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THE PLACE OF A MEDIATEXT IN INFORMATION REPRESENTATION

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Abstract: In this scientific article the authors analyze distinctive features of the concept "media text". Today "media text" is an "umbrella-term" for such definitions as journalist text, Internet text, advertizing text, text of news character. Also the classification of media text and specifics of its functioning in domestic and Russian media is considered in the article: distribution channels, functional and genre type, institutional text type, thematic dominant. The analysis of distinctions and features of television texts, Internet texts, newspaper texts is carried out in the present article. Importance and need of scientific research in the field increases from year to year as dynamic changes of language reality are reflected in media texts.

Keywords: media text, mass communications, Internet, PR, information

Today, when mass media have such a huge impact on the life of a society, on consciousness and conceptualization of people, and on national languages and cultures when there is a big dependence on the efficiency and adequacy of information transmission, the problem of the translation of media texts becomes actual. [1] A huge impact on the functioning of a language is made by social and information processes. In the conditions the new linguistic trend is formed – media linguistics, the main object of which is a media text. Media text is a key concept of a media linguistics, any data carrier, mass communicative text, mass media text, journalist text, publicist text, etc. Features of a language of a media text are of great interest both to the theory and to the practice of translation.

Today human society is more and more interested in that information which is presented to it by means of media texts. The modern world is characterized by an active use of different information technologies as they allow saving time. The person seeks to get information, mainly, from the Internet, from television messages, from newspaper information. In the context of globalization processes Kazakhstan as the independent state is actively integrated into the world community. Very important aspect of public life is the entrance of the Independent Kazakhstan into the world information space. A task to provide information in three languages: Kazakh, Russian and English in Kazakhstan. Thus, the translation of domestic media texts into a foreign language, and on the contrary, demands studying of the

pragmalingual problems of translation process. After all, very important aspect for translator in translation of media texts is not only information, facts and events transfer, but also their influence on the audience.

One of the most important features of texts of media practically of all genres is the combination of elements of message and influence in them. Different genres of texts of media are characterized by a miscellaneous correlation and embodiment of elements of message and influence, different specific weight of information itself and expressional means. A professional translator must not only be aware of this ratio in each translated by him/her text, but also to be able to render it in translation adequately. [1]

All that information which appears on the Internet every minute, published in newspapers weekly, appears on TV channels and radio stations daily represents unified media space as an addressee of information is mass audience. Process of transfer of a text is considered in this case as communicative process. According to E.A. Morozkina: "Interpretation of a text... is disclosure of its meaning or meanings expressed in aggregate of language signs. [2] So-called fourth information revolution has happened at the end of the 20th century when the classical printing text was succeeded by new types of texts thanks to which the possibility of operational informing people with the use of new technologies has appeared: photo, graphics, tables, video, and sound. In the 1990th. in English-speaking scientific literature there was also term "media text" which literally has at once gained distribution

in national media discourses and the international academic circles. The Russian scientist G. Ya. Solganik gives the following definition to the media text: it is a kind of a text belonging to mass information, which is characterized by special type of the author (basic coincidence of a producer of the speech and its subject), a specific text modality (open speech, diverse manifestation of the author's ego) designed for mass audience". In other words, media text is a text of any media kind and genre thanks to which speech communication in the sphere of mass communications is performed. [3] It follows from this that the media text expresses more general essence of such concepts of mass communication as journalistic text, publicistic text, advertizing text, television text, Internet text, broadcast text and special reporting. Today the media text has gained the status of a basic category in media linguistics, media stylistics, media culture, media education (T.G. Dobrosklonskaya, G. Ya. Solganik, A.V. Fedorova, etc.). From the point of view of sociolinguistics and functional stylistics media texts were studied by such scientists as A. Bell, T. van Deyk, M. Montgomery, N. Feyerklaf, R. Fowler. It is necessary to note that the significant contribution to formation and development of the theory of the media text was also brought by the Russian scientists such as T.G. Dobrosklonskaya, A.A. Leontyev, T.M. Dridze, Yu.A. Belchikov, S. I. Bernstein, A.N. Vasilyeva, D. N. Shmelyov, V. G. Kostomarov, Ya.N. Zasursky, G. Ya. Solganik, Yu.V. Rozhdestvensky, S. I. Treskova. Thus, for example, T.G. Dobrosklonskaya has

suggested to unite research of media texts in special discipline - media linguistics framework of which provides system scientific approach to studying of the mass media language, and also allow to select the media text as the main category of the analysis. [5]

A feature of the media text is that it integrates different semiotics codes (verbal, nonverbal) to uniform communicative whole. For example, even in traditional newspaper publications photos, tables, graphic and font design are used today. G. Ya. Zasursky also writes about it in his research: "Today a media text in some sense is more than a text. It is a graphics that is used to make the text more versatile and more exact; it is its sound embodiment and its coherence with object of consideration at issue. The media text gains the known universal lines. Feature of the media text is that it can be included in different media structures". [3] The scientist gives special importance to the ability of verbal sounding, visual and multilayered media text energy of which sharply increases in convergence conditions. It is necessary to note that the main categories of the media text are media origin (creation of the text by media means, such as radio, television, the Internet, printing editions), mass character (both at creation, and at using), integrity or a polycodes (association of various semiotics codes in uniform communicative whole). [6]

As it was said before a media text is not only a fruit of creativity of journalism. This concept unites materials of all modern mass media: reporting, television programm, article, broadcast. Nevertheless, it is possible to

allocate three major spheres of a media text: journalism, PR and advertizing. [6] It is excessive to speak those pr-managers and journalists have all main text devices necessary for promotion of the material in the media market. Therefore, for example, theoretically the pr-manager can prepare the advertizing text disguising it as journalistic one for the purpose of free placement in a newspaper or a magazine. Besides, the pr-staff of various organizations and public institutions prepares official information for journalists. It is obvious that information should be prepared in the form in which it is necessary for correspondents. As for journalists, they are also obliged to know all laws and bases of work of PR and the advertizing sphere as they repeatedly face them in their activity.

Yu.V. Rozhdestvensky noted that feature of a media product is connected with change of the status of classical work and is determined by external conditions of its existence [5]. So, the specifics of a media text is determined by external conditions of its existence that treat:

- special type and nature of information broadcast by mass media;
- information expendability and irreproducibility;

- collective production of the media text;

- mediation of communication and special nature of feedback;

- the importance of technical means by means of which the message is broadcast;

- economic factor determining ideology of the edition, influencing its

content and the technological embodiment.

It is true that mass media are characterized by a number of signs, which exert impact on lingua-format properties of the text. So, print media (newspapers and magazines) assume a text with graphic design and illustrations, a radio text differs in voice characteristics and a soundtrack, and a television text strengthens a verbal and audio component by a video sequence. In this case, it should be also noted that such concept as "an edition format" has appeared in recent years. In other words, it is a number of parameters proceeding from which the preference is given to the choice of this or that information, design and submission of the information. As for an irreproducibility of media texts, today information really becomes outdated within several hours. It is perceived once, and when releasing the following issue of a newspaper or a magazine such information will already be irrelevant. Radio and television are at all the most operational sources of information on which news are broadcast each hour, and in the Internet, information is posted for 24 hours a day.

By the way, both a separate journalist or a pr-manager and a collective in general can be the author of a media text. That text which has name and surname of a journalist is recognized as author's text. Collective texts are news materials of news agencies – "Interfax Kazakhstan", "Kazinform", "KazTAG". Television programmes are also created not by a separate journalist, as it can seem at first sight, but by a collective - a journalist, a film editor, an operator, an announcer, a publishing editor. In addition, even a

small note in a newspaper is collective - one journalist wrote a text, a responsible secretary thought up a heading, and a press photographer prepared a photo for a note.

Now there is no common classification of media texts. Nevertheless, it is possible to classify them proceeding from a classical model of communication created by the American political scientist Mr. Lasswell: who (author) - what does report (text) - on what channel (distribution channel) - to whom (addressee) - with what effect. [6] T.G. Dobrosklonskaya also offers system of parameters considering which it is possible to make objective classification of the media texts mentioning both technological and lingua-format features:

- on a method of production of a text (author's and collective);

- on an institutional text type (journalistic text, advertizing text, PR text);

- on a form of creation of a media text;

- on a distribution channel (print, radio and television, the Internet);

- on functional and genre text type (news, interview, advertizing);

- on a thematic dominant (economy, sport, culture). Reproduction form (oral, written);

Distribution channel is key in a question of a media text: print ("Vecherniaya Alma-Ata", "Kazakhstanskaya pravda", "Caravan", "Vremya"), radio ("Kazak radiosy", "Russian radio", "Tengri FM"), television ("Kazakhstan", "Eurasia", "Khabar"), Internet ("Tengri-news" news agency, "Nur KZ" Internet portal).

As it was already said, each edition possesses the set of the media signs influencing content and form. Unambiguously the most operational transmission medium of information is the Internet, the most popular and actual source of information - television. [7] As for printing mass media (newspapers and magazines) - they differ in analytics and settled system of genres (reporting, correspondence, and note) with a wide complex of expressive and graphic means: photos, tables, various styles of texts. The television text, in turn, consists of a text, a sound and a video series and therefore is the most effective, unlike other mass media from the point of view of impact on audience. [6] For example, television news lasting no more than 2-3 min. often exclude a possibility of judgment of information because of its contemporaneity and speed of transfer. Texts of radio differ first in lack of visualization, mass character of audience, speed of information transfer and contemporaneity, inclusiveness (a country and a region). It should be noted that television and radio represent both model of interpersonal communication, and model of commutative interaction - it is mediated communication with an addressee and personal contact with the participant of a telecast or broadcast. Specifics of the Internet mass-media is connected with a possibility of feedback and direct participation of an addressee in a course of communication (interactivity), usage of various elements in single semantic space (modularity), and also a convergence leading to creation of hybrid forms of a text. However on the Internet there are both official sources of information (the

websites of public institutions, TV channels, electronic versions of newspapers), and unofficial, for example blogs. There users express personal opinion, and in certain cases purposely do not mention concrete facts or place obviously false information. With respect thereto in Kazakhstan there was adopted the Law on Internet resources of Kazakhstan. According to this Law all the Internet resources are equated to mass media and their users bear the same responsibility for the words, as well as journalists.

On a functional and genre text type, there are several groups of genres of traditional journalistic texts - information, analytical and art and publicistic, and advertizing genres and pr-genres. They entirely extend to all types of mass media. Therefore, for example, on radio, on television, and in newspapers information genres are the most actual - note, interview, report, expanded information. It is enough to tell that any journalist foreknows in what genre he or she will create the material. Therefore, he/she specifies that amount of information that is necessary for him/her for creation of a text. It is important to note that feature of a modern media discourse is process of diffusion of genre forms and their convergence (contamination) - there is a mixture of genres (a note and a comment, a reporting and a correspondence). Today journalists already use art and publicist or analytical groups of genres more and more seldom. For example, such genres as feuilleton, lampoon, and sketch have disappeared from journalism. The problem of merging of texts of journalism and PR, mixture and change

of borders of traditional genres is also acknowledged by the mass media editors, claiming that it is in certain cases problematic to determine this or that type of a publication in a newspaper. Especially brightly process of diffusion of genres happens in Internet mass-media (electronic versions of newspapers, news agencies) and newspapers.

Media texts can also be etymologized on the topics that are regularly covered by mass media: policy, sport, culture, religion. However, this classification is universal, but more national and specific. Therefore, for example, in Kazakhstan criminal events and various incidents are covered more often, while in England - life of royal family, in India, Nepal, Iran - religious life of the country, and in the USA, Pakistan and Afghanistan - military operations. Moreover, though all media texts are public, actually each product of mass media is addressed to quite specific audience (children, youth, adults, bankers, journalists, motorists, Muslims, etc.). That is, each edition works for its audience as similar approach allows achieving commercial success. Respectively various types of editions appear high quality ("Vecherniya Alma-Ata") and mass ("Kazakhstanskaya pravda"). It is necessary to add that in case of such approach a journalist is guided by social and speech experience of that audience about which s/he writes: s/he knows lexicon, precedential names and situations, turns of speech, esthetic and social taste, which are peculiar to his/her audiences.

Summarizing, it is possible to note that today there is a so-called inversion of communicative roles in the relations of a sender and an addressee, and the distance between them decreases. "There are no mass media any more. Mass media have stopped being mass (rather they became means of narrow, and in the future - personal information) - because of narrow specialization of mass media, on the one hand, or because of a divergence of target audiences". [8]

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МЕСТО МЕДИАТЕКСТА В ПРЕДСТАВЛЕНИИ ИНФОРМАЦИИ

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Абстракт. В данной научной статье авторами анализируются отличительные черты понятия «медiatekst». На сегодняшний день «медiatekst» является обобщающим термином таких определений, как журналистский текст, интернет-текст, рекламный текст, текст новостного характера. Также в статье рассматривается классификация медiatekста и специфика его функционирования в отечественных и российских СМИ: каналы дистрибуции, функционально-жанровый тип, институциональный тип текста, тематическая доминанта. В статье проведен анализ различий и особенностей телевизионных текстов, Интернет-текстов, газетных текстов. Важность и необходимость научных исследований в

данной области возрастает из года в год, так как в медиатекстах отражаются динамические изменения языковой реальности.

Ключевые слова: медиатекст, массовые коммуникации, Интернет, PR, СМИ, информация

АҚПАРАТТЫ ҰСЫНУДАҒЫ БҰҚАРАЛЫҚ АҚПАРАТ МӘТІНДЕРІНІҢ ОРНЫ

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Андатпа: Ғылыми мақалада журналистикалық мәтін, жарнамалық мәтін, PR-мәтін сияқты термин сөздердің баламасы «медимәтін»-нің ерекшелігі айқындалады. Мұнда тематикалық доминант, мәтіннің институционалды типі, функционалды-жанрлық тип, жан-жаққа тарату арнасы сияқты Отандық және Ресейлік БҰ-тың құрылымдық ерекшелігі мен медиамәтіннің типологиясы қарастырылған. Телеарналық мәтін, интернет мәтін, мәтіндердің түрлері мен ерекшеліктері айқындалған. Мысал ретінде бұқаралық ақпарат құралдарының түрлері: газеттер, телеарналар, радио, Ғаламтор – БҰ алынды. Тілдік құрылымның серпімді өзгерістері медиамәтіндерде айқын байқалатындықтан, осы салаға қатысты ғылыми зерттеулерге сұраныс жылдан жылға артуда.

Түйінді сөздер: медиамәтін, көпшілік коммуникация, Ғаламтор, PR, БАҚ, ақпарат