

by Chernysh Oksana

MEDIA LINGUISTICS

Lecture 1. Introduction.

Outline

Media linguistics as a branch of Linguistics.

Basic notions of Media Linguistics: media discourse and media text.

Media discourse distinctive features.

Media Text Peculiarities.

Medium

a thing or pure matter (the material aspect), as either a machine, an apparatus, a device or hardware (e.g. computer, smartphone, television, typewriter), on the one hand, or a “carrier medium” (e.g. sound waves, paper, blackboard, overhead transparency), on the other [Schneider, 2020];

an institution (the institutional aspect) [Gurdian, 2019];

a potential or process in which something, especially meaning, is constituted or generated (the process aspect) [Transmis News, 2019].

Medium

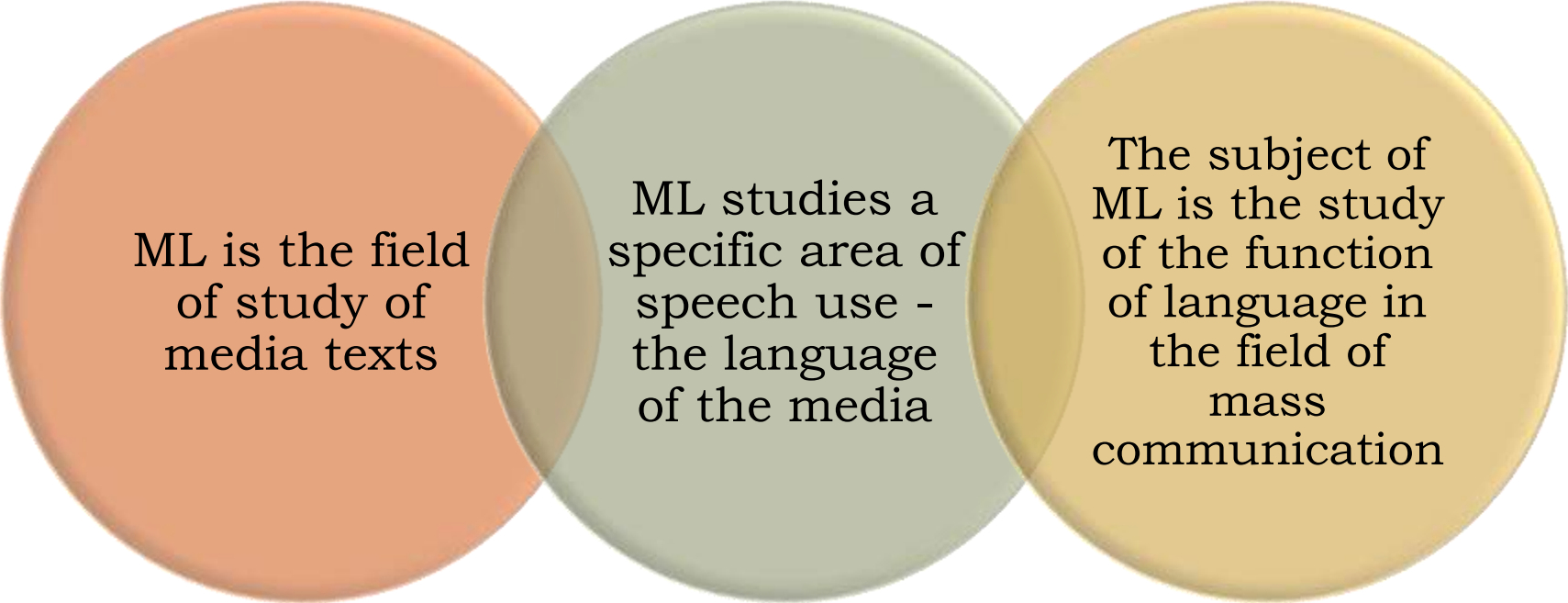


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Medium



Media Linguistics

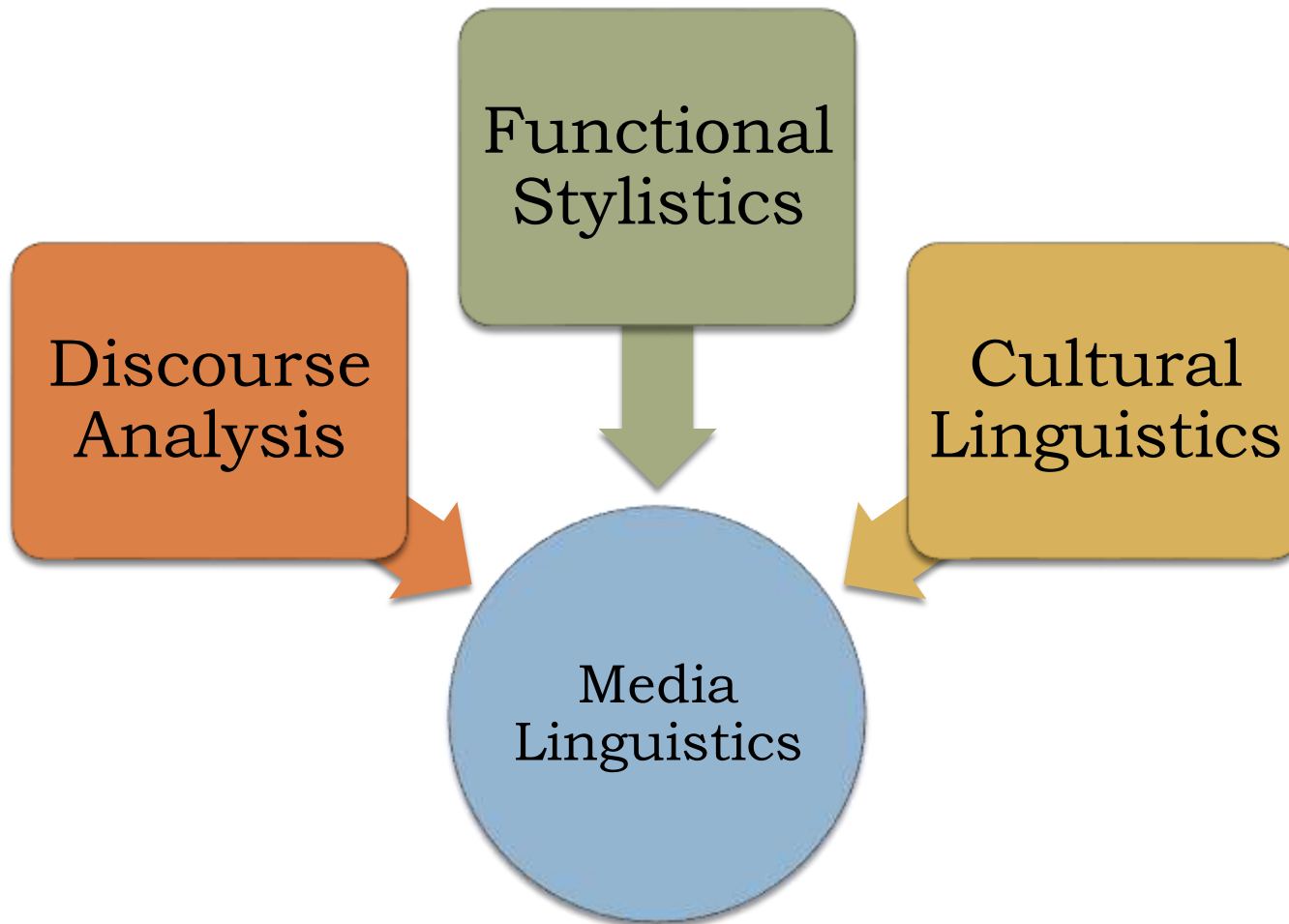


ML is the field
of study of
media texts

ML studies a
specific area of
speech use -
the language
of the media

The subject of
ML is the study
of the function
of language in
the field of
mass
communication

Media Linguistics



Media Linguistics Sections

Determine the internal linguistic status of the language of the media, the description of the language-speech, text-discourse in terms of the basic paradigm;

Linguistic and stylistic features of the main types of media texts;

Typology of media performances, genre classification of media texts, determination of the main types of texts - news, analytical information and reviews, journalism, advertising;

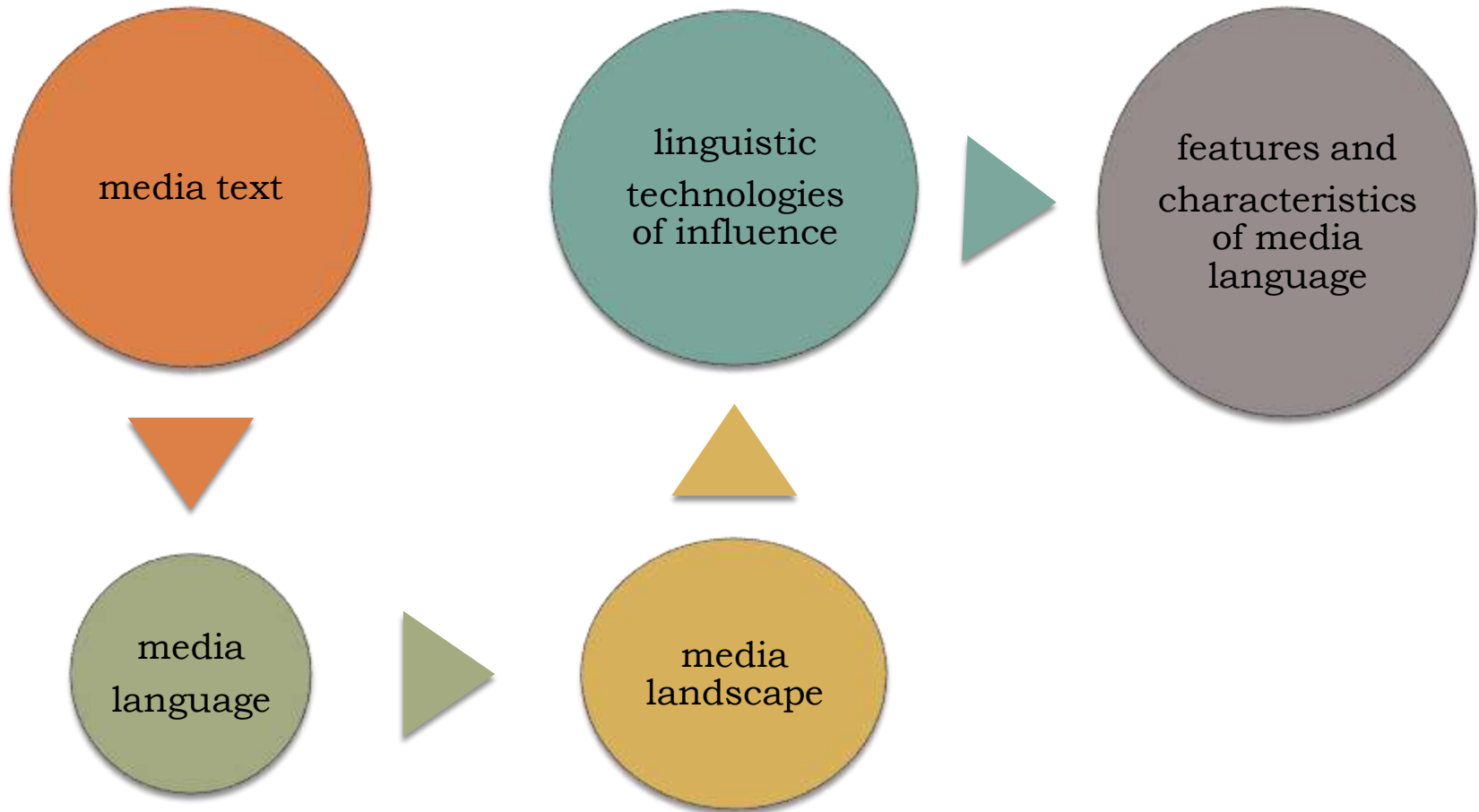
Media Linguistics Sections

The possibility of functional and methodological differentiation of media discourse, the ability to classify texts according to the level at which they perform the main functions of language and distribution channel (press, radio, television, Internet);

Extralinguistic components of media discourse, for example: production, distribution and perception of media texts, socio-cultural and ideological context, peculiarities of media interpretation, metainformation, culturally specific features;

Linguistic technologies that affect individual and public consciousness (linguistic component of propaganda, manipulation methods, methods of political information and information management, public relations).

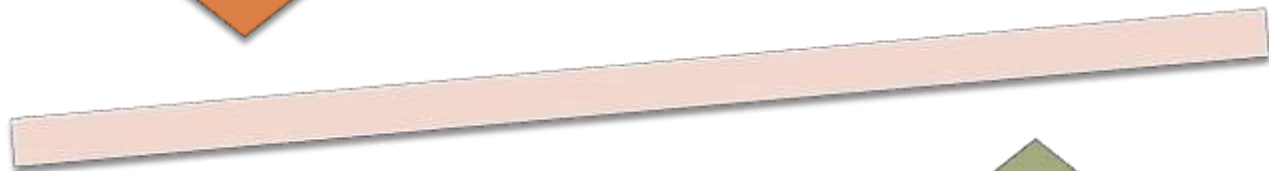
Terminological Apparatus of Media Linguistics



Media Linguistics



ML relies on a
generalized base of
linguistic research



ML is part of the
general system of
media
communications - a
new scientific
direction, engaged in
a comprehensive
study of the media.



Media Discourse

a set of processes and products of language activities in mass communication sphere in all diversity and complexity of their interactions [Dobrosklons'ka, 2008];

a social phenomenon, whose main function is to influence mass audience through content-based information and evaluative data transmitted by media channels [Pocheptsov, 2000].

a mechanism of updating information through different communication tools of Media Institute [Pocheptsov, 2000].

Media Discourse

(by I.A. Kozhemyakin)

media discourse is a specific verbal-mental activity, peculiar only for information mass media space

- *This approach differentiates media discourse from other discourse types such as political, religious, scientific, etc. on the basis of such discourse parameters as the use of language and communicative sphere of its realization.*

media discourse is any kind of discourse realized in media space and produced by mass media

- *Therefore, it is possible to distinguish political, religious, scientific media discourse characterized by the specificity of mass information formation, interpretation and broadcasting.*

Media Discourse Distinctive Features (by M.R. Zheltuhina)

group correlation (the author shares the views of his group);

publicity (focusing on mass addressee);

disens orientation (creating conflict with its following discussion);

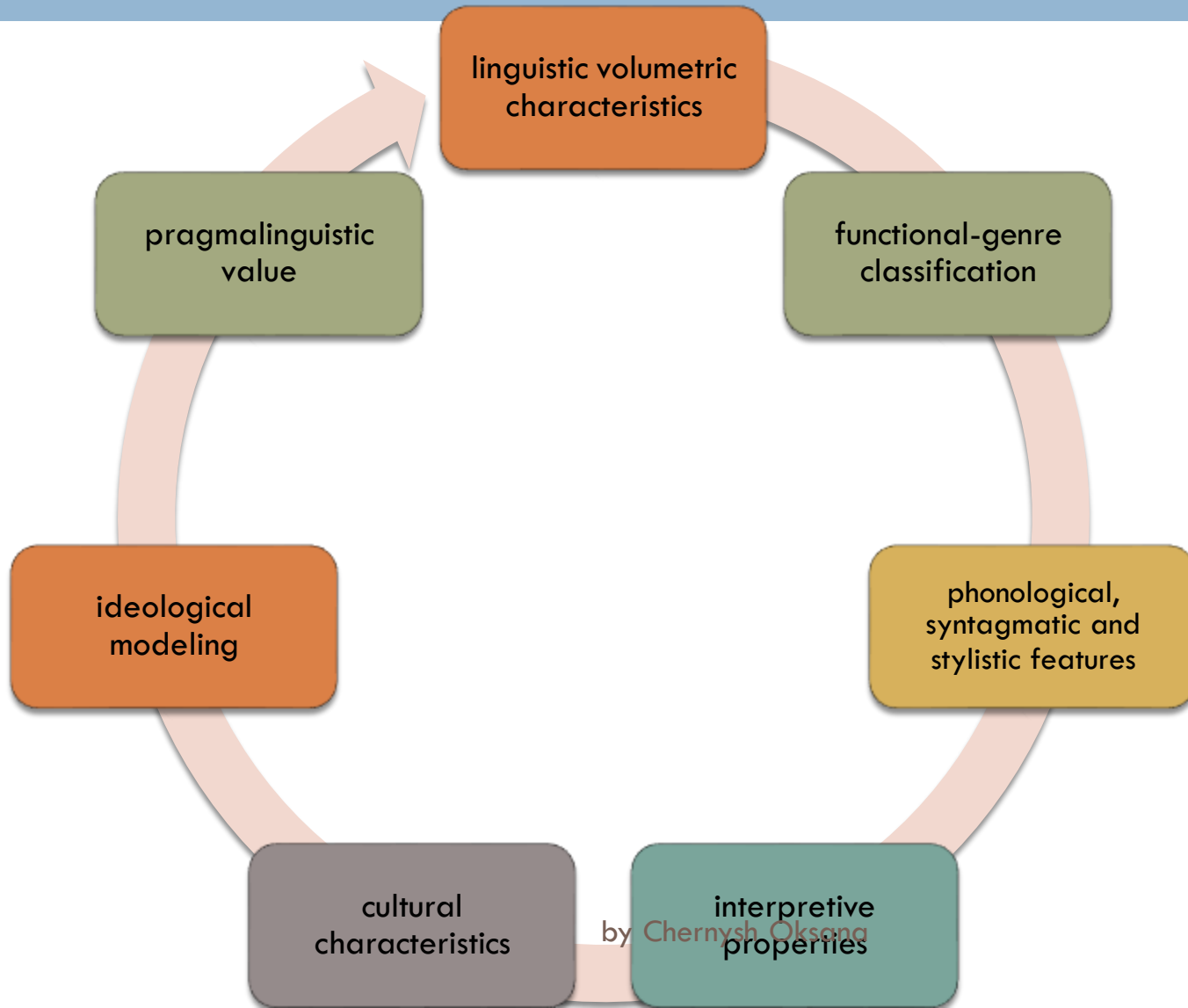
staging and mass orientation (impact on several groups simultaneously).

Media Text

volume multilevel phenomenon, based on the concept of which is the organic combination of verbal units and media series [Dobrosklonskaya]

a new communication product", which can be used in various fields of media: newspapers, radio, television, Internet, mobile communications [Zassoursky]

Media Text Parameters



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