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## **ФУНКЦИОНАЛЬНО-ПРАГМАТИЧЕСКИЕ ХАРАКТЕРИСТИКИ МЕДИАТЕКСТА**

*Аннотация:* анализом медиатекстов занимается специальное направление в лингвистике – медиалингвистика. Целью данной статьи является рассмотрение функционально-прагматических характеристик медиатекстов. Особое внимание уделяется задачам и функциям, которые медиатекст выполняет в масс-медиа дискурсе. Рассматриваются типы медиатекстов и их лингво-стилистические особенности.

*Ключевые слова:* медиалингвистика, масс-медиа дискурс, медиатекст, функции медиатекста, типы медиатекстов.

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## **FUNCTIONAL-PAGMATIC CHARACTERISTICS OF THE MEDIATEXT**

*Abstract:* a special direction in linguistics – media linguistics – deals with the analysis of media texts. The purpose of this article is to consider the functional and pragmatic characteristics of media texts. Particular attention is paid to the tasks and functions that the media text performs in the mass media discourse. The types of media texts and their linguistic and stylistic features are considered.

**Keywords:** *media linguistics, mass media discourse, media text, functions of media text, types of media texts.*

Textual studies of mass media discourse have a long tradition, the number of scientific works devoted to the study and research of media texts is quite large, as they occupy a leading position in the world information flow, both in terms of volume and in terms of influence [2; 4; 9]. Advertising and self-presentation are also carried out in media texts [6; 8; 14].

Therefore, the topic of our research is relevant not only due to the widespread prevalence of media texts, but also their importance for the reflection of the surrounding reality in language and speech [10–13].

The verbal and media text components are closely interconnected and can be combined with each other on the basis of a variety of principles: supplementing, enhancing the illustration, highlighting, contrasting, etc., thus forming a kind of integrity, indissoluble unity, which is the nature in the concept of «media text» [2].

T.A. Vorontsova defines a media text as a «new communication product», the peculiarity of which is that it can be included in different media structures of verbal, visual, sounding, and multimedia plans, as well as in different media circumstances: newspapers and magazines, radio and television, the Internet and mobile communications, etc [1].

According to A.I. Dubskikh, media text is a specific result of media production – an information message presented in any form and genre of media (newspaper article, TV show, video clip, film, etc.) [4, p. 37]. The criteria for assessing the media text are the skills of meaning formation as a result of emotional and semantic correlation in perceptual units, the feeling of associative and semantic connections between them.

Media language is a complex of expressiveness means and techniques used in the creation of specific media texts.

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The main tasks of the media text are: impact on mass consciousness; a call to action; communicating information.

Based on the tasks, it is possible to determine the main functions of the media text: informational (informative) function; influencing function; communicative function; expressive function; aesthetic function.

The information function is to inform the widest possible audience about issues that are significant for society. Information of media texts has several features. First, it not only describes facts, but also reflects opinions, moods, contains comments and authors' reflections. It distinguishes it, for example, from scientific information. Another feature of text information of mass media discourse is that the author of such a text is not given the task of a complete comprehensive description of this or that phenomenon, he seeks to write, first of all, about what is of interest to certain social groups, highlighting those aspects of life that are important to his potential audience. Reporting the state of affairs in socially significant areas is accompanied by the implementation of the second function of media texts – the function of influence. The purpose of the mass media text is not only to describe the state in social affairs, but also to form in the audience a certain attitude towards the facts presented and to convince the necessity of a certain behavior. Therefore, media texts are characterized by open tendentiousness, polemics, emotionality.

The function of influence affects the selection of linguistic means in media texts.

In various media texts one of these functions can act as a leading one, while it is important that the influence function does not supplant the informational function: the promotion of social useful ideas should be based on the audience's complete and reliable information.

The communicative function is manifested in all language forms. In media texts it consists in supporting public communication. The communicativeness of media texts lies in the fact that they are created for the widest possible audience. Being at a considerable distance in space, the author of a media text seeks to approach the addressee in time, in the scope of communication, as well as in speech stylistic features.

Communication also presupposes feedback – the recipient's response [3; 9]. For the newspaper, feedback is readers' letters, responses from officials, articles sent in response to previous publications. Radio and television have moved from letters to phone calls from listeners and viewers, during which they can ask questions, express their opinion, and talk about well-known events. Viewers are often involved in filming TV shows in studios. Modern interactive television is looking for new forms of maintaining contact with viewers.

The expressive function of a media text allows the author to express his feelings. The media text is distinguished by a clearly expressed and emotionally colored author's attitude to the facts, it clearly reflects the author's personality [5].

The aesthetic function of a media text is aimed at satisfying its form in unity with the content of the addressee's aesthetic sense.

The implementation of these functions is facilitated by a number of stylistic and pragmatic techniques: conversational and slangy character; «decorating» the style using jargon, paraphrases, etc.; formality of titles and appeals; a special character of newspaper headlines; a special way to highlight paragraphs; lexical features of newspaper information materials; the use of terms.

Thus, understanding the media text moves away from its traditional interpretation as a sequence of words in a specific medium. The media text today is a creolized text that includes vocal qualities, music and sound effects, visual images – in other words, media texts actually reflect the technologies used to produce and distribute them.

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