TYPES OF THE MASS MEDIA IN MODERN SOCIETY

Khamitov Eldorbek

teacher of Chirchik state pedagogical university, Tashkent, Uzbekistan

Abstract: Given the increasing speed at which society is developing, the tightening of communication ties, the widespread adoption of Internet communication, and the fact that "of the most popular 10 million pages on the Internet, 54% are in English" [1], translating English-language texts in social networks presents its own unique challenges. The goal of this research is to catalogue the specifics of the Russian translation of contemporary English texts from mass media outlets, with a focus on social networks and news websites.

Key words: unique challenges, media format, news websites, social networks, online versions, primary characteristics, extensive Internet system.

Introduction. Which media format has the highest demand currently is a topic of lively debate. People nowadays acquire their news mostly from online sources such as news websites, social networks, and online versions of newspapers and periodicals, rather than print media. The media can now reach a massive audience thanks to the advancements in modern technologies. Depending on the source, it seems that readers' interest in the media's thematic focus and their ability to utilise current programmes and gadgets define who makes up the bulk of this audience: people in their 30s and 40s, or even younger for some electronic media.

Discussions and results. The unique challenges include the followings: first, as in earlier eras of society's growth, these challenges are linked to the reality of a specific culture, as represented in the texts of the media, and language problems, including those of a phonetic, lexical, and grammatical nature. Second, social networks are online publications that use technology to publish content in a certain text format and with certain organisational and delivery capabilities. Television, magazines, radio, cable news channels, and other forms of mass media are all considered part of the mass media. The phrase "so-lo-mo" alludes to the fact that their primary characteristics are social, regional, and portable (social, local , mobile) A new term "so-lo-mo-glo" will emerge in the future, adding a new vector to existing properties - "global," assuming that "the future belongs to global networks that will unite like-minded people according to their interests, hobbies, and open up new opportunities for them," says Andrew Hayward, the former president of CBS News and America's leading digital innovation expert. [2].

The question of whether or whether the usage of rapidly evolving digital media will spell the end of the old print media is a topic of heated discussion. As many nations' online social networks are still not actively utilised, the annihilation of the traditional print media at the current stage of social development is probably not conceivable; are predominantly spread in regions with an extensive Internet system, megacities. A second issue is that although many people have access to the internet and other social media platforms, not all of these people make regular use of these resources (mainly these are older categories of the population). The process of learning to take advantage of emerging possibilities in the realm of online networks and encouraging people to engage with them more deeply is now a topic of discussion.

Magazines available online sometimes incorporate non-textual elements such as music, video, animation, 3D, and so on alongside the more conventional written word in an effort to appeal to a wider audience. In other words, rather than being a "enemy" of conventional media, the rise of online social networks should be seen as a byproduct of globalisation whose effects are mirrored in the news. Newspapers and magazines are not doomed because of social media; rather, they must

adapt to survive. This means rethinking how information is submitted and always looking for fresh ways to draw readers.

Regardless of whether or not it contains all of the information, the online version is given separately since the data distribution route it employs affords special possibilities and offers a novel way of looking at the sent data. By simultaneously releasing two versions of the identical content, you may manipulate how your target audience interprets the same information according on where they found it.

Conclusion. The translator faces additional challenges when working with journalistic texts due to the added weight of persuading the reader to take action. The translator must focus on the target audience, taking into account the text's pragmatic potential, in order to create the image of the described product or brand. This requires a high level of word proficiency, relevant colloquial vocabulary, talent to attract the reader's interest, and create the necessary atmosphere. A native speaker and writer in the target language should conduct such translations.

While translating informative writings, the translator often runs into linguistic issues with accurately expressing the original text's meaning. These issues stem from inherent discrepancies between the semantic structure and the particular usage of morphological units in the source and destination languages.

A flawless translation of a publication must do more than just transmit the meaning and substance of the original text; it must also evoke the same feelings in its target audience. If the target audience responds to the translated text in the same manner they would to the original text if they knew the original language, then "the translation took place" [3].

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