MEDIA DISCOURSE AS A BASIC NOTION OF MEDIALINGUISTICS

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The second half of the XX – the beginning of the XXI century is characterized by the rapid growth of media and new information technologies. The dynamic development of traditional media and spread of the Internet has contributed to the formation of a single information space, conglomeration of many media-streams. The Internet and related technologies are categorized as a leading mass communication and essential information resource processing and distributing large data arrays. As a result media greatly affects communicant language behaviour.

Media discourse structure, its typology and methods of research have been extensively studied by Lysakova (1981), S. Tryeskova (1989), R. Fowler (1991), M. Montgomery (1996), V.G. Kostomarov (1999), T.G. Dobrosklons'ka (2004), G.Y. Solhanyk (2005), A. Bell (2005), and others. However, distinctive characteristics of media discourse need further clarification.

Prof. Dobrosklons'ka views media discourse as a set of processes and products of language activities in mass communication sphere in all diversity and complexity of their interactions [1: 21]. As a special type of mass communication media discourse is a social phenomenon, whose main function is to influence mass audience through content-based information and evaluative data transmitted by media channels [4]. Consequently media discourse is a mechanism of updating information through different communication tools of Media Institute [4].

I.A. Kozhemyakin distinguishes two approaches to the definition of media discourse. The first approach postulates that media discourse is a specific verbal-mental activity, peculiar only for information mass media space [3]. 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. The second approach states that media discourse is any kind of discourse realized in media space and produced by mass media [3]. Thus it is possible to distinguish political, religious, scientific media discourse

characterized by the specificity of mass information formation, interpretation and broadcasting.

Alongside with knowledge production and object evaluation, media discourse explaines the various ways of information broadcasting. It leads to the assumption that the central notion of media discourse is not social-political processes but methods of their description [3]. In this case, media discourse provides mediation attempts. Thus, media discourse analysis is aimed, on the one hand, at emphasizing essential elements of meaning creating and broadcasting process, and on the other hand, at defining the role of media context in meaning-making.

M.R. Zheltuhina defines distinctive features of media discourse that include [2: 27-40]:

- 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).

It should be added that media discourse mirrors the state of society, reflects both positive and negative changes in a certain period of its development. Choosing a linguistic unit, grammatical form or structure addressers show not only their individual language preferences and habits, but also signify about language skills of individual classes and social groups, i.e. the society of a certain historical period [5: 220].

From the stated above we may come to the conclusion that media discourse is integrated into social, personal and professional relationships and can be used to achieve appropriate illocutionary effect. Media discourse is a leading type of discourse that penetrates into all types of institutional and everyday communication. Mediatexts become significant means of forming society outlook and world perception of individuals.

As for the prospects for further research, it is appropriate to analyze the structure of media discourse and to consider linguistic component of mediatexts in terms of the perlocutionary effect, which creates manipulative influence on the addressee.

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