The study of media texts in terms of their topical structure presupposes

Worazgalieva Ayjamal Marat qizi
Teacher at Nukus State Pedagogical Institute

Abstract: The article deals with the parameters analyzing media texts in terms of their topical structure presupposes taking into consideration the so-called "linguocultural factor".

Keywords: Media text, media linguistics, sociolinguistics, parameter of "dominant topic"

In the modern conditions of the formation of the information society, the study of discrete units of the media stream is of particular relevance. Without a doubt, the main unit is the media text, the framework of which allows you to combine such diverse and multilevel concepts as a newspaper article, radio broadcast, television news, Internet advertising and other types of media products. Having appeared in the 90s of the twentieth century in the English-language scientific literature, the term "media text" quickly spread both in international academic circles and in national media courses. The rapid consolidation of the concept of media text in the scientific consciousness was due to the increasing interest of researchers in studying the problems of media speech, and the peculiarities of the functioning of language in the field of mass communication. Great attention was paid to this problem by such famous scientists as Theun Van Dyck, Martin Montgomery, Alan Bell, Norman Feyerklaf, Robert Fowler who examined mass media texts from the point of view of various schools and directions: sociolinguistics, functional stylistics, discourse theory, content analysis, cognitive linguistics, rhetorical criticism. A wide range of issues attracted the attention of scientists: this is the definition of functional and stylistic status of the language of the media, and the ways of describing different types of media texts, and the impact on the media socio-cultural factors, and linguistic and media technologies of influence [Fowler R, 1991, 44].

One of the significant parameters for the analysis of media texts — "dominant topic" uses as the main criteria the content factor, or text belonging to a certain theme regularly covered in mass media. The study of everyday media speech flow demonstrates that seemingly chaotic media content is a well-structured continuum, naturally organized around stable thematic structures. It may be assumed that mass media structure permanently changes the information picture of the world, organizing incessant flux of media messages with the help of fixed regularly reproduced themes, or media topics, which include politics, business, education, sport, culture, technology weather, etc. Such lists of traditional media topics can be found in any printed newspaper with its thematic division of pages, or in the newspaper's Internet version, providing an even more specified list of subjects covered.

Analyzing media texts in terms of their topical structure presupposes taking into consideration the so-called "linguocultural factor". The matter is that in mass media the information picture of the world is processed through the filters of national language and culture, which is naturally manifested in the choice of culture-specific media topics regularly covered by the media of this or that country. For instance, one of such topics of regular coverage in the British media is undoubtedly the life of the

Royal family, scandals connected with top-level politicians, and immigration, while in the Russian media landscape one can always find texts dealing with criminality and corruption cases among civil servants. And we tried to analyze the topics in 24 hours, the news headlines in www.bbc.com news site and "Russian forces attack 40 towns in Donbas – Ukraine", "Texas governor heckled by rival over gun laws", "world bank boss warns of global recession threat", "The row over demolished temples in a Muslim monument", "UK PM says he will not resign over parties report", "Would you drink beer made from urine?", Top Kashmiri separatist given life in Indian jail", "North Korea fires missiles after Biden's departure", "Boris Johnson looking safe for now", "Immense crater hole created in Tongo volcano", "Ransomware attack on India airline delays flights", "Battle for key road as Russians reach Ukraine city", , "Australia players raise Sri Lanka tour concerns", "Kate Moss testifies Depp-Heard trial", "Xinjiang police Files: Inside a Chinese internment Camp" and from these 15 news headlines in a day, it is conceivable to say that almost 50% of them represent politics over the world and 45% of them deal with criminal or war topics. However, currently, unlike paper-based newspapers, internet online publications of the news sites in any language offer a division of the topics according to the news and So, on the website of the online publication kun.uz, all materials are distributed under the following headings: ЎЗБЕКИСТОН (Uzbekistan), ЖАҲОН (World), ИҚТИСОДИЁТ (Economics), ЖАМИЯТ (Society), ФАН-ТЕХНИКА (Science), СПОРТ (Sport), BUSINESS CLASS (Business class), АУДИО (Audio) and in the edition of the site Uza.uz, there are similar categories: Жамият (Society), Сиёсат (Politics), Иқтисодиёт (Economics), Спорт (Sport), Колумнистлар (Columnists), Коронавирус (Coronovirus); in the site qalampir.uz: Жамият (Society), Олам (World), Маданият ва санъат (Culture and Art), интервю (Interview), фойдали (Useful), Технология (Technology), Саломатлик (Health), Бу қизиқ (Interesting), Бизнес (Business), Спорт (Sport), Тахлил (Analysis); the site dary.uz deal with the news in the following topics: Маҳаллий (Local); Дунё (World), Технологиялар (Technology), Маданият (Culture), Авто (Auto), Спорт (Sport), Фото (Photo), Лайфстайл (Lifestyle), Колумнистлар (Columnists), Архив (Archive). It is also pivotal to mention here that in addition to these kinds of rubrics in every news site, it is possible to face with the latest news that is being seen by a high number of news readers and some months ago this type of news was Coronavirus and now it turns out the topic "The war between Russia and Ukraine, the situation in Ukraine". Nevertheless, the interest to the news is different among different people and it is decided to conduct a survey to identify the interest according to their age and gender among Tashkent citizens following uzbek news site kun.uz.

Gender profile of News audiences

Of those who closely follow	Men %	women %
Sports news	74	26

Science/ technology	69	31
Business/ finance	65	35
international	63	37
Local government	55	45
Consumer news	51	49
The Weather	47	53
Crime News	46	54
Culture and Arts	44	56
Entertainment news	39	61
Health news	37	63
Religion	36	64

A look at the public's news interests has continuing differences between women and men in the types of news stories that they follow very closely. Women consistently express more interest than men in stories about weather, health and safety, natural disasters and tabloid news. Men are more interested than women in stories about international affairs. The gender gaps in interest for individual news stories generally reflect broad differences in the news topics that men and women follow. Our news consumption survey showed that men particularly dominate the audience for sports news, comprising 74% of this audience. In addition, the audiences for news about science and technology, business and finance, and international developments all are more than 60% male.

By contrast, women make up more than 60% of the audience for news about religion, health and entertainment, and nearly as great a proportion of the audience for local or community news (58%). They also are disproportionately represented among those who closely follow news about culture and the arts.

The review of public interest in news stories is consistent with these patterns, though there are important exceptions. For example, of the 15 stories with the largest gender gap in favor of men, nearly half were stories dealing with international affairs. When tensions flared between Russia and Ukraine, 60% of men follow the story very closely compared with 20% of women. Similarly, men paid closer attention to political instability in Ukraine and Russia or other foreign countries.

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