# TANQIDIY NAZAR, TAHLILIY TAFAKKUR VA INNOVATSION G'OYALAR

## MEDIA LINGUISTICS

*Kokand University*

*Faculty: Foreign Languages and Literature*
*Supervisor:* **Vohidova Tamanno Saidjonovna**
Email: vohidova.t@gmail.com
*Student*: **Mohichehra Tursunaliyeva**
*Email: mohichehraganijonova55@gmail.com*

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**Abstract.** *This thesis explores media linguistics, a developing branch of modern linguistics that examines the interaction between language and media in today's globalized world. It focuses on how language functions in both traditional and digital mass media platforms, such as newspapers, radio, television, and social media. The research integrates studies by English, Russian, and Uzbek linguists and highlights the growing importance of this field in understanding the evolving trends in language and communication.*

### Main Points
### 1. Definition and Significance

Media linguistics is the study of language as it is used in print, audiovisual, and digital media. This field has become increasingly significant due to globalization and technological progress, as media content now heavily influences language use and communication patterns worldwide.

### 2. Language and Speech in Media

Language serves as a universal system, while speech represents individual expression. Media linguistics investigates how these elements operate within mass media, shaping speech culture and communication practices in society.

### 3. Relation to Other Linguistic Fields

Media linguistics is interconnected with several subfields of linguistics, including:
• Psycholinguistics: focuses on psychological processes behind language use.
• Sociolinguistics: studies the relationship between language and society.
• Ontolinguistics: analyzes speech development and individual speech abilities.
• Jurilinguistics: explores the connection between language and law.
• Political linguistics: examines language within political discourse and ideology.

### 4. Interdisciplinary Nature

Professionals working in media linguistics, especially translators and interpreters, must have a broad knowledge of politics, culture, economics, traditions, and current events to accurately convey meaning across languages and societies.

### 5. Historical Development

The term 'medialinguistics' was introduced in 2000 by Tatyana Dobrosklonskaya in her doctoral dissertation. Earlier, John Corner presented the concept at the 1998 British Association of Applied Linguistics conference. European, American, and Australian linguists such as T. van Dijk, M. Montgomery, A. Bell, N. Fairclough, R. Fowler, S. Bernstein, D. Shmelev, V. Kostomarov, Y. Rozhdestvensky, G. Solganik, S. Treskova, I. Lisakova, B. Krivenko, and A. Vasilyeva have made significant contributions to this field.

### 6. Functions and Applications

Media linguistics examines how language is used to create media images, shape public opinion, and establish cultural narratives. It also explores linguistic imperialism, especially in the context of globalization, where dominant languages influence media content worldwide.

### Conclusion

Media linguistics plays a critical role in understanding how language evolves within media contexts. It addresses the communicative needs of society and enhances our ability to analyze media content critically. As information technologies continue to advance, the significance of media linguistics will only grow, making it an essential area for continued research and academic exploration.

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