

## SECTION 9. LANGUAGE AND COMMUNICATION MEDIA

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### MEDIA LANGUAGE IN THE CONTEXT OF MEDIAPHYLOSOPHY

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Language is the main communicative tool in the multi-level communication of social subjects, but its role is not limited to this function. At the same time, language is also a way of organizing consciousness, thinking of the individual. It is also an essential feature of the culture and mentality of society and has a direct impact on social consciousness, in general on the existence of the individual and society.

The emergence of language – the basis of verbal communication – has played an essential role in the formation of human consciousness. Of course,

speech is not an innate human skill, and a person masters it throughout life in the processes of socialization and learning. Only society is able to form a person within the standards of society. The formation of a person's consciousness is determined by their ability to master their national language, which is rooted in the mental and moral principles of their society.

The language and culture of a certain people are formed in the process of its historical development. Social consciousness is part of culture and has an impact on every member of society. The historical period of time in which the individual lives has an impact on his mindset, and is also reflected in social psychology – mentality. Forms of social consciousness change under constant influence relative to each other. According to G. Smitiukh and V. Striletskyi, mentality is the character and ordering of human thinking. It is realized at the level of consciousness. Mentality is based on the structural elements of the subconscious sphere. Scientists conclude that the composition of the elements includes the archetypes of both the individual and the ethnic group as a whole. "The mentality (of a person, society, nation) is a soul, a specific information and energy field that covers the emotional, intellectual and spiritual levels of life in an expanded social system. Natural and cultural, rational (intellectual) and subconscious (intuitive), individual and social – all this "intersects" and constantly interacts at the level of mentality and acquires the final content component at the highest – spiritual, moral and religious levels "[1]. In order to preserve national identity in the world civilization space, every member of Ukrainian society has to master and use the Ukrainian language.

Language can be seen as a system of verbal expression. It is a means of communication. According to the Ukrainian scientist A. Shcherbyna, humanity recognizes language as one of the main spheres of its life, which largely fixes the amount of cultural "meanings" that society offers to every individual [2, p. 22]. Language is the main communicative tool in the multi-level communication of social subjects. The role of the language is not limited to this function. Language is, above all, a way of ordering the consciousness, thinking of the individual, it is also an essential sign of the culture and mentality of society and has a direct impact on social consciousness, in general on the existence of the individual and society. I. Ohienko emphasized its importance in the creation and existence of the nation in general: Language is the heart of the people, it is the living soul of it. <... > Language perishes as well as history, culture, the church as factors of the separateness of the people, as factors that make up your nation "[3, p. 107–108]. And further:... "literary language is the soul and heart of the people, the basis of its culture, those holy robes of the people, for which it is honored and respected!" [3, p. 424]. Continue the idea of the importance of the development of the Ukrainian language and modern linguists. Thus, the scientist M. Zubkov notes:... "language is also a kind

of amulet of customs and traditions, a guarantee of intellectual growth, development and progress of the people in world life. <... > It is in the system of the national language that the intellect of a particular nation is encoded" [4, p. 11]. The risk caused by the loss of the native language is a change in the way of perception through the cultural dimension of another (acquired) language, the loss of thinking at the level of national values, which can lead, in total, to the denationalization of both the individual and society.

The nominative function of language (also called denotative, cognitive, representative, reference and informative) "consists in the transfer in the process of communication of certain information about an extra-nominal reality, in the reflection of objective reality, but communication is not limited only to the transfer of information. Everything known by man gets its name from it and only so exists in consciousness. This process is called linguization – "naming of the world "[4, p. 31]. "Naming" of the world in the native language is necessary for the formation of norms of morality, national identity in the public consciousness. This process is important for the process of mutual understanding both in society and in the world as a whole.

Moreover, the linguistic picture of the world is directly influenced by the system of social values, which are enshrined in the culture of a certain society. In connection with the diversity of languages in the world, different pictures of the world are formed in the corresponding language societies. The dissimilarity of linguistic pictures of the world can cause misunderstandings and conflicts between representatives of different linguistic societies. Also, the media can play a negative role in the communication process, forming a certain negative image of the surrounding world or reality.

Already mentioned I. Ohienko emphasized: "Language invention leads to moral injury, and it is the most fertile soil for various crimes" [4, p. 15]. German linguist W. Humboldt noted: "Different languages... are different worldviews... careful study of the language should include everything that history and philosophy connects with the inner world of man "[4, p. 15]. Modern Ukrainian philologist M. Zubkov argues that only for those who know the language, it is a means of communication, identification within a certain community. For those who do not know it at all or know it poorly, it can be the cause of separation, conflicts and even enmity [4, p. 27].

Each participant in a communicative action must understand a certain message. A high level of language culture is aimed at a high level of mutual understanding between communicators. Media actively influence the speech culture of society, both at the level of literary speech and at the level of spoken. Media and media culture are the socio-cultural environment of being, the living space of a person. Therefore, the orientation of the media to the national traditions of the culture of broadcasting, rules and compliance

with national legislation is important and necessary in the crisis conditions of state survival.

### Література:

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## ETHICAL CHALLENGES IN THE USE OF SOURCES IN SCIENTIFIC PUBLICATIONS: EFFECTIVE STRATEGIES AND RECOMMENDATIONS

### ЕТИЧНІ ВИКЛИКИ У ВИКОРИСТАННІ ДЖЕРЕЛ У НАУКОВИХ ПУБЛІКАЦІЯХ: ЕФЕКТИВНІ СТРАТЕГІЇ ТА РЕКОМЕНДАЦІЇ

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Етичні виклики у використанні джерел у наукових публікаціях є важливою темою, оскільки вони визначають надійність, об'єктивність та академічну добросовісність досліджень. Це питання має велике значення для забезпечення довіри громадськості до результатів наукових досліджень та підтримки високих стандартів наукової чесності. Один з основних етичних викликів полягає у відповідальному та коректному цитуванні джерел. Автори повинні відзначати джерела,