

IMPACT OF THE COVID-19 PANDEMIC ON SOCIAL COMMUNICATION AND MEDIA LINGUISTICS

R.Kh.Khudayberganov

Ph.D, Associate Professor, Department of Social Sciences, Tashkent State Transport University

Abstract

This article analyzes the role of media science as social communication in the context of the Covid-19 pandemic and, in part, its impact on human socialization. The areas of media linguistics were also discussed.

Keywords: Media linguistics, communications, media technologies, information resources.

Introduction

The information revolution that has taken place before our eyes has entailed many changes. It is impossible not to reckon with what is happening in the field of information technology.

Language has always been the instrument of our communication. And we want - and rightly want - that the language was always correct, and therefore the same. Otherwise it will be difficult to understand! But on the other hand, we ourselves change it all the time. After all, if language becomes an instrument of our communication, our thought, culture, play, whatever else, then we become an instrument of its development. Yes, we want the language to be clean, expressive. But under our influence the language changes so much that we, living in the language, do not notice it. Just as we do not notice the air we breathe.

The network communication, born in the 21st century, fits into life and changes the very notion of the right thing. Speech in Internet communication is equally based on writing, graphics, printing techniques, sound, intonation, facial expressions, gestures, as well as on image, color, movement, other carriers of meaning, the entire cultural environment. Connecting all types of digital communication, network communication encompasses our entire linguistic existence [6]. For a short period of time, technological progress, gradually introducing cinema, telephony, radio, television, computers, mobile communication devices into our lives, deprives the letter of the monopoly on fixing, transferring and storing texts.

Our online communication addresses the possibilities of both languages. Having become an integral part of linguistic life, network communication turned out to be for the most part display. The texts that began to fill the network space also became display ones. They mark the entry of people into a new era of communication associated with great changes in sound and writing [1].

But the display will not override spoken or written speech. Refining colloquiality with written fixation in sound, print and even in pictorial-sound form, he reconciles the struggle between these two varieties of language, and perhaps creates a new, third, no less correct one. Language in its display life becomes more monolithic, but internally richer and more stylistically diverse. Therefore, its new features and development prospects are so attractive to many researchers [5].

Main Part

The rapid development of information technologies observed in recent years has led to a noticeable increase in the total volume of speech use in the field of mass communication, which in turn naturally affected the structuring of the subject field of the language of the media as an object

of linguistic research. A recognized leader in the study of mass media speech practices, media linguistics has successfully passed the stage of formation over the past two decades and continues to develop dynamically as an independent scientific discipline [2].

The foundations of mediastilistics were laid in the works of such Russian scientists as A.N. Vasiliev, G.O. Vinokur, M.N. Kozhin, V.G. Kostomarov, L.M. Maidanov, T.V. Matveev, I. P. Lysakov, K. A. Rogova, O. B. Sirotinina, G. Ya. Solganik, L.R. Duskaeva and others.

The understanding of the media text formulated in the framework of media linguistics as a complex multi-level phenomenon based on the inextricable connection of verbal and media components has significantly expanded the boundaries of media speech research, including such important issues in the context of information and linguocultural globalization as:

- Determination of the status of the language of the media, its description from the point of view of the basic paradigm language - speech, text - discourse;
- Possibilities of functional and stylistic differentiation of media discourse, classification of texts according to the degree of implementation of the main functions of the language and distribution channel (press, radio, television, Internet);
- typology of media speech, the range of genre-specific classification of mass media texts, highlighting the main types of texts - news, information analytics and commentary, journalism (features), advertising;
- Linguistic and stylistic features of the main types of media texts;
- Extra linguistic components of media discourse, such as: production, distribution and perception of media texts, socio-cultural and ideological context, interpretive properties of media speech, implementation features of meta-message, culture-specific features;
- Linguistic media technologies for influencing individual and mass consciousness (the linguistic component of propaganda, manipulation techniques, information policy and information management techniques, public relations).
- Comparative study of linguistic media practices of different countries [3].

Dobrosklonskaya singles out both medi-discourse, mediastilistics, medi-rhetoric, comparative media linguistics and media textology, each of which focuses on a certain aspect of media speech use and seems to be very promising in the context of drawing up a general comprehensive picture of modern speech use in the field of mass communication, as media linguistics acts as a kind of “umbrella discipline (umbrelladiscipline), being the basis for the emergence and growth of these areas of study of media speech. The status of media discourse, mediastilistics, media rhetoric, Internet linguistics, comparative media linguistics, mediatextology has become more or less firmly established in modern scientific use [4].

Conclusion

From the very beginning, it should be emphasized that all these disciplines are derivatives, nurtured on the basis of long-recognized areas of the humanities - discourse, stylistics, rhetoric, linguistics, textual studies, comparative studies. The main distinguishing feature that allowed them to stand out in independent directions is a special dynamically developing subject of study - speech communication in the field of mass media in all the richness of its forms and manifestations.

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