

THE IMPACT OF MASS MEDIA LANGUAGE IN MODERN LINGUISTICS

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ABSTRACT

This article provides information about the role of mass media, high technologies in our developed world and the influence of wikipedia and other words which are related to mass media in linguistics. And the article also gives examples of modern words and explains them with justifications.

Keywords: mass media, high technologies, social networks, social media, audio, video image, national identities, international diversity, language barrier.

ANNOTATSIYA

Ushbu maqola rivojlangan dunyomizda mass media va yuqori texnologik vositalarning o'rni va wikipedia va boshqa mediaga oid so'zlarning tilshunoslikdagi ta'siri haqida batafsil so'z yuritadi. Va shuningdek, bu kabi so'zlarga namunalar keltiradi va ularni izohlaydi.

Kalit so'zlar: mass media, yuqori texnologiyalar, ijtimoiy tarmoqlar, ijtimoiy media, audio, video tasvir, milliy birliklar, xalqaro xilma-xillik, lingvistik to'siqlar.

People have no time to chat offline anymore. They have already been got used to perceive any kind of information by the help of media. Even learning and teaching systems are being turned into online version.

In the modern era of globalization, mass media plays a crucial role in shaping our understanding of the world.

And what is mass media itself?

People of today’s high technology time can identify many forms of mass media such as: English language books, magazines, newspapers, comics, advertising, records, film, television. So, mass media is any source that gives information to people in different forms including audio, video, text and others. Many of these forms are inter-related.

With the advancement of technology, media language has become a powerful tool for disseminating information, influencing public opinion, and connecting people across borders. This article explores the impact of mass media language in the globalization era, highlighting its role in shaping cultural identities, promoting diversity, and addressing challenges related to language barriers.

Before examining the influence of the mass media on language, we should clarify whether the language of the mass media tributes a "new" language in comparison to traditional forms of edition, printing, books. Most people think that the "new" mass media (film, radio, television, social media) do not create new languages, whose grammar is the same as the old one. Radio, film, newspaper and other internet words pushed written expression of languages weakly but strong changes happened with oral communication with freedom of spoken idiom. They aided us in the recovery of awareness of language and bodily gesture¹. Hence, it is claimed, a colourful language developed conveying moods and emotions, and characters, even thoughts, none of which could be explained with packaged words. For example: smiles and abbreviations including emoticons, GIFS; short words, such as Idk (I don't know), TG (telegram), FB (face book) Uni (university), gr8 (great), LOL (laughing out loud). Conversely, the message in these communicative tools can hardly be explained with words².

Additionally, the word CMC (COMPUTER MEDIATED COMMUNICATION) means that human beings communicate with each other with the help of computer³. The most common form, and the one we want to focus on, is written CMC. The most popular forms of written CMC that almost everybody is familiar with are e-mail and chats. When it comes to CMC, the question most people are concerned with is; whether CMC has more in common with spoken or with written language. And this question is not only something that concerns a few linguists as any teenager who has made his or her first experiences in online chatting knows that CMC does not use the same language as in books but something similar to spoken language, such as yeah, yep, nope, GF (girlfriend), BF (boyfriend).

So far we have learned that CMC has features of written and spoken language and it cannot clearly be attributed to either one or the other. But CMC has also some features on its own. The most well-known is probably the current use of abbreviations. People that are not familiar with chatting on the computer might have problems to understand the many abbreviations the chat language is used there. For example, lol, meaning laughing out loud or

¹ Sontag 1968, 139

² Rosenthal, 1969, p250

³ Herring 1996

IMHO, means “In My Humble Opinion”. Something that is also typical of Computer Mediated Communication is emoticons, which you use if you want to show emotion with the help of a few characters. The most common emoticon is: ☺ □) which indicates a smile.

Abbreviations and emoticons are really helpful in writing an informal e-mail, while chatting or lately, in writing text messages on mobile phones. Both features express something one wants to say or an emotion one wants to submit in minimum characters. In this way, people can save time.

As the language of media is globalizing, linguistics is paying much attention to it more than ever. And even the field named Media linguistics was introduced as a new subject. The fundamental aspect of media linguistics as a new systematic approach to the study of media language is that media text is one of the most common forms of language existence today. It studies the functioning of language in the media sphere, or modern mass communication presented by print, audiovisual, digital, and networked media. Media linguistics investigates the relationship between language use, which is regarded as an interface between social and cognitive communication practice, and public discourse conveyed through media.

Media linguistics is being formed in the process of the differentiation of linguistics as a general theory of language, and is a sub-field of linguistics similar to other fields such as psycholinguistics, sociolinguistics, developmental linguistics, legal linguistics, political linguistics and other fields.

Admittedly, mass media language in the globalization era has transformed the way we communicate, perceive the world, and shape our cultural identities. While it presents numerous opportunities for promoting diversity and connecting people across borders, it also poses challenges related to cultural homogenization and language barriers. Understanding the impact of mass media language is crucial for navigating the complexities of a globalized world and ensuring that diverse voices are heard and respected. By recognizing the power of mass media language, we can harness its potential to create a more inclusive and interconnected global society.

1. Cultural Identities and Globalization:

The spread of mass media language has led to both positive and negative consequences for cultural identities. On one hand, it has facilitated the exchange of ideas and fostered a sense of global community. On the other hand, it has also led to the dominance of certain languages and cultures, potentially eroding local traditions and languages.

2. Promoting Diversity:

Mass media language has the potential to promote diversity by giving voice to marginalized communities and shedding light on their experiences. Through platforms such as social media, individuals from different backgrounds can share their stories, challenge stereotypes, and promote inclusivity.

3. Language Barriers and Translation:

In a globalized world, language barriers can pose significant challenges to effective communication. The article delves into the role of translation in mass media language, discussing its importance in bridging linguistic gaps and ensuring accurate representation of diverse cultures. It also explores the emergence of machine translation technologies and their implications for the future of mass media language.

4. Influence on Public Opinion:

Mass media language has the power to shape public opinion on various issues, from politics to social justice. Certainly, this task is being done with the help of journalists. The ethical considerations surrounding media language and the responsibility of journalists in providing unbiased and accurate information are being taken into consideration.

5. The Role of Social Media:

The rise of social media platforms has revolutionized mass media language, allowing individuals to become active participants in the creation and dissemination of content. The article discusses the impact of social media on news consumption, language, linguistics, and the role of citizen journalism in shaping public discourse.

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