ASSUMPTIONS ON THE NEED FOR MEDIA AND THE LANGUAGE OF MEDIA TEXT IN SCIENTIFIC FIELD

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ABSTRACT: This thesis reflects the need to study modern means of communication and media communication in scientific research in the fields of psychology, sociology, methodology, linguistics, and is devoted to its scientific theoretical issues.

KEYWORDS: Media, information, virtual communication, internet, media text.

INTRODUCTION

Humanity is continually upgrading and modernizing its way of life as it progresses by providing the opportunities needed on earth, making communication easy and effective, and we will continue to see new stages of development.

In the information society, the language of the mass media serves as a singular example of the national language due to its high repute and use of the most cutting-edge broadcasting technology. By primarily obscuring the literary conventions, linguistic sophistication, and potential, it aids in the promotion and understanding of politics, ideology, art, and literature.

When addressing the specific features of language use in mass media texts, the researcher is faced with the interaction of two systems: the natural system, which is human language, and the artificial media system created by man with the help of various technologies. . This artificial system language, which creates an appropriate and broadly understandable communication space, is based on natural language capabilities.

The 21st century is referred to as the age of information and communications in human history for a reason. The Internet, telegraph, telephone, television, radio, newspapers, and periodicals are all examples of contemporary mass and individualized information exchange methods.

Because of the growth of the Internet network and the creation of commercial relationships, communication on the Internet was first absolutely free. Later, a variety of online communication channels started to emerge. As a result, there was a surge in demand for the Internet and the formation of specific demographic groups. It was among these formed groups that the task of

communication appeared. Through this, certain methods of communication appeared on the Internet .

In their daily and professional lives, the majority of people now prefer virtual communication to face-to-face conversation. Face-to-face communication has become more and more practical thanks to media communication. As a result, a system of distinct lexical units, speech structures, signs, symbols, and graphic and video images have already developed in the communication text and discourse of these media. There is a need for media linguistics, as evidenced by the fact that these media texts have a hybrid form of electronic writing and oral style and that studies devoted to the analysis or interpretation of these texts have started to disappear as a research subject in a number of fields of modern linguistics.

Numerous scientific research and scientific theoretical viewpoints on the terms and ideas of virtual communication support this stance. Today, because of the development of these relations, because of cooperation in the social and economic spheres, mobile applications are widely adapted to the life of society, and therefore, many new concepts and terms related to the same field have entered. The cross-comparative examination of these factors becomes important in language studies since the lexical-grammatical qualities of the media text differ from the text in the native language with their own peculiarities.

Without media technologies, it is particularly challenging to picture contemporary advancements in the sphere of education. To enhance English language instruction using technology-based modules that meet non-philological education criteria in a cluster approach-based system of integrating education and science production. It is important to develop a modular system of teaching English in stages in a continuous education system based on the requirements of vertical integration of educational subjects (regional collaboration, cluster departments, cluster technologies .

Several theories regarding the impact of virtual communication on human psychology, thinking, and worldview have also arisen from psychological study, and they demonstrate the necessity for critical approaches because these media can have both positive and bad effects. The following are some examples of distinct virtual environment qualities that form the essence of the psychological experiences of the "consumer" (or citizen) of this new social situation:

• Limited sensory experiences
• Identification, plurality and anonymity of the individual
• Equality of positions
• Loss of distance boundaries
• Time dilation and accumulation
• Unlimited connections
• Permanent recording
• Alternate and imaginary worlds

- "Black window" feeling existence acknowledged.

The ways we communicate online differ from the ways we often communicate in regular life, and there are many beneficial features. We can list the speedy exchange of information as one of the benefits of online communication technologies. We benefit from a number of conveniences because we are able to communicate from anyplace.

As a result, there are many different ways to communicate today, both verbally and nonverbally. However, we shouldn't forget that linguistic analysis of media texts, media communication techniques, and group participation in them all have different facets.

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