



DISTINCTIVE FEATURES OF MODERN JOURNALISTIC TEXT

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Abstract: *This article is dedicated to that a journalistic text is a complex system that includes subject-meaningful information, a complex of background knowledge inherent in a particular linguistic-cultural community, as well as the peculiarities of transmitting a particular message, which in turn has great semantic potential. Today, the issue of cultural competence is relevant; it is known that the ability of the media to act in a widespread flow of information, the correct decoding of semantic shades, the ability to organize effective communication will be possible only as a result of a detailed study of linguistic and extra linguistic factors that affect the understanding of journalistic text.*

Keywords: *Communication, culture, formation, modern, journalistic, text, mass, social.*

In the modern world, communication covers all areas of society. Communication is involved in the processes of formation of culture, social ideology identity. In the context of the organization of a single information space, the role of journalism is growing. E. S. Shchelkunova gives the most detailed definition of this type of text in the textbook "journalistic text in the mass communication system". According to the researcher, the journalistic text is "a complex of relevant signs aimed at the interaction of the author and the mass audience, for the exchange of up-to-date social information, ideas and opinions on the topics that most excite society". The object of journalism is a social person-a subject of social relations and social activity. The subject of journalism is social reality, socially relevant, as a process that corresponds to a live event or moment.

Journalistic activity primarily models human life in society, social reactions aimed at the formation, harmonization of public opinion, carries out a socio-normative view of what is happening. Therefore, the main function of journalistic text is a socially changing function. The journalistic text affects all areas of social life and influences the processes of development of social thought, forms a holistic civic position. Thus, the socio-transformative function of journalism is inextricably linked with its socio-didactic and socio-educational functions

In this case, the journalistic text is an analysis of a detailed assessment of social facts that must be guided in the process of social interaction. a certain point of view of the author, his conviction, clearly expressed conclusion characterize the socio-persuasiveness of the journalistic text. In the formation of the ideology of a society or social group, journalism carries out an ideological function. The aesthetic and linguistic functions of journalism largely determine the result of author's activities – a journalistic text. Journalism actively uses various expressive means of language, uses new lexical forms, confirms them in the public consciousness, and also actively creates new patterns of speech. Currently, journalistic text is the main way to form intercultural communication. Thanks to



technologies, satellite communications, the Internet, communication is becoming an important direction in the development of international relations.

Interpersonal communication between people is replaced by forms of mass communication. At the same time, when we turn to the media, we are faced with a media Test (media - Media, channel from English) presented in the form of journalistic text.

Media text it renders geographic space, time interval, forming a continuous flow of information with the possibility of instant feedback. Thus, a journalistic text will take on different forms, contain non-textual elements that expand the possibilities of interpretation; a journalistic text is capable of personification, in other words, a publicist and his opinion will become the object of interest of the audience. Due to its features and functions, the journalistic text, as a material of real speech, is considered a translator of national specific elements of folk culture, since it reflects the ethno-cultural characteristics of the worldview. Publicistic media text, as the fastest, updated type of text, becomes a means of cross-cultural communication among the masses.

In this study, journalistic text is considered from the point of view of communication theory where journalistic text is not a logically constructed text with its own characteristic's first of all it is the main mediator between the receiver and the receiver. Within the framework of communication theory, journalistic text is carried out during actualization or contact with the recipient. The main question is how interaction develops; how many authors' concepts differ from what is manifested in the perception of the recipient. In the process of intercultural communication, a complex arise inconsistencies between the text of the author from one culture and the text of the recipient from another culture. The concept of "foreign culture" is usually defined by the National specific differences that exist between Indigenous and alien cultures to the recipient. Additional difficulties arise not only in the reader who perceives and understands the translated foreign cultural text, but also in the translator, which adapts linguistic and extra linguistic factors that make it difficult to understand this text. Such difficulties are characterized by the presence of linguistic cultural lacunae. The main task in this case is to find ways to overcome the lacunae in the text. The practice of cross-cultural interaction suggests that there are different ways to overcome inconsistencies resulting from the nationally distinct differences of cultures in contact.

A journalistic text is a complex system that includes subject-meaningful information, a complex of background knowledge inherent in a particular linguistic-cultural community, as well as the peculiarities of transmitting a particular message, which in turn has great semantic potential. Today, the issue of cultural competence is relevant; it is known that the ability of the media to act in a widespread flow of information, the correct decoding of semantic shades, the ability to organize effective communication will be possible only as a result of a detailed study of linguistic and extra linguistic factors that affect the understanding of journalistic text.



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