of research in the sociolinguistic aspect of the media, L.N. Fedotova comes to the conclusion that the assessment of professionals is a rich source for analyzing the patterns and phenomena of the development of the media language. Based on the information presented in media texts, the researcher can draw a conclusion about how realistic it reflects a social phenomenon. The sociology of the media, in turn, studies the basic patterns of the press, the essence of the impact on the audience, the methods and techniques of forming public opinion in the information channels of the media, the components

that make up the communication process, the features of its content, using various sociological methods [8, 85].

In order to determine the specific aspects of the model associated with the language of publication in a certain direction, it is necessary to find sociolinguistic variables, that is, structural elements that change under the influence of extralinguistic factors that form the type of publication [8, 145].

Modern sociolinguistics is developing as an interdisciplinary field. In this he relies on the achievements of sociology, psychology, linguistics and philosophy. Therefore, in sociolinguistic studies, linguistic facts are considered in connection with extralinguistic facts. The correlation of linguistic and non-linguistic features with media genres is a constant phenomenon. They complement each other when used wisely. This characteristic of mass media texts is clearly visible when studying them not only from sociological, but also from other sides. Thus, the principle of language research opens up new perspectives leading to a deeper understanding of the specifics of the media language [9, 76].

It should also be noted that the journalistic review of the world has a strong impact on people through the use of various effective means. The function of the mass media is, first of all, to consider them as a general way of acquiring knowledge. The human perspective is important, that is, direct observation and social approach. In general, it is important to study media language from the point of view of other areas of study [10, 3]. However, the study of the language of the media from a sociolinguistic point of view is currently a very urgent problem.

Today Yu.M. Lotman's text theory deserves special attention. This is recognized and approved by all experts. In his opinion, culture is interpreted as a collection of texts, a collection or "a complexly structured text". According to the scientist, the text is "a mechanism that increases information." After all, it fills the space of culture and collects information in various texts, that is, it embodies the memory of culture (memory of culture) [11, 22].

Therefore, the existence of various scientific directions in the study of the language of the media is directly determined by their nature. The reason for this can be seen in the fact that the language of the media has penetrated into all spheres of society. Texts, which are a special "mirror" and expression of the language of the media, act as a socially significant linguistic phenomenon, regardless of the direction of the study. According to many experts, the need for social texts distributed by modern media is stronger than in others. Because it is on the basis of such texts that vital conclusions are drawn. In the emergence of such a situation, a strong motive instead of literary texts was the habit of reading texts presented by the media on a global scale.

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The problem of studying media language is still in the center of attention of linguists. Despite many years of research, some problems are still not solved. This indicates that this is one of the urgent problems of linguistics today. However, in a very broad view, many things can serve as a medium of communication: a sound wave carrier such as the air, a status symbol such as a system of signs. In a stricter sense, a medium is a technical means or instrument to produce, store, reproduce, and transmit signs. However, this definition is still very broad. Media could mean all technical communication media such as postcards, the intranet, and even a public address

system. Every form of communication except face-to-face conversations uses such technical tools.

Media in the sense used here means news media. A news medium is a technical means used to produce and publish communication offers of public importance under economic conditions [12, 63]. With this focused media concept, media linguistics refers to an independent and socially relevant field of language application, similar to forensic, clinical, or organizational linguistics. News media is socially, economically, and communally more strictly defined than media in general.

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