





Understanding the Dynamics of Media Text and Mediatext Translation in Media Linguistics

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Abstract: In this article, as a result of the informatization of society, new research is emerging in the world of media and in connection with it in our linguistics, which requires extensive study, in particular, certain scientific views about media texts that have a wider limit compared to the text. The study in world linguistics of the media texts that are created as a result of the interaction of linguistic and visual components, their types, characteristics, as well as the different aspects of the media texts used in the press, radio, television, and Internet networks, related to media text translation. views, the work being done in this field will also be touched upon.

1 INTRODUCTION


Mass media, media texts representing the concept of media, and related events in the virtual world are becoming increasingly active. Media text is the result of media reality, and it is information in various forms of media, i.e. articles in newspapers and magazines, theses, shows and programs broadcast on television, clips, films, movies, videos on Internet networks, gifs, animations, and all types of messengers. is the information conveyed through pictorial and graphic signs. Today, media text refers to a concrete result of media production, a media product, which consists of information and is a message presented in any type and genre of media (newspaper article, TV show, video clip, advertising message, film, etc.) to a mass audience. will be directed.


The mutual unity of language and media form forms media text. It consists of a dialectic unity of linguistic and media signs, and it is presented with three levels of media speech: a text consisting of words, a video series and a graphic image level, and a voice accompaniment level. The term "media text",


which appeared in English-language scientific literature in the 90s of the twentieth century, quickly spread both in international academic circles and in national mass media. The rapid consolidation of the concept of media text in the scientific mind was connected with the increasing interest of researchers in studying the problems of mass media speech, and the features of language activity in the field of mass communication. Famous scholars such as Teun Van Dijk, Martin Montgomery, Alan Bell, Norman Fairclough, and Robert Fowler paid great attention to this issue and examined media texts from the point of view of various schools and directions: sociolinguistics, functional stylistics, speech theory, content analysis, cognitive linguistics, rhetorical criticism.


2 THEORETICAL FRAMEWORK

Scientists have been interested in a wide variety of topics, including determining the functional and stylistic status of media language, characterizing

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different media texts, the impact of sociocultural influences on media, and lingua-media technologies of speech and influence. The development of media text theory in Russia was greatly aided by the work of S.I. Bernstein, D.N. Shmelyov, V.G. Kostomarov, Yu.V. Rozhdestvensky, G.Y. Solganik, S.I. Treskova, I.P. Lisakova, B.V. Krivenko, and A.N. Vasileva.

The term media text was used for the first time in T. G. Dobrosklonskaya's work "Problems of Studying Media Texts". One of the genre-specific characteristics of the media text is that the center of the media text is not the event, but the media event, that is, the reality reflected in the mind of the author. "Media event is a model of reality obtained during the journalist's creative activity. In the media text, the role of the complex nature of the language (creative material), personal linguistic taste and inclinations of the creator, the interests and capabilities of the print publication, television channel, radio station, and other factors are very important. Also, it is observed that newspapers, radio, cinema, television, audio, video, and other mass media are aimed at an equally unstable audience in terms of their content, communication with them is carried out employing technology.

3 METHODOLOGY

Media texts fall into several main categories: medians (text's use of one or more media, depending on the format and technical capabilities of the channel); mass (production and consumption of media products); integrative or multi-coded text (unification of different semiotic codes into a communicative whole); meaning-content; compositional structure; and text openness.

Traditionally, linguistic and extralinguistic factors are analyzed alongside all structural elements and levels of texts used in mass communication. These factors include the impact of media texts' composition and distribution methods on their lingo-format characteristics, functional genre classification issues, phonological, syntagmatic, and stylistic descriptions, and interpretive features like culturally specific signs, ideological modality, pragmalinguistic assessment, and others.

Looking at the media text as a means of mass communication, we will focus on the following:

1. The media text is the product of the socially oriented activity of the journalist, and the text is his interaction with the audience - communication, and in the implementation of the language system, certain socio-cultural aspects of journalism are the appearance.

2. Media text reflects the model of the world, and the totality of texts shows the culture of a certain period.

3. A journalistic text is a discourse, a complex communicative concept consisting of extralinguistic factors (world knowledge, opinion, addressee's goal) in addition to the text necessary for understanding the text.

4. The journalistic text is a unique concept as an important element of the system in which several components, including the journalist, the publisher and the reader, the audience, interact.

5. The creation of a media text is also related to the laws of the literary language and the national characteristics of the language.

Media text is created as a result of the interaction of linguistic and visual components. This creates a visual image in the listener about the information conveyed by the media text, and the aesthetic effect of the self-transmission increases. Media has penetrated all areas of our modern life. Therefore, the topic of media texts is not limited, it covers issues related to all areas and directions. As the information process of society is getting stronger, the movement of the media flow is also accelerating rapidly. The central unit of this stream is the media text. Undoubtedly, media text includes radio broadcasting, articles and news in the press, television, Internet networks, and other such media. Media text is considered a "new communication product". It can be included in newspapers, magazines, radio, television, etc., which are considered various media tools in the form of verbal, visual, audio, and multimedia.

On the radio, auditory elements like musical accompaniment and sound quality give spoken words more emotion. Media texts must appear flawless in terms of color and shape when they are delivered through the press. Media aficionados are also drawn to the title due to its design, the use of diverse images to enhance the content, the high quality of the pages, the proper order of the material, and the right choice of the name in connection to the information. Television materials have a lot more limits when it comes to other mass media. Targeting a broad audience, color harmony, image clarity, and image clarity are what set apart media texts in the form of audio and video.

4 RESULTS AND DISCUSSION

If the press affects a person through text (logically), then radio affects people with both text and sound, and television with text, sound and image. Therefore, in terms of influencing the audience, television surpassed other media in a short period of time, 20-

30 years, and became the leading media. Internet networks are a borderless form of information delivery. In particular, Telegram, Vidogram, Mobogram, Aka, Plus, BlackGram, BestGram, TeleVPN channel views, as well as Internet sites such as Instagram, Facebook, WhatsApp, IMO, Skape, Viber, Line, WeChat, KakaoTalk, Zalo, BBM, ChatOn messengers are significant due to their wide range of technical capabilities, speed of information transmission, wide range of media usage, use of unique types of video, audio, image, graphic and shape signs during information exchange. Such Internet messengers are used differently in different countries of the world. Some Internet messengers are widely used in one country, while others can be used by very few users. Several statistical studies have been conducted on the use of Internet messengers in the countries of the world. According to the "Mobinfo.uz" website, WhatsApp and Facebook messengers have become the most popular mobile applications based on Android in 109 countries of the world. Telegram took the next place. Such information is presented in the report of the analysis company Similarweb, which covers 187 countries of the world. According to him, WhatsApp is leading in 109 countries, including Brazil, Mexico, India, Russia, and many countries of North America, Europe, Asia and Oceania. In turn, Facebook Messenger took the lead in 49 countries. Among them are Australia, Canada, and the USA. The free Viber messenger has become the most popular in ten countries, including Belarus, Moldova, Ukraine, Iraq, Libya, and Sri Lanka. Line, WeChat, and Telegram are the most popular messengers in Japan, China, and Iran, respectively. KakaoTalk messenger in South Korea, Imo in Cuba, Zalo in Vietnam, and BBM messengers in Indonesia took the lead. According to the report, Telegram is the most popular mobile messenger in Uzbekistan.

In fourteen more nations, the show holds the top spot. In his book *Approaches to Media Discourse*, renowned media linguist Alan Bell states that a media text is defined differently than just a collection of words that are written down or printed on paper. In other words, media texts are reflections of the technology utilized in their creation and dissemination. The term "media text" refers to a much larger idea that encompasses visual pictures, music, sound effects, and sound quality. As a large-scale and multi-scale phenomenon, the theory of media texts is further enhanced by a set of stable qualities that enable the most precise description of a given media text's production, dissemination, and linguistic forms.

This system: - the method of creating the text (by the author or the team); - form of creation (oral and written); - form of reproduction (oral and written); - distribution channel (media – press, radio, television,

Internet); - includes such features as the genre type of the text (news, commentary, publicism, advertising). According to the method of creation, the text can be authorial or collegial (collective). It is also important that one or more people participated in its creation, and whether or not authorship is indicated in the presentation of the information text. Certain author's information provided through the mass media, in particular, an article by a journalist, a commentator, or a reporter's report, is considered an author's text. The second method of text creation is news materials collected collectively by certain individuals, and information shared by collective employees of news agencies. If we pay attention to the form of creation and reproduction of the media text, the same "oral-written" typological criterion is involved in both. As we all know, oral speech and written speech are the main speech divisions in our language. The use of speech in written or oral form reflects several specific features in the process of public communication. Media texts can be created verbally in audio and video versions, in addition to text, using various images and symbols. Texts that are initially created verbally between communicators may be used in written form, or written texts may be used orally after some time. If we pay attention, the written form of certain information that should be read out for news and news commentators is reflected on the monitor behind the camera. This speech, created in written form, will be read out with the commentator's oral speech. Interviews of great personalities, people who have won honorary titles in literature, sports, science, and education, as well as people who have achieved certain achievements in everyday life, are initially conducted verbally. Later, these conversations will be polished a little and will be decided in the form of written speech in newspapers, magazines, and social networks.

In order for certain information, news and the like to reach the general public, the role of mass media, which distributes them, is very important. Mass media such as press, radio, television, and the Internet have an impact on the linguistic features of media. When distributing information, it is best to use the type of media outlets that fill their audience with active users as much as possible. The methods of creating and distributing media texts depend on their linguistic features, functional-genre classification, phonological, syntagmatic and stylistic features, interpretation features, cultural-specific symbols, ideological modeling, and pragmatic value. The functional-genre relevance of the text is the next mandatory parameter of the typological description of mass media texts. Systematization of media speech genres has always been a very complicated process. Today, the dynamics of the use of speech in the field of mass communication is so active that, as a result,

this unit corresponds to a necessary symbol of stability. Against the background of different approaches to the possibilities of describing media texts from the functional-genre point of view, the approach developed within the theory of mediallyinguistics allows to ensure the harmony of a stable structure with the unlimited variety and mobility of real textual material. A separate concept of mediadtext can be considered as the main theoretical component of mediallyinguistics. This is reflected in almost all researches devoted to the research of media speech. The content of this concept is that the text, which is considered the main one for traditional linguistics, is "a semantically connected sequence of marked units. Its definition that its main characteristic is coherence and integrity expands its boundaries considerably when it is transferred to the field of "mass media". In this case, the concept of media text goes beyond the limits of the sign system at the verbal level and approaches the semiotic interpretation of the concept of text, assuming the unity of not only verbal but also any signs. If the texts are sent to the addressee enriched with various pictures or graphic images, gifs, and animated clips, it expresses how the addressee feels, and the information he writes is also provided with an additional emotional impact. If the addressee's text has a humorous meaning and is expressed in dry written text, the other party may not understand the true meaning hidden behind the content but may accept it in a negative sense.

If the formal methods of expressing the meaning of humor are employed at the beginning or the conclusion of this work, the desired outcome will be attained. Media text subjects are one of the distinctive characteristics of media texts distributed via mass media. Media texts that are consistently repeated or have a consistent theme assist the mass media in arranging information concerning global trends. The media text's subjects can be concentrated on in the areas of politics, sports, culture, science, education, and socioeconomics. The news texts in the mass media of any nation are thematically stabilized, thus linguistic and cultural elements also have a significant impact on these texts. Nearly all state media often cover corruption, criminal disputes, political and military challenges, and specifics of various losses. Media outlets frequently cover these fascinating and timely subjects because they draw a large number of state correspondents.

Translation of media text is another idea associated with media text. In the modern world, where the media has a significant impact on people's thoughts, ideas, and national language in addition to society at large, it is crucial to translate and disseminate information from the media with precision and promptness. This is very important. The

integration of message and impact aspects is a salient characteristic of media texts across nearly all genres.

The main task of the mass media is to transmit information, but this is rarely neutral, that is, it is free from elements of influence on listeners and readers. In many cases, the transmission of information comes directly or disguised with the medium of language and speech techniques. It forces listeners and readers to be influenced by the transmitted information, a means of drawing attention to the message, or a point of view expressed in the message. A true professional translator should perceive and adequately convey the ratio of the information itself and the media in his translation. Linguistic and stylistic features of the language of mass media, among the features that distinguish it from the language of other functional styles, among the features, mention that a large number of fixed and cliché expressions of the tools used, various journalistic patterns, lexicalized metaphors, standard terms, and names, etc. are highly standardized. Possible examples of language expressiveness as a way of expressing the attention of the recipient, expressing the reaction to the transmitted information, evaluative emphasis, etc. are speech clicks and stamps, evaluative epithets, direct address to the reader. it can. In recent years, the language of mass media has become abbreviated, sonorous and even words used to express a certain attitude of the author of the material (for example, with irony), create a certain image and stylistic effect (for example, humor), as well as to impress readers. can be seen that colloquial language is used. Also, the language of the mass media consists of stylistic devices such as hyperbole, lithotes, figurative comparisons, metaphors (including expanded and transformed, lexicalized), metonymy, paronymic appeal (especially in advertising texts), allegories, euphemisms, etc. (more often) allows use. Of course, there are no universal methods for translating from Uzbek to another language. But if the translator is prepared for such problems in advance, if he understands the essence, meaning, communicative function, and stylistic effect of the text being translated, if he knows metaphors and allegory, irony and main points, if he has knowledge about the content of the text, and Uzbek If the knowledge of the language is sufficient, the translation will be of a high level.

Naturally, the translator needs to be highly proficient in the pertinent languages and possess the requisite professional abilities. In this day and age of tremendous scientific and technological advancement, it is hard to fathom living without newspapers, magazines, the Internet, radio, and television. Because newspapers and magazines are the first places where a person learns about all life's changes, both material and spiritual. The

advancement of science and technology, in particular, has been accelerating in recent years, which places improving the language and style of the mass media high on the priority list.

In this regard, translators also have some responsible tasks. That is, it requires a comprehensive approach to the translation of information from one language to another through mass media, capable of writing quality and literate articles in newspapers and magazines. For example, learning the language of the press has become one of the most important and urgent issues in our time. In particular, in the 21st century, which is considered the age of information, great work is being done in world science to study the journalistic style. Including, in-depth scientific research is being carried out on linguistic issues related to the press style of Eastern languages. The journalistic method serves to communicate the most important and urgent issues of the time to readers, listeners, and viewers through newspapers, magazines, radio, and television, to enliven the masses, to inculcate in people's minds what is happening around them, and to form their social views. Mass media (newspaper-magazine, radio, television). The speech style used in these tools is journalistic. An important feature of this style is to provide information and influence, in which importance is attached to simplicity, impressiveness, comprehensibility, and strict adherence to the standards of literary language. Also, this style of speech is used in propaganda, that is, the style of the press is considered a popular style.

The unique feature of the journalistic style is that it has signs of active reaction to certain social issues, responsiveness, and effectiveness. Due to the mobility of this style of speech to social issues, words expressing socio-political concepts are used more often. The language of mass media is full of various realities (social, political and cultural life), allusions (literature, history, cinema, etc.), and quotations. For example: registration of the population of Tashkent; Namangan residents; panel houses; Khrushchev; Academy of Sciences of Uzbekistan; route taxi; Communal apartment; Muradov projects, etc. "To translate, it is not enough to know the basic vocabulary of words and the grammatical rules of the language. For this, it is necessary to feel the language. In recent years, the language of the media is a colloquial, shortened, slang word used to express a certain attitude of the author of the material (for example, irony), to create a certain image and stylistic effect (for example, humor), as well as to impress the audience. In this way, it is aimed to attract readers and ensure more reading of the message. Also, the language of the mass media, in turn, allows the use of stylistic tools such as hyperbole, lithotic, figurative comparison, metaphor, metonymy. A special feature

of media texts, and especially headlines based on words, quotations, allusions, and transfigured expressions, is the problem of translation.

Apparently, such titles, like many other expressive elements, cannot be translated literally. When translating its meaning in the original text, it is necessary to find a suitable word for it. If a solution to such a problem is not found, it is better to completely change the title and connect it with a neutral, but clear meaning and topic of the text. Of course, there are no ready-made recommendations and universal methods suitable for all situations. But if the translator is prepared for such problems in advance, if he understands the essence, content, communicative function and stylistic effect of these and other features of the translated text, if he knows how to translate metaphors and irony, riddles, etc., then his translation will be sufficient. There is hope. Of course, provided that the translator has the required professional skills and relevant working languages. The main task in translating an informational text is to convey its content to the reader in the most clear, familiar form, that is, to convey the task of a speech work. Such a text is characterized by a stylistic limitation that makes informational texts of different languages similar. The peculiarities of the translation of news texts are most clearly manifested in the transmission of the headlines and the structure of the news message of the newspaper, which makes it necessary to consider them in detail. Titles of articles and information messages often serve to attract the reader's attention, inform him in advance about the content and tone of the text, and organize the reader's perception in the process of reading the text. One of the important principles of creating an informational record in translation: first the main thing, then the details should be followed. According to another important rule of composing an informational message, which prohibits the introductory sentence from being oversaturated with information, the following important conclusion can be made for translation: if the introductory sentence in informational letters contains an excessive amount of information, the information will be divided into two or more, it is appropriate to use a distribution that is distributed between sentences. In addition, the first of them should contain the most important and important components of the transmitted data. The above-mentioned features are the most necessary for translation. The translation rules become more flexible when moving to other non-strict materials.

5 CONCLUSION

To put it briefly, Mediatext is a new interpretation of text that has grown in popularity recently. It incorporates not just written and spoken words, but also a variety of nonverbal cues that are employed in conjunction with them to assist uncover the meaning concealed inside the text. This demonstrates the unique role that media texts have in our linguistics. The journalistic style of speech is distinguished from other speech styles by its strict adherence to literary language standards, comprehensibility, accuracy, effectiveness, and dissemination of information. It is recognized as the language of the mass media, which includes newspapers, magazines, radio, and television. Its duties and distinctiveness – such as the execution of propaganda and explanatory work-set it apart.

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