

**THE CONCEPTS OF MEDIA DISCOURSE AND MEDIA TEXT
AS MAJOR CATEGORIES OF MEDIA LINGUISTICS:
TOWARDS AN UNDERSTANDING OF THEIR
INTERDEPENDENCE**

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INTRODUCTION

The second half of the 20th century and the beginning of the 21st century is characterized by the rapid growth of mass communication and new information technologies. The dynamic development of traditional media and the spreading influence of the Internet have contributed to the formation of a single information environment, woven from a combination of many media streams. The Internet and related technologies are acquiring the status of a leading means of mass communication, an important information resource that ensures the functioning and distribution of large information arrays. Therefore, the geometric growth of mass communication could not but affect the features of word diffusion and the nature of linguistic change.

Among the current areas of research in modern linguistics, media linguistics undoubtedly occupies one of the first places in its prospects and relevance. The active development of this scientific trend is due to the fact that it is the language of the media that reflects all the changes taking place in society, since it is oriented to spontaneous speech, is not bound by censorship restrictions and strives to present reality as it is.

In this respect, the study of media language and media broadcasting is of particular importance not only linguistically, but also socially, and involves the use of new tools for linguists of the allied humanities. Interdisciplinary analysis is being undertaken. Due to the complex systemic approach, the researchers focus on such issues as the definition of the functional and stylistic status of media broadcasting, the influence of socio-cultural factors on the choice of language means, linguistic and media technologies of influence, etc.

One of the key provisions of media linguistics is the relationship between the concepts of “media discourse” and “media text”. We consider it reasonable to examine the existing approaches to the definition of the concepts “media discourse” and “media text”, as well as to establish their interdependence and describe their essential characteristics. The understanding of the urgency of these problems and, at the same time, the

insufficient development of a complex set of searching questions in medialogistics became the motivation for writing this part of the collective monograph.

1. The formation and development of Ukrainian Media Linguistics as a Philological Discourse of Modern Slavic Studies

The concept of a single information space, proposed by American scientists at the end of the 20th century, is of key importance for understanding the dynamics of linguistic, cultural and communicative trends in modern world. The formulated concept allows us to present the multifaceted activities of the world and national media in the form of a single, holistic system, the functioning of which significantly affects the course of linguistic and infocultural processes.

Modern science uses a wide range of terms and concepts to describe this new “virtual territory without state borders and material barriers”: information space, information environment, information field, media environment, media landscape, infosphere, etc., which is part of the general terminology of modern media linguistics, which focuses on the analysis of language changes.

The late 1980s and early 1990s saw the growing influence of information networks on the development of society, mass consciousness, and the cultural dimensions of modern states. The term “information society” appeared in the American scientific space – it defined the modern stage of civilization development with the dominant role of information, the comprehensive impact of information and communication technologies on society as a whole and the individual in particular. The main concepts of the modern information society were described in detail in the book of the famous Western sociologist F. Webster “Theories of the Information Society” (1995).¹

In the 2000s, the theory of Internet communication has become the dominant theory in the evolution of the media sphere; the study of electronic language determined the key vector of modern media linguistics.²

The popularity of this innovative area of linguistics is evidenced by numerous works of prominent researchers (R. Berts, W. Breed, T. Van Dyke, R.L. Hayes, D. McQuail), in which scientists have considered important issues of media genres, the specifics of media outlets and the features of differentiation (thematic, social, political, gender, etc.) of

¹ Webster F. Theories of the Information Society. 4th edition. Routledge, 2014.

² Crystal D. Language and the Internet. Cambridge University Press, 2012; Crystal D. The scope of Internet linguistics. Cambridge University Press, 2005.

media texts. In addition, there have been numerous scholarly publications of European media periodicals, including the European Journal of Communication, Annals of the American Academy of Political and Social Sciences, Media Studies Journal, Mass Communication and Society, Communication Research, Cultural Studies and Communication, etc.³

What is more, the intellectual activity of scientific interpreters of media was provided by specialized publishing houses, such as, Free Press or publishing programs of powerful university centers in Oxford (Oxford University Press), Chicago (University of Chicago Press), Toronto (Toronto University Press), etc.

In philological Slavic studies, media issues as an object of scientific holistic analysis emerged later. This is connected, first of all, with the traditional orientation of Slavic studies on the fundamental issues of both linguistics and related fields of humanities knowledge. The practical orientation of the results of media-linguistic developments was also limited by motivation: media professionals worked in the paradigm of one ideology. Therefore, the detailed development of methods and forms of work with the verbalization of mass consciousness was the focus of a fairly narrow circle of specialists (in particular, international media professionals, as well as institutions related to the training of ideological personnel).

Since the middle of the twentieth century, however, Slavic media discourse has been shaped as a requirement of time, social and cognitive comprehension of a dynamically changing world. Today we can talk about media-linguistic research in all Slavic countries and a wide range of analyzed issues. At the same time, authoritative centers of media linguistics are being formed in which specialists from all over the world are involved in the development of research questions.

The emergence of the Ukrainian media linguistic tradition as an independent philological direction is associated with a much later period, namely the last third of the twentieth century in general. And this situation is quite understandable, especially extralinguistically. We are talking about objective circumstances, which include a complex history of the formation of the new Ukrainian literary language, with status restrictions of social and communicative functions in the absence of a nation state.⁴ This conditioned the corresponding ideological and psychological orientation of a significant part of the Ukrainian cultural community to

³ Шевченко Л.Т. Медіалінгвістика в сучасній Україні: аналіз ситуації. *Актуальні проблеми української лінгвістики: теорія і практика*. 2013. Вип. 26. С. 3-12.

⁴ Шевельов Ю. Українська мова в першій половині двадцятого століття (1900–1941). Стан і статус. Київ : Сучасність, 1987. 295 с.

defend the basic principles of national identity, which ensured, above all, the lexico-grammatical representation of the language portrait of the people, description and ordering of the systemic levels of language, analysis of its functions as a cultural phenomenon, especially in the literary and artistic tradition, which is known to be a representative manifestation of the national word “maturity”.

As an independent philological direction this branch in Ukraine was first formed as an authorial problematics of individual researchers (I. Cherednychenko, D. Barannyk and others.), later – as a separate segment of stylistic issues (collective monograph of the Institute of Linguistics of the National Academy of Sciences of Ukraine “Genres and Styles in the History of the Ukrainian Literary Language”⁵), but to the scientific foundations of media linguistics belong the works of professors M. Zhovtobryukh and O. Serbenska.⁶

The term “media linguistics” first appeared in 1998 in John Corner’s article “The Scope of Media Linguistics”, which defined the subject and objectives of the new philological doctrine. According to the author, media linguistics can be considered not just a separate, but an interdisciplinary science, since it combines a wide range of studies of the language of mass communication.⁷

The term “media linguistics” has been actively introduced into Ukrainian linguistics thanks to the research of the School of Medialinguistics at Taras Shevchenko National University of Kyiv. These studies can be considered as the driving force of the development of modern medialinguistics in Ukraine. Thus, the first significant achievement of the school was the publication of a collective lexicographic work “Media Linguistics. Dictionary of Terms and Concepts” (2013).⁸ Since 2013 a special section “Media Issues in Modern Linguistics” was introduced in the international journal Actual Problems of Ukrainian Linguistics: Theory and Practice, which covers modern problems of media linguistics. In 2014 Ukrainian medialinguists were included in the list of the participants of the international scientific project

⁵ Яворська Г. М. Прескриптивна лінгвістика як дискурс. Мова, культура, влада. Київ: Національна академія наук України, Інститут мовознавства ім. О. О. Потебні, 2000. 288 с.

⁶ Кузнецова О. Синкретизм медіалінгвістичних досліджень професора Олександри Сербенської. *Вісник Національного університету «Львівська політехніка»*: збірник наукових праць. Журналістські науки. 2020. Вип. 4. С. 192-198.

⁷ Добросклонская Т.Г. Медиалингвистика. Системный подход к изучению языка СМИ. Москва: Флинта: Наука, 2008. 264 с.

⁸ Шевченко Л.І., Дергач Д.В., Сизонов Д.Ю. Медіалінгвістика: словник термінів і понять. Київ: ВПЦ «Київський університет», 2014. 326 с.

“Medialinguistics of the XXI Century”. In April 2015 first round table on medialinguistics in Ukraine “Cultural Signs in Ukrainian Media” was held. Since the same year, Ukrainian medialinguists regularly publish in the international journal *Media Linguistics*, describing the current problems of Ukrainian media linguistics. The report of the Commission on Media Linguistics of the International Committee of Slavists noted the achievements of the Kyiv Scientific School of Media Linguists under the leadership of Pr. L. Shevchenko.⁹

Thus, at the beginning of the new millennium, Ukrainian medialinguistics has all the signs of an established scientific direction both in theoretical and applied aspects. The range of Ukrainian publications on fundamentally new issues is constantly expanding. Among them are thorough researches of university scientists T. Kovalevska, O. Selivanova, N. Sluchai, N. Shumarova, D. Dergach, D. Sizonov, M. Shtelmakh, L. Kudryavtseva and others; monograph of academic researcher S. Chemerkin “The Ukrainian language on the Internet”¹⁰, scientific research by L. Kompantseva (*Philosophy of the Internet: Bernard Lonergan’s School and Slavic Experience*¹¹, “Gender Principles of Internet Communication in the Post-Soviet Space”¹², etc.) and some other publications.

It is worth noting another achievement of the new branch of Ukrainian philology, which points to its further prospects – the introduction in 2012 at Taras Shevchenko National University of Kyiv of the specialization *Media Linguistics*¹³ – in fact, an educational and information movement for the popularization of medialinguistic research began in Ukraine. The launched specialization “Media Linguistics” provides for the level training of bachelors, masters, postgraduate and doctoral students, and therefore guarantees the development of a new linguistic direction. Media linguistics provides knowledge about the laws of modern media communication, so specialists in this field are always in the trend of global information changes, understand the strategies and tactics of the media

⁹ Стишов О.А., Сизонов Д.Ю. Неолінгвістичні ідеї та інноваційні концепції Лариси Шевченко. *Актуальні проблеми української лінгвістики: теорія і практика*. 2019. Вип. 38. С. 8-23.

¹⁰ Чермеркін С.Г. Українська мова в Інтернеті: позамовні та внутрішньоструктурні процеси. К., 2009. 240 с.

¹¹ Компанцева Л. Ф. Гендерные основы Интернет-коммуникации в постсоветском пространстве: Монография. Луганск: Знание, 2004. 404 с.

¹² Компанцева Л.Ф. Интернет-лингвистика: когнитивно-прагматический и лингвокультурологический подходы: Монография. Луганск: Знание, 2008. 528 с.

¹³ [Official website of the Institute of Philology of Taras Shevchenko National University of Kyiv [Electronic resource]: <http://philology.knu.ua/node/80>]

space, which allows to make the media product more qualitative and relevant.

In addition, lexicographic projects on compiling dictionaries of various types of media language have been actively developing in Ukraine in recent years, and annual conferences and roundtables are held, at which the language of the media environment is analyzed in various research paradigms.

2. Media discourse and media text as globalized system concepts of communicative and information society

In the focus of the study of media linguistics are the concepts of media discourse and media text, that is, the main forms of linguistic existence of the media. The questions of functioning and correlation of media discourse and media text remain relevant today.

Media discourse (mass information discourse) is a type of speech activity in the media, aimed at informing the audience about various spheres of social life through mass communication (through television, radio, Internet, print media, etc.). It is a peculiar and specific category of modern media linguistics, involving special methods, means and techniques of analysis. It is connected, first of all, with the expansion of media channels – printed content (newspapers, magazines) and interactive material (radio, television, Internet, advertising).¹⁴

Therefore, one of the current problems of media studies is to identify the patterns of linguistic interaction and mutual influence in communication. The main argument of this approach is that media discourse is a type of public communication, which includes speech forms and means in its structure. It takes into account the communicative nature of discourse as a whole, and takes into account the peculiarities of media discourse as a mental environment, which is realized not only in material (formalized), but also in a kind of intangible (communicative) models. Oral media discourse relies on the same strategies and tactics of speech behavior of its participants which also serves as a basis for the study of media discourse in the communicative and pragmatic aspect.¹⁵

Mediadiscourse is considered in many social sciences related to linguistics, which is primarily due to the phenomenal nature of mass communication. In political science, the study of media discourse seeks to identify the ideological essence, effectiveness, and communicative

¹⁴ Harris Z. S. Discourse analysis. Language. 1952. Vol. 28. № 1. P. 1-30.

¹⁵ Лойко В.В. До питання маніпуляції суспільною свідомістю у політичному дискурсі ЗМІ [Електронний ресурс] // В.В. Лойко. – Режим доступу: http://www.nbu.gov.ua/portal/soc_gum/vzhdu/2011_57/vip_57_38.pdf

strategies of mass communication. In sociology, the study focuses on the social nature of the impact of the word on different segments of society, the tactics of verbalization of mass consciousness, priorities and ways that form the linguistic portrait of modern society. Psychological aspect of the study of media discourse is associated with the analysis of mediated and simultaneously modeled communication, mental and cultural characteristics of information perception, effective mechanisms of influence on the audience, the techniques of manipulating it. In linguopragmatics the main emphasis is placed on the functional orientation of media discourse in various forms of achieving communicative effect.¹⁶

In communication theory, discourse is seen as a dynamic concept that is implicitly capable of development (with the text seen as a structured phenomenon). One of the priority directions in the study of media discourse is the cognitive approach, which focuses on the essence of media as an ability not only to reflect real events, but also to interpret them. It takes into account the analysis of the communicative situation and the ability of textual information to influence the consciousness. In modern communication, these processes occur due to the diversity of informative resources of media channels (from print media to the Internet), different ideological attitudes, the cultural maturity of society, the mental characteristics of society, and the technical possibilities of public information exchange, which are effective and efficient in a globalized world. This creates a kind of precedent for the information picture of the modern world.

The question of classifying the types of media discourse within the media environment also remains open. Thus, to date in linguistics there are two approaches to the definition of media discourse types:

- the first approach defines the functioning of language in various spheres of human activity, particularly in science, education, politics, mass communication, as the basis for distinguishing types of discourse; media discourse, thus, is formulated as a specific type of speech and thought activity, characteristic only of the media, and accordingly, varieties of media discourse – political, religious, scientific and other types;

- the second approach sees media discourse as any type of discourse implemented in the field of mass communication, and therefore

¹⁶ Дискурс у комунікаційних системах: зб. наук. ст. / гол. ред. С. П. Денисова. Київ, 2004. 344 с.

researchers focus on certain types of media discourse – political, religious and other types of media discourse.¹⁷

Media discourse has such characteristic features as: group relatedness (the addressee shares the views of his group); publicity (openness, orientation towards the mass addressee); polemical orientation (creating a polylogue with subsequent discussion); staging and mass nature (impact on several groups of addressees simultaneously); information globality and complexity; precedent place in the geocultural picture of the world, etc.¹⁸

The main forms of media discourse are news texts, advertising texts and other types of media texts.

Media text as the main category of media-linguistics is a special type of communicative discourse in which socially significant information is processed and presented. This type of text has its own characteristics that distinguish it from others. Depending on the source, the media text may contain, in addition to verbal means, also audiovisual materials, illustrations, hyperlinks, etc., and one of its most essential functions is to influence the perception of the recipient of certain social phenomena.

The term “media text” was first used in the 1990s in English-language literature to refer to a text placed in the media. By the twentieth century, it is transformed and enriched with new components: nonverbal and paraverbal components are added to the original verbal one. In Latin, “media”, “medium” is a means, a way to refer to any medium as a media text.

In modern medialogistics the term media text is a hyperonym for a number of other terms: journalistic text, mass text, media text, virtual text, PR-text, Internet text, advertising text, TV and radio text, etc. Thus, the media text is not only a product of the media: an active trend of modern media – a saturation of information and integration at the intersection of journalism, computer technology, advertising and PR, social networks, etc.

The concept of “media text” has an interdisciplinary character. Scientists of different directions and trends are thinking about its interpretation: grammar, text linguistics, media linguistics, psycholinguistics, etc. Accordingly, today we have different approaches to the study of the text.

According to G. Pocheptsov, a media text can be “any media product or communicative text” that can be included in different media structures (verbal, visual, audio or multimedia) and in various media environments

¹⁷ Желтухина М. Р. О Содержании дискурса масс-медиа. *Вісн. Луганського пед. ун-ту ім. Т. Шевченка*. Серія «Філологічні науки». 2007. Ч. 1, №. 11 (128). С. 27-40.

¹⁸ Лассан Э. Лингвистика ставит диагноз... Очерк «духа эпохи» в свете данных лингвистического анализа. Вильнюс: Изд-во Вильнюсского университета, 2011. 252 с.

(periodicals, radio, television, Internet, mobile and satellite communications, etc.).¹⁹

M. Mamich emphasizes that media text captures real events in a changing socio-cultural space, supplementing them with additional information that the reader may already have from other media.²⁰

T. Dobrosklonskaya singles out the concept of media text as a basic category of media linguistics. Relying on the model of communication, including communicator, communicant, channel, feedback, message, processes of its coding and decoding, as well as the situation of communication, T. Dobrosklonskaya equates media discourse to the message, taking into account all other components of communication, and media text to the message, taking into account the channel through which it came.

The researcher notes that in contrast to the linear interpretation of the text as a sequence of verbal signs united by a common meaning, the media text, through a combination of the verbal part of the text with the media qualities of a particular media, acquires the features of the volume and multilayer, forming a certain integrity and inseparable unity, which is the essence of the concept of “media text”²¹

Linguist J. Zasursky, for instance, in his studies of discourse notes that media text is a new communicative product, the scope of which is quite diverse: mobile communication, television, newspaper, Internet, etc.

S. Chemerkin saw social regulation as the main purpose of the creation and functioning of the media text. On the basis of this statement, he proposed the following definition: “media text is a verbal speech work created for the purpose of indirect communication in the field of mass media and characterized by a broad pragmatic orientation, the main purpose of which is social regulation”²²

According to G. Solhanyk, the media text is “a multilevel structure that combines diverse verbal, visual, audiovisual and other components in a single semantic space that corresponds to innovative moods in society”²³

¹⁹ Почепцов Г. Г. Коммуникативные технологии XX века. Киев, 1999. 200 с.

²⁰ Мамич М. Медіатекст у контенті українського жіночого журналу. *Українська мова*. 2015. № 4. С. 125-133.

²¹ Почепцов Г. Г. (мол.) Теорія комунікації. 2-ге вид., доп. К.: ВЦ «Київський університет», 1999. 308 с.

²² Чемеркін С. Г. Репрезентативність гіпертексту у функціональностільових різновидах української мови в Інтернеті. *Актуальні проблеми української лінгвістики: теорія і практика*: зб. наук. пр. – К.: ВПЦ «Київський університет», 2009. Вип. 19. С. 111–116.

²³ Солганик Г. Я. К определению понятий «текст» и «медиа́тэкст». *Вестн. Моск. ун-та. Серия 10: «Журналистика»*. 2005. № 2. С. 7–15.

H. Kuzmina believes that the media text is a hyperstructure of mass communication, which helps society get a complete informational picture of the world. J. Bralchuk considers media text as a system unit of media environment that represents the world relevant information.

G. Melnik calls media text an integrated, multilevel text. He notes that such a text is the result of a combination of various semiotic codes (media, verbal, non-verbal, etc.), it is characterized by openness at the sign, content and structural levels.²⁴

I. Rogozina defines a media text as "a speech work created for mediated communication in the field of mass media, which is subject to a clearly expressed pragmatic orientation and social regulation".

There are many classifications of media texts in modern media linguistics. The scientific community has developed a system of media text analysis as a volumetric multilevel phenomenon which includes a stable system of parameters. This system, taking into account the changes and additions made by N. Chicherina, allows us to describe a specific media text, taking into account the peculiarities of its creation, distribution channel, linguistic and format features. The proposed system includes the following parameters:

- the way in which the media text is created (authorial – collegial);
- form of creation and form of reproduction (one-dimensional, multidimensional);
- distribution channel (press, radio, television, Internet);
- functional-genre type of text (news, information analytics and commentary, text-essay (thematic materials such as "chips", advertising);
- thematic correlation as belonging to a certain topic within the framework of stable media topics (buzz-themes).

This classification allows for a detailed analysis of any media text in terms of the main format features and peculiarities of its implementation of media language functions, as well as provides reliable coverage of various combinations of message and impact functions in any type of media text.

Media texts are classified depending on the competence of the speaker, extra- and intralinguistic conditions and circumstances of communication, according to criteria that may belong to different evaluation scales: compliance with style norms / spelling norms; genre standards / idiosyncrastic modifications; modality – therapeutic / pathogenic; author's integrity / dishonesty; originality / imitation (stylization); individual / collective authorship, etc.

²⁴ Мельник Г. С. Mass Media: Психологічні процеси та ефекти. СПб.: СПбГУ, 1996. 160 с.

The main characteristics of media texts are (1) mass (both in the verbalization of information and in the perception of the media product); (2) integrative or polycoded; (3) openness in terms of thematic content; (4) intertextuality, implemented in verbal forms; (5) hypertextuality (in relation to electronic media texts); (6) coherence as a semantic dominant of the media text; (7) cohesion (holistic and local coherence of the text), etc.

The peculiarities of any media text are regular reproducibility and a stable, predictable choice of linguistic means. But at the same time, such texts differ in style (openness, stability, thematic texts). These opposite features are the characteristic feature of the media text that distinguishes it from others.

Finally, according to the functional load, scientists distinguish mainly five types of media texts: 1) analytical texts; 2) educational texts; 3) bicentric texts; 4) contact texts; 5) informational texts.

The analytical type of texts primarily conveys to the reader an assessment of a particular event, state of affairs, etc. The author's opinion is expressed directly in an evaluative or critical form. The addressee tries to influence the addressee through indirect appeals and arguments. Examples of analytical texts are glosses, comments, etc.

Instructional texts also aim to influence the behavior of the addressee, but unlike analytical texts, they resort to direct instructions, such as an order, a warning, a recommendation, etc. Thus, prescriptive texts do not persuade the addressee, but set specific tasks for the addressee to accomplish. Examples of instructional texts are the following genres: instruction manual, drug abstract, prescription, etc.

The bicentric type of text, unlike the other types, combines two different intentions of the interviewer and the respondent. A classic example of bicentric texts is the interview genre, which consists of a sequence of question-answer blocks.

Contact texts are characterized by the addressee's desire to attract the attention and arouse the interest of the addressees. The contact type of texts includes such genres as letters, complaints, marriage announcements, etc.

The most numerous are informational texts, which are characterized by the transfer of the facts of the message without evaluation or criticism. The informational type of texts includes such genres as a note, a news article, a correspondence, etc.

CONCLUSIONS

Thus, the information age, the realities of which humanity has been observing and comprehending since the end of the twentieth century, is rapidly changing not only the natural world, but also the ways of cognition

of the world, being in it – society, ideology, culture, ethical and aesthetic principles that dominate in societies. The essential nature of information flows, channels and methods of knowledge transfer, primarily verbalized, is transforming. Millennial forms and practices of communication, traditional verbal appeal to a person are radically reformatted in our time. Media specialists focus on the effects of technology-intensive strategies and tactics of targeted information and influence on an individual/social group/nation. Linguistics in the world of new perspectives and non-standard technological solutions related to the speed of information transmission, its comprehensiveness, the ability to unlimited variations in terms of audience, communicative purpose and other parameters of communication in society, synchronizes the subject of research with the realities of time. This is most clearly manifested in the neo-direction of linguistics – media linguistics. In a dynamically changing world, media linguistics explores the functional nature of the most powerful information sphere, which both by name and by the object of analysis affects the processes of language development.

The term “media linguistics” is actively introduced into the national linguistics through the scientific research of the School of Media Linguistics of Taras Shevchenko National University of Kyiv. These studies can be considered the driving force behind the development of modern media science in Ukraine.

Today Kyiv School of Media Linguistics is a rather large group of Ukrainian researchers who work at Taras Shevchenko National University of Kyiv in the paradigm of media linguistics and the study of language and media practices and teach a cycle of disciplines consisting of specialized and basic courses at all stages of education, including bachelor’s and master’s degrees.

One of the key provisions of media linguistics is the relationship between the concepts of “media discourse and media text”. Media discourse is a coherent text in combination with extralinguistic, pragmatic, socio-cultural, psychological factors, etc. Media discourse provides a comprehensive view of speech activity in the media, as it covers numerous extra-linguistic factors associated with the specifics of media communication creation, culturally specific ways of coding and decoding, as well as socio-historical and political-ideological context.

Media text plays an important role in the understanding of media discourse. Mediatext is a specific concept in relation to media-discourse, as the very concept of mediatext allows us to order the flow of media in modern society. Media text, as a discrete unit of media discourse, is a type of text intended for a mass audience, characterized by a combination of

verbal and media units, and also has a pragmatic focus. In the state of media discourse, a media text reveals the nature of dialogicality through a set of linguistic components that relate to the cognitive processes in the minds of speakers.

SUMMARY

The article analyzes the theoretical issues of media linguistic knowledge taking into account the history of the formation of Ukrainian media linguistics. In the era of digital society, media environment is the main source of information and sphere of influence, so the relevance of the study of media language is beyond doubt. An important reason for a deeper study of media linguistics is also the complex nature of this discipline, which allows to apply its potential widely in the educational process.

This article briefly describes the history of formation and development of media linguistic tradition in Ukraine. Remaining a rather new branch of linguistics, domestic media linguistics is represented by significant scientific research, among which the works of the Kyiv Centre for Media Linguists. Considerable attention is paid to the characteristics of the main provisions of this science while examining the new linguistic direction as a separate branch. The definition of basic concepts is clarified and the most topical issues of media linguistic research are highlighted.

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