THE CONCEPT "MEDIA TEXT" IN LINGUISTIC STUDIES

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Abstract: The article constitutes a critical review of modern and widespread term such as media text and its distinctive peculiarities and aspects it covers. The works and expressions of well-known linguists and scientists, both domestic and foreign, in media sphere are noted. The general aim is to show what's role of media texts in the contemporary world and in what way it affects to people' mind and their view to the globe. We have provided a few examples of media texts with their translations from English to Russian and Kazakh languages and analyzed them from the translation point of view and showed what translation methods and techniques were used. We identified the main topics in media sphere in several countries and distinguished the target audience of each media product in television channels and radio as well as the key characters in media texts. It is concluded that rapidly developing phenomenon of media text is increasingly being investigated in modern linguistics.

Key words: media text, mass media, internet, linguistics, research, media sphere, media product.

Introduction. Modern human life cannot be imagined without the Internet, television, and other modern means of communication, through which everyone can quickly learn about current news as well as be able to inform about any events around the globe within a few seconds. The sharp popularization of the modern media sphere makes us understand that the Internet today is used not only for people's communication and informative flow, but also as an effective means for manipulating the consciousness of society. As a result, it is not difficult to realize that now mass media and, of course, its product - media text play an essential role in the life of contemporary society.

Discussions and results. Such scientists as T. Van Dijk, V.V. Boguslavskaya, M.E. Alekseyev, N. Fairclough, Y. V. Rozhdestvensky, T.G. Dobrosklonskaya, as well as our domestic scientists as S.K. Kulmanov, S. Mazhitayeva,K. Yesenovaconsidered the concept of media text in the most complete form in their investigations.

According to Y.V. Rozhdestvensky, a media product's distinctive characteristic is a change in the status of a classic work that is caused by outside forces. Accordingly, these factors are:

1. a unique type and nature of information;
2. information that is temporary and non-reproducible;
3. collective media text production;
4. mediated communication and the unique nature of feedback;
5. the importance of the technical means by which the information is conveyed.

A media text is currently regarded as a media product — a message that contains particular information and is delivered in any format and media genre. These include articles written for the target population in newspapers, radio programs, commercials, movie trailers, etc. Media texts are written in media language, which, according to A.V. Fedorov, is a collection of expressive methods and strategies that heavily influence the character of media culture[1, p.20].

By examining contemporary media texts, you can identify the characteristics that set them apart from other texts. These characteristics include corporate production, ideological diversity,

dynamic character, polyphony, extensive verbal level analysis, etc. For instance, images, tables, graphics, and font style are all used in regular daily publications. Additionally, according to G. Y. Zasursky's research: The media content of today is, in a way, more than just text. This is the illustration that is used to enhance the text's readability and accuracy for the reader. It also serves as a representation of the subject under evaluation. The media content gains recognizable universal characteristics. The media text is unique in that it can be used in various media formats. According to T. V. Chernysheva's studies, media texts incorporate verbal and visual texts as well as the intricate nature of language, the author's own linguistic sympathies and preferences, and the objectives and opportunities of a printed magazine or a television business [2, p.43].

T.G. Dobrosklonskaya, who is considered the founder of media linguistics in Russia, believes that the definition of media text is considered a complex as well as a multilevel phenomenon. In addition, it has a system of persistent indicators that allow us to find out a clear description in terms of the form of creation, ways of distribution and linguistic features. The following indicators can be attributed to this system:

1. according to the method of text production (author's and collegial);
2. according to the institutional type of text (journalistic text, advertising text, PR text);
3. according to the form of media text creation;
4. by distribution channel (print, radio and TV, Internet);
5. by functional and genre type of text (news, interviews, advertising);
6. according to the thematic dominant (religion, politics, culture)
7. according to the form of reproduction (oral, written) [3, p.77].

As for the study of media texts in Kazakh, it is worth to mention the works of N. Karasheva, who first considered the language of the Kazakh press. In the study of N. Karasheva, the grammatical features of the language of the well-known journal "Aikap" are considered. Further research on the language of the press – "Qazaq gazetteriniñ leksïkası: jüyesi men qurılımı" by B. K. Momynova, which examined the phonetic and spelling system, vocabulary, grammatical features of the newspaper language, "Gazetmätininiñpragmatïkalıqfwnkcïyası (qazaq tilinde şığatın gazet materïaldarı boynşa)" by F.Z.Dzhaksybayeva, "Qazirgiqazaqmedïa-mätinniñpragmatïkası (qazaqbaspasözmaterïaldarınegizinde)" by K. U. Yesenova.In these works, grammatical, stylistic, lexical semantic and genre issues of the Kazakh press language are discovered.

Numerous aspects of the creation and existence of media texts are studied by linguistic study. The functional considerations, in the opinion of Boguslavskaya V.V., point to the media text as a byproduct of speech activity and as the outcome of the interaction between expression plans and content plans. (style). The individual "syllable," its embodiment, and strategies for "materializing" the author's concepts are of interest to researchers. Studying communicative intentions, communicative attitudes, and addressing media texts with the purpose of maximizing creative activity is the main component [4, p.171].

According to T. G. Dobrosklonskaya, a system of stable parameters is added to the idea of media text as a complicated, multi-level phenomenon. These parameters enable us to provide a very accurate description in terms of the form of creation, the channel of distribution, and linguistic characteristics.

The majority of the study is devoted to describing the author-text-recipient model of a communicative act. The media text is regarded as both the result of the author's work and the target of the readers' attention. In her writing, Kozhanova V.Y. observes that the author concentrates and imprints his life experiences, his ideas that he wants to share, and challenges them with the recipients' lives in the text. The concept of the work emerges from the act of perception; it is traditionally flexible and depends on the era, socio-cultural context, and personality of the perceiver [5, p.39].

The narrator-who serves as both the text's compiler and its subject, "putting together a single subjectivistic construction of narrative quanta,"- is a central character in many media texts. By "gazing" into the text, "electrifying" it with his will, "comes out mainly as a carrier of knowledge about the future finale," and "reducing all plot aspects to one semantic focus," he pierces it [6, p.134].

"Ideal" and "real" receivers are taken into consideration at the media text level. The "real recipient" is first and foremost an engaged communicator, responding to the publishing of material through letters to the editor or taking part in online forums' discussions.

The methods and means of producing speech events in direct contact with pragmatism, socioculture, and other factors are the main areas of interest for scientists. Traditional media texts have the following informational and structural characteristics: clarity, communication and integrity, continuity, accuracy, and precision. Through the use of the topic, conceptual, and modal connections, the text's purpose is communicated. The formal dependence of the text's elements as well as exterior structural indicators serve as indicators of the text's connection.

The media text's literary and tonal characteristics include proper, pure, and cultural speaking. Correctness refers to adhering to the rules of grammar; purity and soundness refer to the lack of elements in speech that are inappropriate for this presentational style; culture refers to a high level of proficiency with the literary language in all its diversity of expressive possibilities [7, p.16].

The quality of the content of the media text affects the informational satisfaction of the needs of the reader or listener. When translating media texts, all points should be taken into account because adequacy in translation plays an important role, which also implies accuracy in the transmission of the meaning of the content of the source text. For example, we can take the utterance of Joe Biden:

How did we get to the place where you know, Putin decides he'sgonna to just invade Russia? Nothing like this is happens World War II.

- Как мы оказались в месте, где Путин решил просто вторгнуться в Россию. Как мы до этого дошли? Такого не было со времен Второй Мировой войны [8].

In this case we can notice that in order to convey the whole picture of the original, there were used several translation techniques. There was used translation transformation: transliteration "Putin" – "Путин". Furthermore, in the last sentence in the target text we can see there was applied the method of addition because in the original there was not the word "since" which means: современ. Apart from these methods it is hard to miss the usage of sentence partioningmethod because in the original there are two sentences while in its translation three. All these methods brilliantly describe the inner emotions and feelings of speaker to the target audience.

One more exampleis the publication from the official account of the President of Kazakhstan Kassym-JomartTokayev on Instagram on October 13, 2022:

Бүгін Астанада Азиядағы өзара іс-қимыл және сенім шаралары жөніндегі кеңестің VI саммиті өтті.

Сегодня в Астане состоялся VI саммит Совещания по взаимодействию и мерам доверия в Азии.

Today, Astana hosted the Sixth summit of the Conference on interaction and Confidence-building measures in Asia [9].

As we know, in professional translation it is widespread to use word-for-word translation because professional translation requires accuracy and concreteness. The primary goalin this translation is typically to ensure that all of the material is translated as precisely as possible to the target audience.

The primary distinction between media texts and speech is dialogicity, or the simultaneous occurrence of two or more semantic positions in speech, also known as the polyphony of

communication. The aspect of responsiveness, which is both typical of interviews and externally monologue publications, is one of the properties of media texts in addition to the aspect of addressing, which is an exceptional feature of all media texts.

It is clear from contemporary study that media text influence technologies are widely used. These studies explore various approaches to reading media materials. Examples include language, stylistic, discursive, narrative, semiotic, and contextual. The discursive analysis of media texts is undoubtedly novel to the study of mass media texts because it allows us to comprehend the processes of creation, the exchange of meanings in the mass communication space (for instance, what is normal or acceptable in the media and what is not), the hierarchy of representations (for instance, why some images are different and how you can determine the significance of the event), as well as the relationship between these factors [10, p.23].

Conclusion. Summing up, the language of the media sphere serves as an intermediary for the transmission of information flow between the sender and the recipient of information. Moreover, the language of the media is developing in all aspects: from the point of view of pragmatics, terminology and historical development. Every year there are more and more studies of scientists on this topic. After all, we can confidently say that the role of the media, which provides us with large amount of information, is very special in society.

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