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Universidad del Zulia
Facultad Experimental de Ciencias
Departamento de Ciencias Humanas
Maracaibo - Venezuela

The media text as a powerful instrument of mass media

Kalbike U. Yessenova¹

¹KazNPU named after Abai (Almaty, Kazakhstan, Dostyk avenue-13)
kalb.esenova@mail.ru

Zhanalik K. Baltabayeva²

²KazNPU named after Abai (Almaty, Kazakhstan, Dostyk avenue-13)
Baltabaevzhanalik@mail.ru

Gulbanu S. Kossymova³

³KazNPU named after Abai (Almaty, Kazakhstan, Dostyk avenue-13)
gkosym@inbox.ru

Zhuldyz B. Kurmambayeva⁴

⁴KazNPU named after Abai (Almaty, Kazakhstan, Dostyk avenue-13)
zhuldyzbc@mail.ru

Shattygul L. Yerhozhina⁵

⁵KazGosZhenPU (Almaty, Kazakhstan, Gogolya -114) ergozhina@inbox.ru

Abstract

This study investigates media texts that are an important element of the information and communication process realized through mass media via linguistic techniques that are actively used by authors to make a good impression and linguistic means that have a hidden effect on the recipient. As a result, an event in a vast information field, which is created by various types of mass media, can be interpreted differently. As a conclusion, media texts are capable of creating a media-image of reality and are a powerful instrument of mass media.

Keywords: Media, Text, Mass, Information, Space.

El texto mediático como instrumento poderoso de los medios de comunicación

Resumen

Este estudio investiga textos mediáticos que son un elemento importante del proceso de información y comunicación realizado a través de medios masivos a través de técnicas lingüísticas que son utilizadas activamente por los autores para causar una buena impresión y medios lingüísticos que tienen un efecto oculto en el receptor. Como resultado, un evento en un vasto campo de información, que es creado por varios tipos de medios masivos, puede interpretarse de manera diferente. Como conclusión, los textos mediáticos son capaces de crear una imagen mediática de la realidad y son un poderoso instrumento de los medios masivos.

Palabras clave: media, texto, misa, información, espacio.

1. INTRODUCTION

Mass media, which are unofficially called the fourth branch of power, play an important role in the modern age of information. Syzdykova (1986) argued that the fictional style was dominant in the development of the Kazakh national written literary language. She stressed that the role of journalism and mass media (the press, radio, and television) had increased, but Kazakh fiction, especially the text of prose, still remained dominant. However, it is worth noting that the functional part of the literary language, which is called the journalistic

style, has become one of the main functional styles that is associated with the progressive growth of public consciousness, especially the legal and political consciousness, the development of technical and electronic means over the past decades (Zhumagulova, 2005). In the pursuit of its interests, society primarily turns to mass media. This makes the impression that some mass media, which have finally freed themselves from the shackles of Soviet censorship, have become the property of certain organizations or rich individuals. It is no secret that mass media, which have to fully cover the various aspects of public life, sometimes cover only the issues and problems that they themselves deem necessary. This is especially true on the eve of such events of national importance as elections, when mass media should disclose their actual opinions and goals and those of private persons and legal entities they represent. In general, mass media are divided into three types: television, radio, and periodicals. When it comes to the language of mass media as seen by linguistics, the main concept thereof is the text. In mass communication, this concept acquires new significant and distinguishing nuances. For instance, they are formed in accordance with the media properties of mass media. For example, a text that is aired on television not only consists of words, but also is perceived at multiple levels: verbal level, video presentation, and accompanying sound, which when combined constitute a vast and multifaceted whole.

Texts that are aired on the radio are characterized not only by verbal text, but also by accompanying music and audio. Meanwhile, texts in periodicals are characterized by the graphic presentation of

newspapers and magazines. In accordance with the above, such texts are perceived via three different channels: television texts are perceived via auditory and visual means, radio texts are perceived via audio means only (heard), while printed texts (or dead texts) are perceived via visual means only (read). With such distinguishing features, all messages conveyed via mass media collectively constitute the concept of media text. The Russian-Kazakh dictionary gives the following definition of this term: Медиа – средства массовой информации (Media means mass media). The conceptual structure of information that is conveyed in periodicals and on radio consists of two parts – factuality and interaction. National mass media pay special attention to both the informational and conceptual aspect and the informational influence of the message. In many cases, emphasis is placed on the interaction of information and the persuasion of the public. This direction is still upheld in modern journalism.

2. FINDINGS

When studying the texts of mass media, it is necessary to regard them as not only a combination of linguistic units, but also a domain of general knowledge in the field of communication. In recent years, special attention has been paid to studying mass media texts within the framework of cognitive linguistics. These studies consider language a cognitive means that is used to represent incoming information and reveal the evidence encoded therein. Cognitive linguistics experts place emphasis on the organization of the information space, since it

reflects peculiar cultural (specific) features of a vast media flow. At the same time, when investigating media texts, it is important to show the linguistic means that are used to convey their ideological direction. Nowadays, it is difficult to determine the stylistic status of the language when studying mass media, especially the language of mass communication, since one cannot state with full confidence that its functional and stylistic features have already been determined. For instance, the features of the general journalistic style do not always apply to all types of mass communication.

Since materials in periodicals are printed, they undergo multilevel stylistic processing, whereas messages aired on the radio and television cannot be controlled on a constant basis. For example, it is difficult to evaluate a journalist's (reporter's) style of speech if he or she is reporting live on location at various sports, cultural or political events. Thus, it is obvious that the complexity and diversity of the mass media language present difficulties for those who study it. In this regard, Rozhdestvensky (1997) argued that the difficulty when studying mass media arises not only from the lack of traditions of special investigations of mass media, but also from the special complexity of the subject, i.e. mass information itself. The complexity of mass information arises, firstly, from the fact that mass information as a text is created collectively, secondly, from the fact that the content of mass information covers all other types and varieties of written and oral speech. Therefore, the typical features of oral speech, literature, and the written language are incorporated into mass information. Thus,

mass information is a complex entity that includes all oral and written sources of the text.

In reality, the reason behind these difficulties is that the issue with the functional and stylistic classification of the language has not been solved yet. This suggests that the problem is caused by the fact that when classifying functional styles and substyles, researchers use different concepts and criteria. In other words, when grouping the objective factors in regards to language usage, each researcher chooses a concept that best fits the goals of his or her study. Shmelev (1977) argued that there was no reason to believe that choosing this or that criterion immediately contradicted all other concepts of styles and principles of classification of the functional types of languages. Only by covering the various aspects of this objectively multifaceted problem can one properly assess the specific gravity of various criteria.

General mass communication is a socially significant part of the practice of public language use. Due to this significance, the typical features of mass communication can become the basis for language use in this field. This is primarily related to the fact that mass communication as a text is created collectively, spread across space (variety), and targeted at a vast audience (Dobrosklonskaya, 2000). Thus, on the one hand, the language of mass media is characterized by holism, unity, and constant thematic structure, while on the other hand, its functional and stylistic diversity shows the versatility of subjects in mass media. The difference in language use when compared to other fields comes from the openness, variability, and modification of media

texts. When determining the stylistic status of the language of mass information, researchers place special emphasis on two issues. Firstly, the investigation of the language of mass media as an independent stylistic structure that has a certain place in the system of two previously formed functional styles. Secondly, the definition of the problem of internal functional and stylistic load of the language of mass media (Dobrosklonskaya, 2000).

The analysis of scientific literature showed that the language of media in terms of its stylistic aspect was the nonhomogeneous and language use in oral and written form was syncretic, since the styles and their types were intermixed, i.e. the stylistic boundaries were erased. There is still no scientific insight that would be entirely devoted to the issues of internal functional and stylistic classification of the language of mass media. However, researchers have begun considering this direction in recent years. Many researchers have covered the language of newspapers, including Kazakh researchers (Aldasheva, 1999; Zhumagulova, 2005). Naturally, special attention among the various types of mass media is paid to newspaper texts. Firstly, the newspaper is the oldest type of mass media. The main stylistic means and techniques of the language of mass information began forming in newspapers. Secondly, the newspaper text is very convenient for linguistic studies, since newspaper materials are always available. Newspaper texts do not have to be prerecorded or played back, as is the case with radio and television materials. At the same time, newspaper texts are bigger and more extensive than those in other types of mass media are. In conclusion, one could argue that

newspapers are more important than radio and television, which constitute the complex of mass media, and other various forms of communication. This is confirmed by the fact that newspapers can be used at any given time, as well as the large volume of information, diversity of topics, the variety of the content of each issue, and presentation of the material in a convenient and reader-friendly form. Despite the fact that television and the internet have almost conquered the whole world, newspapers remain a relevant type of mass media.

Thus, mass media hold an important place in mass communication. In any country, mass media reflect not only the national and cultural features, but also the political and pragmatic interests of public groups. Since mass media spread various information across the world, they have become an integral part of people's lives. They are even called the fourth branch of power. Mass media allow influencing the general public. They form ideas and notions regarding politics, economy, culture, and establish priorities. Therefore, the language of mass media is a phenomenon that acts as a mediator between the sender and the recipient of the information. Consequently, alongside the national language, the language of mass media also has its individual features. It includes the means that allow performing the main functions of mass media. This, in turn, stirs the interest of linguists. The Kazakh language, which received the status of the state language, became enriched through the content and form of mass media. Researcher Aldasheva (1999) studied the genre-specific and stylistic features of the language of contemporary periodicals and concluded as follows: in general, the most clichés and vocabulary of

old newspapers and a certain group of stylistically dependent vocabulary that is typical for periodicals is not used in the language of contemporary periodicals. Instead, the newspaper genre uses expressive and emotive vocabulary, proverbs and sayings, set phrases and aphorisms; in addition, newspapers have begun using language forms and models that are typical for the colloquial vocabulary and the conversational style. The newspaper style mostly uses speech elements from other styles. The transformation of one stylistic element into another is called inter-style diffusion. Such phenomena are encountered in Kazakh periodicals (Aldasheva, 1999).

Thus, mass media select and sort various phenomena and events that occur in a familiar environment and present them in the form of information. Through mass media, we learn about the political, economic, cultural, and sports events that occur in our country in a timely fashion. At the same time, one of the most valuable functions of mass media is to convey information about unexpected and interesting events that occur throughout the world and which we have not seen or heard about yet. Through this function, mass media form an image of the world in our mind. For instance, the life of people on snow-covered mountains, interesting facts about animals from impenetrable forests that we did not know existed, interesting events that occur in space – all this is the result of the operation of mass media. On the other hand, one cannot argue that mass media has an identical positive effect on public consciousness. Showing disturbing things that occur in unusual places sometimes has a negative effect on the audience. Such programs can traumatize not only a child, but also an adult. Therein lies the

psychological and educational aspect of this problem. Nowadays, the language of mass media is having a negative effect on the culture of speech in society. At the same time, the way individual people use the language affects the thinking, manner of speech, and even the character of other people and help to understand their inner world. Therefore, nowadays, pragmalinguistics is responsible for optimizing the communicative function of the language (establishment of a connection, influence, social interaction, etc.). In general, the factors of language use can be divided as follows: context (linguistic conditions), situation (extra-linguistic conditions), and co-empirism (the level of linguistic and encyclopedic knowledge of the communicants). Thus, pragmatics studies the features of sign usage during a specific act of communication. Since the perception of the world is a cognitive process, cognitive interpretations that generate various perceived events show the features of the sphere, in which the human acts on a certain level. Humans perceive two systems:

- 1) The universe (the world);
- 2) The society, which they are part of.

Information that is created or acquired during communication with other objects or members of the society (individuals) is represented in the human mind as the worldview; this information acquires certain significance for both the individual and, later down the line, for society. Any changes in the surroundings or social sphere affect the human system of thinking. In worldview pluralism (a science

that studies the existence – worldview – language chain), there is a specific problem. In order to understand any worldview, it is necessary to compare it with other worldviews and different variations of the worldview. In other words, the conveyed worldview is primarily understood and represented via linguistic means. When modeling their worldviews, humans generally use three representative systems:

- a) Auditory system;
- b) Visual system;
- c) Sensory system.

There are also nonverbal images. They are represented via artistic means (visual arts), gestures, and nonlinguistic sounds. At the same time, it is necessary to mention music, plastic, and artistic images of the world. In accordance with the goal of forming a worldview in an individual, mass media can interpret reality differently. Therefore, it is necessary to note the correlation between the symbolic space and the meaningful space. The symbolic space of media texts will make no sense before they are perceived by the recipients, i.e. they can be called a complex of symbols that creates meanings in the recipient's conceptual system. Therefore, researchers consider the text a symbolic substance that gives a certain meaning. Meaning can be given in two directions: from the producer (creator of the text) to the recipient and vice versa.

When using separate individual symbols without any meaning, the addresser selects them in accordance with his or her deep thoughts and the meaning of the word. The normalization of meanings and their logical completion depends on the linguistic competence of the author. Nevertheless, despite the harmonious structure of the symbolic space and the meaningful space of the text, it is not always possible for the entire audience to perceive it adequately. In other words, if for one recipient, the significant enclosure of symbols that are used in the text is explained in a broader sense, then a different recipient can perceive it drily. This is related to the addressee's level of knowledge, encyclopedic knowledge in the subject at hand, early awareness or unawareness of a given topic, and other extra-linguistic conditions. In other words, the addressee can perceive the meaning that the author imbued in the text fully or partially. However, a media text can have a goal other than to represent a fragment of reality in its original form. The author can compose the text in accordance with the goal, in which he or she wants to convey the event that occurs in public life to the audience.

When investigating the media text separately, the discrete slice of reality can be considered a cut-off product of the information reality. The combination of such discrete products allows the recipient to perceive the environment and existence as a flow of heterogeneous and holistic events, processes, and phenomena. This means the recipient that receives only one text perceives not only its content in the symbolic aspect, but also the entire continuum of media texts. For instance, it is impossible to cover all the information about an event

that caused a public outcry in a single text, because after several days, entirely new facts about the event may pop up. This means that the event that is described in one text from several perspectives can be reported through large or small articles across several issues.

In order to determine the regularities of conveyance and interpretation of existence in media texts, it is necessary to investigate the concept of meaning. Many researchers believe that meaning applies to speech, rather than the word. The word in use in the text in one of its potential meanings. Researchers have different opinions regarding the meaning of a text. One group of researchers associates the meaning of the text with its main idea (Luria, 1975), whereas another group points to two elements: meaning and situation (Kolshansky, 1978). Other researchers distinguish abstract meanings and types of language use (Obodin, 1983). In this context, it is necessary to go into detail on the term formal meaning, which was suggested by Leontyev (1977). The addresser encloses his or her opinion of reality in a text, while the addressee perceives the author's thoughts not in the original form, but from the perspective of his or her (addressee's) own knowledge of the world, thus creating his or her own unique formal meaning. It is the formal meaning, not meaning in and of itself, that leads to the cognition of the world and helps to understand that, which is actually important in the world for the individual. In other words, communication between the text and the recipient establishes a link between the individual and existence, while meaning acts as a mediator. Thus, existence is reflected in the mind of the individual in the form of a media world image.

This reveals the essence of the individual's mind: the meaning of a media text emerges from the interrelation between the symbolic space and the extra-linguistic space via the recipient's conceptual world image. The interrelation, i.e. the connection between the components in the symbolic structure of a media text and the mental representation of phenomena and situations that occur in the world in the mind of the recipient enhance the significance of the text. Therefore, one can conclude that if there is no link between the text and the recipient's conceptual image of the world, then there is no meaning (Pishchalnikova, 1991). The media world image, which represents the informational functions and actions of people, is dynamic and prone to changes within a short time period. Nowadays, the information component (information in life) of human activity has been somewhat separated and isolated. Information activity creates a special media existence that is separate from natural existence. Media existence is perceived through a set of media texts that are spread through various mass media. Media texts materialize existence, which requires a special space, which is called media space in scientific literature. During the perception of media texts, media existence transitions to a certain part of existence that is inherent in an individual personality, thus facilitates various transformations in the society. Thus, the meaning of a holistic media text is called a mental (psychophysical) structure that transforms, in the recipient's mind, into meaning that is capable of changing and transforming the worldview on a certain scale. The conclusion that the meaning of a text does not consist of the meanings of its constituent units comes from peculiar features of the language and thinking. This issue is related to the

complex interaction between two isomorphic systems – the symbolic and the mental systems. This is the basis for the interpretation of reality in different variations. In other words, the freedom of choice that is given to the creator of media texts in the representation of existence in this or that variation determines the recipient's possibility to interpret it differently. Thus, the recipient, having acquired information about the events covered in a media text from other sources, can perceive the information in a newspaper in the form that it is presented in. Despite the masterful use of several persuasion techniques in the newspaper material, the addressee will be guided by his or her own experience or could even reject the material as illogical.

Creators of media texts (journalist producers) often used the abovementioned isomorphism of language and thinking for the purpose of social regulation. In media communication (information environment), this phenomenon is tangent to the concept of manipulation of the recipient's consciousness. In politics, it is characterized by influence through manipulation of people for the purpose of agitation, propaganda, and ideology. The sociological dictionary gives the following definition of this term: manipulation is a system of ideological, social, and psychological influence that is capable of changing the opinions and controlling the actions of people. Webster's New Encyclopedic Dictionary gives the following definition: to manipulate means to influence people by spreading false information or exerting pressure. Based on these definitions, one can see that manipulation is a controller that oversees the actions and consciousness of a person (Matzhanova, 2008). The human mind

perceives the environment not as a whole, but in parts and fragments, in the form of images. Therefore, there is no limit to fantasy. This freedom of fantasy gives ample opportunity for manipulative communication. In other words, manipulation has the meaning of distortion. In modern science, there is no conventional concept that would explain the mechanism of manipulation. Researchers explain the mechanism that enables manipulation differently:

- 1) Illusions that emerge due to the regularities of perception (when it seems to a person that a light object is closer, while a dark object is farther, even though both objects are located at the same distance from the person). Such illusions are used to place information in the perceptive field;
- 2) The influence of the subconscious on the human mind. In this case, manipulation is achieved through national, religious, and political symbols;
- 3) Manipulative technologies on a personal level: information handling, hidden manipulative effect, use of force, provocations, interests, etc.;
- 4) The human brain is viewed as a computer with a certain program.

Manipulation (distortion of reality) is widely used in the modern society in political discourse. This is especially true on the eve

and during elections, when periodicals are literally filled with information that distorts the mind, i.e. attempts to alter the cognitive sphere of human life through various means. The most important function of periodicals is their influence on the masses through the spread of various information. Authors of newspaper texts resort to various linguistic techniques and means to achieve this goal. By using positive, good, and right principles that are inherent in the traditional system of values, the author educates the reader as his or her own student. In order to achieve their pragmatic goal, authors of newspaper texts do not always use good and right techniques. The addresser sometimes makes certain changes to the linguistic worldview that is established in the cognitive consciousness of the reader to convince the audience that he or she (the addresser) is right. Such linguistic means that the author uses in his or her own interests can be divided into two groups:

1. Linguistic techniques;
2. Linguistic means.

The first group includes the linguistic techniques that are well known to the readers and are actively used by authors to make a good impression. The second group includes means that have a hidden effect on the recipient. They are used to realize the negative interests of authors and certain groups. The means that belong to the second group are called linguistic manipulation. This is a new term for Kazakh studies. Therefore, when studying this phenomenon in periodicals, we

considered it appropriate to name it айла-тәсілдер, which literally translated to cunning ploy. Methods used by authors for good purposes should be called амал-әрекет – means, while methods that are used for bad intentions should be called айла-тәсілдер. We chose this term, since the semantics of the word айла includes cunningness and disingenuity. These semes can serve as a basis for the use of linguistic means in the negative sense. The semantics of the word амал has no such negative connotations. Linguistic manipulation is primarily based on the alteration of the linguistic worldview that is formed in the cognitive mind of the recipient and the replacement of the supporting elements of world cognition with other elements.

In the modern society, collective consciousness is manipulated through verbal and nonverbal means via mass media. In politics, manipulation is used to influence people in the interests of agitation, propaganda, and ideology (Sabato and Simpson, 1996). The literary dictionary gives the following definition of this term: manipulation is a system of ideological, social, and psychological influence that is capable of changing opinions and controlling the actions of people. Webster's New Encyclopedic Dictionary gives the following definition: to manipulate means to influence people by spreading false information or exerting pressure. The definition found in the foreign vocabulary is as follows: French: manipulation < Latin: manipulus < manipulus, literally meaning a handful. In mass media, there is a new manipulative language with its own system and structure. It has all the main levels of a language – from the morpheme to the text – and its own phonetic features. In order to properly understand and interpret

texts in contemporary mass media, it is necessary to gain an in-depth understanding of extra-linguistic realities in addition to the linguistic aspects of the text structure. If the recipient does not understand the text properly, he or she may become an object of manipulative influence, i.e. will fall under the negative influence.

According to Lyubimova (2005), linguistic manipulation is performed at all levels: in phonetics (the use of sound symbolism and prosodic techniques: composition of the text with a specific rhythm, timbre, and intonation constructions), in vocabulary (disruption of reference, use of euphemisms and dysphemisms, alteration of the associative flow, lexical groups with a pragmatic load, alteration or elimination of the meaning of words, use of ambiguous texts in mass media), in grammar (using modality for pragmatic purposes, i.e. depicting an event as one that never occurred), etc. The manipulative text includes the following terms from rhetoric: metaphors, clichés, myths, etc., which emphasize the means of organizing manipulative texts from the pragmatic standpoint, the meanings of words, the large number of words in a new topic, etc. The purpose of this study determines the ways in which the linguistic worldview and system of values is disrupted by the use of linguistic techniques that are encountered in modern mass media, including Kazakh newspapers. The criteria that should be used when defining the means of linguistic manipulation of consciousness in mass media are as follows:

- I. The principle of reference denotes reality and correlation. It is based on the distortion of facts through the manipulation of

consciousness. In certain cases, revealing manipulation is difficult, since the facts are determined from the perspective of the worldviews of the addresser and the addressee. Therefore, when assessing any material on historic or political events in mass media and its interpretation as an objective direction, it is necessary to use the texts of international, official, and state documents. Such documents reflect the specified opinions and views that underwent discussion. Distortion of reality, one-sidedness or remoteness of an opinion from truth is performed as follows:

1. Direct lies;

2. Creation of a context with an emotional load, i.e. influence on the recipient's associative thinking. This criterion is based on the reference analysis of the text, i.e. the definition of whether or not the text corresponds to the real facts.

II. Linguistic deviations – the purposeful use of unmotivated constructions that are alien to the system of the language. These include lexical and syntactic combinability of words and deviations from standards. Such violations of the structure can have a certain manipulative meaning.

III. Frequency of use. If a journalist used a certain manipulative technique once, then there is no reason to regard this as manipulation. This should be viewed as an author's use or

stylistic feature. At the same time, if journalists use phrases that are inappropriate in a given situation in several articles and in different periodicals, this can be considered a developed form of manipulation. One manipulative technique can be reused without making any changes thereto or reoccur in different variations.

Thus, the determination of manipulation techniques found three main criteria: reference, linguistic deviations, and frequency of use.

The informational and communicative activity consists of two main stages:

- 1) Composition of media texts by one of the members of communication;

- 2) Perception of the meaning of the text by the other member of communication. This means the perception, not of the material text on the pages of a newspaper, but of the meaning that affects the mind of the recipient and alters his or her conceptual worldview, thus having a positive or negative effect on the recipient's opinion of this or that issue. From this, one can draw two important conclusions regarding the regulatory effect of mass media:

1. Mass media transfer the meaning of a media text from the symbolic space (a specific object – newspaper or television

channel) to an entirely new mental holder. This means that the symbolic space (the media text) is transformed into a meaningful space, i.e. into the recipient's consciousness.

2. Media texts are manipulated via mass media, which make it so the meaning that is conveyed therein reaches millions of recipients. Thus, the consciousness of millions of addressees undergoes informatization.

This allows coordinating and unifying the conceptual system of most peoples that inhabit the planet. The broadcast (spread) of fragments of reality through media texts becomes possible due to mass media and the internet. It is necessary to go into detail on the problem that arises from the function of mass media – the influence on collective consciousness, i.e. the problem of using media texts as a means of social regulation. Jakobson (1975) distinguished six functions that were associated with the direction of linguistic communication: addresser – addressee – referent – message – connection – code. The communicative (referential, denotative) function is associated with the referent, while emotional and expressive communication is realized in respect to the author; the phatic function is based on the establishment of a connection; the meta-linguistic function is aimed at revealing and explaining code; the poetic function implies a transfer of functions to communication itself (Sheygal, 2000). Jakobson (1975) called the function that was aimed at the addressee the connotative or appellative function. At the same time, terms that denote voluntative or vocative functions and are

encountered in scientific literature mean the addresser's goals, intentions, and implied influence. We believe that out of the abovementioned terms, the most appropriate one is the regulatory function option, which was suggested by Mechkovskaya, since it denotes the role of the language that is performed in the regulation (formation) of the addressee's character. The influence on the addressee's character can be performed in several ways: incentivize action, give impetus to answer a question, provide information, with a view to preventing certain actions or desires of the addressee, etc. This regulatory function in mass media is realized through media texts. Education and progressive influence of information technologies accelerates processes associated with constant changes in the world society. These processes are reflected in media texts that are created by mass media from the large-scale image of the world (Rogozina, 2001a).

The interpretation events and processes that are taking place in the society is a step that is aimed at understanding the meaning behind the actions of a certain member of the society. For instance, the materials of presidential or parliamentary candidates on the eve of the national elections. One periodical can praise the efforts of a candidate that he or she put into the wellbeing of the people and focus on his or her positive personal qualities. Such materials aim to form an ideal image in the minds of the electorate. Accordingly, one part of the audience will vote for this candidate. Another periodical will promote and advertise the good deeds of another candidate. In addition, this periodical can publish materials that highlight the mistakes that the

first candidate made when performing his or her duties or some negative information about his or her children or relatives. This can harm the reputation of the candidate, which may prevent him from gaining enough votes. In science, this is called the construction of social existence.

The construction of social life does not reject its objectiveness. Individuals compose it (social existence) within the society and then take it beyond. This constructed and outward-directed form of social life is a media text. In other words, the individual takes in the texts of accepted information, analyzes them, and transforms them into media texts to convey them to people. Since social existence is under constant public scrutiny and interpretation, which is why media existence is constantly under construction. In addition to individuals that take direct part in any situations, thus creating social existence, this process involves journalists, political experts, and ideologists. Journalists interpret said processes to form the media existence. The social world consists of various parts. Therefore, different individuals can see their and face different aspects thereof. A society always has a certain ideology. It can be regarded as a way to create existence. This already emphasizes the intercrossing of ideology and media existence. This ideological grid in the media image is reflected in any form. Each text should be regarded as a fragment of specific communication. Since mass media recreate a specific image of the world in the minds of millions of people and the people affect the essence of the entire text, rather than the meaning of certain words, the media text acquires special significance. The communicative function of the language at

the higher level is performed by texts, rather than sentences. Therefore, Kolshansky (1978) argued that texts should be considered a linguistic category or, even better, a phenomenon of communication. According to Kolshansky (1978), the text was not a purely linguistic, but rather a pragmatic-psychological-linguistic category.

Both words and sentences have communicative properties. However, the word in the text is used only with one meaning, whereas the sentence is used with a typical meaning. Nevertheless, both these elements participate in the composition (formation) of the full meaning of a text. Kamenskaya (1980) defines the text as a combination of several closely interrelated elements, a communicative whole in the form of a complex object. By analyzing the links between elements, one can describe the communicative properties of the text. Therefore, the communicative process in mass media can be regarded as a flow of information in the form of a text continuum (continuous chain), as the basic unit of the media text, which is a photographed fragment of this process (Gindin, 1973). Such a media text has a meaning that is aimed at producing a social regulatory effect. To conclude, mass communication in the society is performed via mass media and manifests in the form of various typical media texts. The social influence can be called the transition of texts that represent existence differently. Mass media are a system that ensures interaction within the framework of the text that is used to diversify the individual's worldview. By affecting the individual, modifying and altering his or her individual worldview, various represented fragments of existence show the effectiveness of communication. After finding itself in mass

media in the form of oral or written text, this representation increases the scale of its effect through technical means. Nowadays, humankind has become an object of influence of electronic information media. A media text serves as a universal medium that is used in all types of mass media and performs a social regulatory function. Any type of mass media has its own distinguishing features; however, its universal properties remain unchanged. In general, the term text can be understood differently, since, firstly, the boundaries of a text are changeable, and secondly, its realization and form of application also differ. The changeability of the text can be seen from the fact that the text can consist of several sentences or it could be a newspaper article or a text of a novel that consists of several volumes.

An interview on television is an oral type of text, a newspaper has printed (or written) text, while electronic mass media have virtual texts (Rogozina, 2001a). Galperin (1981) defined texts that were prepared in the form of written documents or fiction, and aimed at specific goals as a result of language use and classified them according to the following attributes:

- The text is a result of the addresser's purposeful actions;
- The text carries out a pragmatic strategy;
- The text is an object molded into an appropriate form through special treatment (Galperin, 1981).

This definition applies to any type of text; however, when it comes to media texts, it should be elaborated, since media texts are a social and linguistic phenomenon, a communicative unit of a higher level, an extensive type that covers information from all spheres of social life (Rogozina, 2001b). In other words, the range of spread of media texts is borderless. For instance, the dwellers of some remote village in Kazakhstan can watch a live report coming from the Olympic Games in Sidney. At the same time, the audience of media texts is not classified according to such social attributes as age, occupation, nationality, sex, etc., i.e. the information of media texts is intended for people both young and old. However, it should be noted that the role of groups within the society during the composition and perception of texts could be different. To be more precise, a certain group within the society represents and presents, in the form of text, the information they bring to the notice of other groups. Therefore, media texts of one group in regard to another group of the society can be regarded as the result of purposeful actions taken in one's own interests. Thus, it is possible to conclude that no matter the level, on which media texts act as a means of communication, they also serve as a means of social regulation on the same level (Rogozina, 2001b). Media texts are changed, regulated, and managed; they can perform communicative and other functions as a social-linguistic compiler. In other words, media texts can be considered a unique means that is used to form any public opinion in a certain society or beyond it. The public opinion is formed due to the continuity of the media text continuum. This means that media texts can be used to assess the present and the past and predict the future.

Since the entire activity of mass media compares the reality in connection with an image in system, constant, and organized form with fiction and poetic texts, it is important to make sure that all information in the media text is real. The place of an individual in the space-time continuum, in which he or she will perceive the information, is somewhat limited, which means that the recipient will be forced to rely on the media existence to understand social existence. In other words, a person that is unable to see the past with his or her own eyes is forced to rely on the information in mass media. Media texts interpret (analyze, explain) various situations that take place in the society and beyond, political events in different countries, interior life and events that occur beyond it. Perhaps this is why media texts are based on ideological content and represent the interests and values of a certain social group. Thus, the representation of reality in texts facilitates social regulation, while media texts play the decisive role in the portrayal of the image of the world in the minds of millions of people. It is necessary to investigate the issues related to the transfer and disclosure of meaning in media texts. The media-image of the world concentrates on the society and social changes that occur therein, which is why its sociomorphic description is obvious. A certain structure of the society is natural as one of the variants from a multitude of variants. The sociomorphic properties of the media-image of the world manifest in the links to the social models of its structure. Relationships between individuals in the society and its structure that regulates public life constitute a peculiar social space. Information or media space that is created by the actions of mass media has its inherent sociomorphic parallels (Rogozina, 2001b).

An individual that directly takes part in the events that occur in the society also creates social existence through his or her own actions. The individual's involvement in social existence shows the anthropomorphic description of the media-image of the world. One can distinguish two important parameters of the media-image of the world – sociomorphism and anthropomorphism. It is worth noting that these parameters should be considered two mutually antithetical directions in the formation of the content of the world image. The media-image of the world is created based on the interaction between these two factors. An important property of the society is its reflection of the correlation between the individual and the multitude (individuals constitute one whole). The life of individuals in the society and actions through individualization form the socioanthropomorphic media-image of the world based on the interaction between the two main factors that oppose each other during the formation of the content of the world image in an individual consciousness (Rogozina, 2001b).

The individual consciousness is a system for representing existence. Therein, the world image is preserved as a conceptual system. The presence of the conceptual system in the consciousness helps to understand the difference between the individual and other objects. In other words, the merging of the individual into the world and the integration of the world into the consciousness of the individual is performed through the conceptual system (individual image of the world). By creating media texts, the individual conveys his or her individual image of the world to other people. During this process, the individual enriches and modifies the image of the world by

transforming it. Under this effect, one part of the individual image of the world is lost and comes into the ownership of other people. Even the main goal of the image of the world is not individual, while the surrounding objects and subjects are changing factors. The media text is a special means of existence of the individual image of the world. For instance, when dealing with a newspaper text, it is first necessary to determine its individual (immanent) properties. These include:

- a) Physical means (including paper);

- b) Properties that ensure its social functions (placement of the media text in a specific issue or graphic means of presenting its content).

Secondly, when presenting the author's image of the world in a new form, the media text models the properties and attributes of the environment in the form of a structure in accordance with the internal goals of the individual. The author's internal goals are especially noticeable in the emotive parts (constituents) of the media text. Thus, a media text has its unique individual and original properties, as well as updated, adapted, and imposed properties. In addition, the graphic structure of the media text can have a negative influence on its conceptual structure. Since the representation of reality is a complex structure, the media-image of the world focuses on the most important events and actions that take place in the world. Events and phenomena for an individual (the society) incorporate all that is important and unite all constituents, thus performing a conclusive role. At the same

time, they connect the individual and the society through media texts of the linguistic world image, thus also performing the connection-establishing function. The transition of media existence into mental existence affects the unity of the individual and the society. This shows the unity and holism of the media existence and personal existence.

It is necessary to investigate the concept of media existence. When talking about its properties, we image the modeling of existence, a media-image of the world. Therefore, it has properties that are typical for a model that conveys the internal goals of an individual. From this perspective, media texts can be considered a copy of the individual's conceptual system. Therefore, the media-image of the world can be called a model that changes or conveys events. The model way of conveying information is a transformed form of the event. It can be regarded as a program that results from the internal goals of an individual (Bart, 1994). During the first stage of the composition of media texts, the author models the situation. The goals that the author is pursuing are reflected in this model. At the following stage, the media text that reflects one part of reality is spread in the society, certain groups or conveyed to a specific recipient. At the same time, the media text has two statuses. Firstly, it reflects the author's goals. Secondly, it describes a specific event. These two parameters are interrelated and in constant interaction, thus forming a single whole. Various mental processes in the minds of people help to unite different values and transform them into one another. Thus, the individual and existence are discrete forms of existence of various anthological values. The media-image of the world performs various functions and

has a cumulative effect on the formation of a holistic opinion regarding an event or situation. All the above shows that an event in a vast information field, which is created by various types of mass media, can be interpreted differently.

3. CONCLUSION

1. The media text is an important element of the informational and communicative process that is realized through mass media.
2. The media text is a linguistic form of action that is used to realize other types of communication.
3. The media text is a complete and holistic unit of communication.
4. The media text is a complex and constructed model that represents a certain fragment of reality.
5. The media text is a medium that has the greatest potential among other media that interpret events, phenomena, and processes.
6. The media text is a result of activity of text-interpreting mechanisms.

7. The media text is a realization of pragmatic influence strategies.

8. The media text is a powerful means of social regulation.

9. The media text is a factor that forms the media-image of the world.

Thus, media texts are capable of creating a media-image of reality and are a powerful instrument of mass media.

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