

RESEARCH ARTICLE

Media Discourse and Media Text as Core Categories of Media Linguistics

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VOLUME: Vol.06 Issue05 2026

PAGE: 152-156

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Abstract

This article examines the principal categories of contemporary media linguistics, namely the concepts of media discourse and media text, as well as their interrelationship and distinctions. The new communicative environment shaped by the language of the Internet and mass media necessitates the development of new linguistic approaches. The study highlights the characteristics, classifications, and linguopragmatic, cognitive, and communicative features of media discourse and media text.

KEYWORDS

Media linguistics, media discourse, media text, mass communication, linguistics, communicative environment.

INTRODUCTION

The second half of the twentieth century and the beginning of the twenty-first century have been characterized by the rapid development of mass communications and new information technologies. The intensive growth of traditional mass media and the expanding influence of the Internet have contributed to the formation of a unified information environment woven from a combination of numerous media flows. The Internet and related technologies are increasingly becoming the leading means of mass communication and an important information resource that ensures the functioning and dissemination of vast amounts of information. Consequently, the exponential growth of mass communication has significantly influenced the diffusion of words and the nature of linguistic change. Among the most relevant areas of modern linguistic research, media linguistics undoubtedly occupies one of the leading positions. The active development of this scientific field is closely connected with the fact that the language of mass media reflects all changes occurring in society. Media language is oriented toward spontaneous speech, is relatively free from censorship constraints, and

strives to present reality as it is.

From this perspective, the study of media language and media broadcasting is of particular significance not only linguistically but also socially. Such research requires the use of innovative tools and methodologies drawn from related humanities disciplines. An interdisciplinary approach is increasingly employed. Researchers focus on issues such as determining the functional and stylistic status of mass media, examining the influence of socio-cultural factors on language choice, and analyzing linguistic and media technologies used to exert influence. One of the fundamental principles of media linguistics concerns the relationship between the concepts of media discourse and media text. It is therefore appropriate to examine existing approaches to defining these concepts, identify their interconnections, and describe their essential characteristics.

The primary objects of study in media linguistics are the concepts of media discourse and media text, which constitute the principal forms of linguistic existence within media

communication. Questions regarding the functioning and correlation of media discourse and media text remain highly relevant today. Despite the differences between the concepts of text and discourse, they cannot be completely separated, as they are closely interconnected and mutually dependent.

Media Discourse as a Category of Media Linguistics

Media discourse (mass media discourse) refers to a type of speech activity within mass communication aimed at informing audiences about various spheres of social life through television, radio, the Internet, print media, and other communication channels. It represents a distinctive and specific category of contemporary media linguistics, encompassing specialized methods, tools, and analytical approaches. This development is primarily associated with the expansion of media channels, including both printed content (newspapers and magazines) and interactive materials (radio, television, the Internet, and advertising).

One of the pressing issues in media studies is therefore the identification of patterns governing linguistic interaction and communication processes. The main argument supporting this approach is that media discourse constitutes a form of mass communication that incorporates various speech forms and communicative means. It takes into account the communicative nature of discourse as a whole and considers media discourse not only as a materialized, formalized phenomenon but also as a specific mental environment realized through communicative models. Oral media discourse relies on common communicative strategies and tactics employed by its participants, which provides a basis for studying media discourse from communicative and pragmatic perspectives.

Mediadiscourse is examined across numerous social sciences related to linguistics, largely due to the multifaceted nature of mass communication. In political science, the study of media discourse seeks to identify its ideological essence, effectiveness, and communicative potential. In sociology, attention is devoted to the social nature of linguistic influence on different social groups, strategies for verbalizing public consciousness, and methods of shaping the linguistic portrait of modern society. The psychological dimension of media discourse research concerns the analysis of mediated and simultaneously modeled communication, the mental and cultural aspects of information perception, effective mechanisms of audience influence, and methods of manipulation. Within linguopragmatics, particular attention is

given to the functional orientation of media discourse and the achievement of communicative effects through various forms of communication.

Cognitive Approach to Media Discourse and the Classification of Its Types

The cognitive approach is considered one of the priority directions in the study of media discourse. It focuses on the nature of media as a means not only of reflecting reality but also of interpreting it. This approach takes into account the analysis of communicative situations and the ability of textual information to influence human consciousness. In contemporary communication, these processes are shaped by the diversity of information resources provided through mass media channels, ranging from traditional print media to the Internet. They are also influenced by various ideological positions, the cultural maturity of society, psychological characteristics of audiences, and the technological capacities of mass communication. Together, these factors contribute to the creation of a unique information landscape characteristic of the globalized world.

The issue of classifying types of media discourse remains open in the media environment. To date, two principal approaches to the classification of media discourse have been identified in linguistics. The first approach regards the functioning of language in different spheres of human activity—such as science, education, politics, and mass communication—as the basis for distinguishing discourse types. Within this framework, media discourse is viewed as a specific form of speech and cognitive activity characteristic exclusively of mass media. Consequently, different types of media discourse are distinguished, including political, religious, scientific, and other forms. The second approach considers media discourse as any type of discourse realized within the sphere of mass communication. Accordingly, researchers focus on particular varieties of media discourse, such as political, religious, and other specialized forms. Media discourse possesses several distinctive characteristics, including group affiliation (the audience shares the views of a particular social group), publicity (orientation toward a mass audience), dialogic and discussion-oriented communication, performativity and mass influence, the global nature and complexity of information, and the creation of precedents within the geo-cultural representation of the world. The primary forms of media discourse include news texts, advertising texts, and various other forms of media texts.

Media Text as a Core Category of Media Linguistics

As one of the central categories of media linguistics, the media text represents a special type of communicative discourse in which socially significant information is processed and presented. This type of text possesses distinctive characteristics that differentiate it from other forms of textual communication. Depending on the source and medium of communication, media texts may incorporate not only verbal elements but also audiovisual materials, illustrations, hyperlinks, and other multimodal components. One of the most important functions of media texts is their ability to influence the audience's perception of particular social phenomena.

The term media text first appeared in English-language scholarship during the 1990s to refer to texts disseminated through mass media. Over time, the concept expanded and acquired new components: in addition to verbal elements, non-verbal and paraverbal elements became integral parts of media communication. Derived from the Latin medium ("means" or "channel"), the concept reflects the role of media as a vehicle for communication. In contemporary media linguistics, the term media text functions as a hypernym encompassing a range of related concepts, including journalistic texts, mass communication texts, virtual texts, PR texts, Internet texts, advertising texts, television texts, and radio texts. Thus, a media text is not merely a media product; rather, it represents the integration of journalism, computer technologies, advertising, public relations, social media, and other forms of information dissemination.

The concept of media text possesses an interdisciplinary character and is examined by scholars representing various fields, including grammar, text linguistics, media linguistics, psycholinguistics, and related disciplines. As a result, diverse approaches to the study and interpretation of media texts have emerged. According to G. Pocheptsov, a media text may be defined as "any media product or communicative text" that can be incorporated into various media structures—verbal, visual, audio, or multimedia—and distributed through different media environments. T. Dobrosklonskaya identifies the concept of media text as the central category of media linguistics. Drawing upon the communication model—including the communicator, recipient, channel, feedback, message, encoding and decoding processes, and the communicative situation—she distinguishes between media discourse and media text. In her view, media discourse

encompasses all components of communication, whereas media text refers to the message itself considered within the context of the channel through which it is transmitted. Unlike the traditional linear understanding of a text as a sequence of verbal signs united by a common meaning, Dobrosklonskaya emphasizes that a media text possesses multidimensional and multilayered characteristics. It combines verbal content with specific media attributes, thereby forming an integrated and holistic communicative unit. Similarly, J. Zasursky regards the media text as a new communicative product whose scope extends across a variety of communication platforms, including mobile communication, television, newspapers, and the Internet. I. Rogozina defines a media text as a speech product created for mediated communication within the sphere of mass media, characterized by a clearly expressed pragmatic orientation and subject to social regulation.

Classification and Characteristics of Media Texts

Contemporary media linguistics offers numerous classifications of media texts. Scholars have developed a comprehensive analytical framework that treats media texts as complex, multidimensional phenomena characterized by a stable system of parameters. Taking into account modifications proposed by N. Chicherina, this framework enables researchers to describe media texts according to their production features, distribution channels, linguistic characteristics, and formatting properties. The classification includes the following parameters:

- method of creation (individual authorship or collective authorship);
- form of production and reproduction (single-dimensional or multidimensional);
- distribution channel (press, radio, television, Internet);
- functional and genre type (news reports, analytical and commentary texts, essays, thematic materials, advertisements, etc.);
- thematic correlation with stable media topics and recurring public issues.

This classification system facilitates a detailed analysis of any media text from the perspective of its formal characteristics and communicative functions. It also enables researchers to identify various combinations of informative and persuasive functions present within media communication. Media texts

may be classified according to a range of criteria determined by the speaker's competence and by both extralinguistic and intralinguistic conditions of communication. Such criteria include compliance with stylistic and orthographic norms, conformity to genre conventions, modality, authenticity, originality, and individual or collective authorship. The principal characteristics of media texts include:

1. Mass orientation, both in the verbalization of information and in audience reception;
2. Integrative or polycode nature;
3. Openness of thematic content;
4. Intertextuality realized through verbal forms;
5. Hypertextuality, especially in electronic media texts;
6. Coherence as a semantic dominant;
7. Cohesion, ensuring both global and local textual unity.

A distinctive feature of media texts is the regular recurrence of linguistic patterns and the predictable selection of language means. At the same time, media texts differ significantly in style, degree of openness, stability, and thematic organization. The coexistence of these contrasting properties constitutes one of the defining characteristics of media texts. Researchers generally distinguish five major functional types of media texts:

1. Analytical texts;
2. Instructional texts;
3. Bicentric texts;
4. Contact texts;
5. Informational texts.

Analytical texts primarily communicate evaluations of events, situations, and phenomena. The author's position is often expressed through explicit assessment or criticism, while influence on the audience is achieved through indirect arguments and persuasive strategies. Examples include commentaries, reviews, and analytical articles. Instructional texts also seek to influence audience behavior but differ from analytical texts by employing direct instructions, warnings, recommendations, and prescriptions. Such texts do not primarily persuade but rather assign specific tasks or actions to recipients. Examples include manuals, prescriptions, and instructions for use. Bicentric texts combine the

communicative intentions of two participants, typically an interviewer and an interviewee. The interview genre, consisting of alternating questions and answers, serves as the classic example of this category. Contact texts are characterized by the sender's intention to attract attention and stimulate interest. Examples include letters, complaints, and matrimonial advertisements. Informational texts constitute the most widespread category. Their primary purpose is to transmit factual information without evaluation or criticism. News reports, brief notices, and correspondences belong to this group.

CONCLUSION

This article has examined the theoretical foundations of media linguistics, focusing on the concepts of media discourse and media text as its central categories. In the era of the digital society, the media environment has become one of the principal sources of information and a powerful instrument of influence, which underscores the importance of studying media language.

The interdisciplinary and multifaceted nature of media linguistics provides significant opportunities for further scholarly investigation and practical application in educational contexts. The continued development of media linguistics is therefore essential for understanding the mechanisms of communication, information dissemination, and linguistic influence in contemporary society.

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