

LINGUISTIC PERSONALITY IN THE MODERN MEDIA COMMUNICATION PROCESS

Komilova Gulbahor Abdumuxtor qizi

Teacher of the department “Uzbek
language and teaching languages”

Fergana polytechnic institute

gulbahorkomilova97@gmail.com

Annotation. The article explores the concept of linguistic personality and its manifestation within contemporary media communication. It delves into how individual language use and personal linguistic styles are shaped by and contribute to the evolving landscape of media platforms. Emphasis is placed on the interaction between personal identity, linguistic choices, and media influence. The study examines various dimensions of linguistic personality, including sociolects, idiolects, and the impact of digital communication on language evolution. Through a detailed analysis of social media, news media, and digital content creation, the article highlights the significance of linguistic personality in shaping public discourse and personal expression in the modern media environment.

Аннотация. В статье исследуется концепция языковой личности и ее проявление в современной медиакоммуникации. В ней рассматривается, как индивидуальное использование языка и личные языковые стили формируются под влиянием меняющегося ландшафта медиаплатформ и вносят свой вклад в их развитие. Особое внимание уделяется взаимодействию между личностной идентичностью, языковым выбором и влиянием СМИ. В исследовании рассматриваются различные аспекты языковой личности, включая социолекты, идиолекты и влияние цифровой коммуникации на эволюцию языка. На основе детального анализа социальных сетей, новостных изданий и создания цифрового контента в статье подчеркивается значение языковой личности в формировании публичного дискурса и самовыражения в современной медиасреде.

Annotatsiya. Maqolada lingvistik shaxs tushunchasi va uning zamonaviy media aloqalarida namoyon bo'lishi ko'rib chiqiladi. U individual tildan foydalanish va shaxsiy lingvistik uslublar media platformalarining rivojlanayotgan landshaftiga

qanday hissa qo'shishi va qanday hissa qo'shishini o'rganadi. Shaxsiy identifikatsiya, lingvistik tanlov va ommaviy axborot vositalarining ta'siri o'rtasidagi o'zaro ta'sirga e'tibor qaratiladi. Tadqiqot lingvistik shaxsning turli o'lchovlarini, shu jumladan sotsiolektlar, idiolektlar va raqamli aloqaning til evolyutsiyasiga ta'sirini o'rganadi. Ijtimoiy tarmoqlar, yangiliklar ommaviy axborot vositalari va raqamli kontent yaratishni batafsil tahlil qilish orqali maqolada lingvistik shaxsning zamonaviy media muhitida jamoatchilik nutqi va shaxsiy ifodasini shakllantirishdagi ahamiyati ta'kidlangan.

Keywords: Linguistic personality, sociolect, idiolect, digital communication, social media, language evolution, personal identity, public discourse, internet slang, sociolinguistics, cognitive linguistics, media convergence, audience perception

Ключевые слова: Языковая личность, социолект, идиолект, цифровая коммуникация, социальные медиа, эволюция языка, идентичность личности, публичный дискурс, интернет-сленг, социолингвистика, когнитивная лингвистика, конвергенция СМИ, восприятие аудитории

Kalit so'zlar: lingvistik shaxs, sotsiolekt, idiolekt, raqamli aloqa, ijtimoiy media, til evolyutsiyasi, shaxsiy o'ziga xoslik, ommaviy nutq, internet jargoni, sotsiolingvistika, kognitiv tilshunoslik, media konvergentsiyasi, auditoriyani idrok etish

Communication in the broadest sense can be understood as the process of transmitting and receiving (encoding-decoding) information through certain signals. According to V. I. Karasik, the communication process consists in informative and influencing, fascinative interaction of its participants. In the process of communication, information is transmitted (which implies some information transformation) and the emotional and volitional influence of communicants on each other [1, pp. 195-200]. Despite the fact that some aspects of information have become the basis for scientific theories, the content of the concept of "information" and the subject area of the concept of "information" are still the subject of discussion. One of the most widespread theories accepted by the majority of Russian students is the theory of A. D. Ursul that information is conceptually either attributive or functional [2, pp. 3-31]. We believe that in the process of communication, factology interacts with information, which leads to a certain structuring of information, the appearance of previously undetected essential features. The communicative act

continues to unfold in time even after the moment of its formal completion, acquires new possibilities, and becomes the cause of other distant and formally unrelated communicative acts. Modern times have allowed us to identify some patterns in communication processes. G. G. Pocheptsov understands communication as "the processes of transcoding verbal into nonverbal and nonverbal into verbal spheres" and notes the "mismatch of input and output" characteristic of the communication process [Pocheptsov, 2001, p. 16]. Let's take a closer look at the various points of view regarding the use of the concept of "communication" by students. The model of K. Shannon and W. Weaver considers communication in a broad sense 'as the mutual influence of one mind on another and as a kind of information exchange of messages [3, p. 31-32]. A. Bell, studying the features of intercultural communication within the framework of sociolinguistic theory, writes that communication implies information exchange, including feedback. V. I. Kurbatov introduces the definition of "communication" establishing a measure of participation in the processes of information consumption and exchange. A different approach is provided by B. M. Markov's point of view, according to which communication is understood as a complex interaction of subjects-communicants, taking into account the conditions of communication itself [3 p. 297]. E. F. Tarasov considers speech communication as a "transformed form of social interaction of communicants", while communication is carried out by each of the communicants as a subject. A. A. Zalevskaya notes that language units in the process of communication are not transmitted, but are created by listeners on the basis of a communicative situation. . A.V. Kravchenko describes communication as a process of mutual understanding and exchange of meanings between people. Thus, in our opinion, communication should be understood as an impact during the reception, transmission and production of information, which changes the state of at least one communicant capable of receiving and transmitting information, even if the information impact was a single one. That is, for the implementation of the communication process, it is necessary: information that a communicant is able to receive and transmit, as well as at least one communicant capable of receiving and transmitting information. The axiology of the process, in our opinion, lies in the possibility of changing the state of the communicant and (or) the characteristics of information.

The following communication functions are distinguished: motivational, informative, expressive, and phatic. Despite the differences in the interpretation of

the concept of the functionality of the communicative process, its cumulative content is defined by different authors in approximately the same way. In the modern media environment, there are previously technologically unattainable ways of information interaction [2, p. 396]. The Internet can be compared to a crowd in which everyone is talking to each other at the same time, but they do not lose the ability to hear everyone. P. Winterhoff-Shpurk writes that in the media environment, chat visitors, online video game players, social network users and other communicants are often both senders and recipients of messages. Such methods of using the Internet can be described as "interactive or participatory mass communication" [3, p. 25]. V. I. Karasik captures the following phenomena characteristic of modern mass culture, highlighted in the media communication process: 1) the curtailment of linguistic means up to a distinct linguistic involution; 2) the degradation of language to the "most ancient state", which costs a small number of iconic formations with an extremely wide meaning; 3) the prevalence of vulgarisms as emblematic signs; 4) replication of personally significant, intimate information. The scientist also notes the emergence of new imbalances of emotional and conceptual components in communicative behavior and "a sharp reduction in the conceptual component in the quantum of experienced meaning". An overabundance of background, devalued information forces people who constantly participate in similarly structured communication to behave stereotypically. The formation of stereotypes of communicative behavior indicates that the media environment is largely an unfriendly, aggressive environment. The need to actively counteract the harmful influence of the information environment is especially relevant nowadays. It is necessary to educate the younger generation in such a way that everyone is able to resist the information aggression that is currently hitting everyone. The modern process of media communication is complex and does not come down to the mechanical interaction of communicants. It generates social relations and at the same time is an organic part of them. It is impossible without individual participants in the communication process, without its ideal component and without a real mobile media communication environment. M. R. Zheltukhina emphasizes the connection between social processes and discursive, communicative processes [4, p. 7]. The modern media environment demonstrates certain trends associated with changing the specifics of communication processes, moving their bulk into the virtual sphere. Within the framework of the modern communication process, the presentation of a



linguistic personality also acquires new properties. The main driving force of communication in the media environment is its emotionality, interacting with various components of the media trend as a whole.

Conclusion. The study of linguistic personality within modern media communication reveals the profound impact of digital platforms on personal expression and public discourse. As individuals navigate diverse media landscapes, their unique linguistic traits are both shaped by and contribute to the dynamic nature of digital communication. Understanding this interplay is crucial for appreciating the complexity of contemporary communication and for fostering more inclusive and effective interactions in our digital age. Future research should continue to explore the evolving relationship between language, identity, and technology.

References

1. Fowler, R Language in the News: Discourse and ideology in the Press.- London, Routledge, 1991, 180p
2. Komilova G., Abduolimova M. Development of Competences Referred to in International Assessment Programs And Standards in Foreign Language Teaching //TA'LIM VA RIVOJLANISH TAHLILI ONLAYN ILMIY JURNALI. – 2023. – T. 3. – №. 5. – C. 127-129.
3. Akhmadaliyeva D. R., Igamberdieva S. A. Methodology of Developing Media Competence In The Process of Teaching English to Students of Technical Higher Educational Institutions //Pindus Journal of Culture, Literature, and ELT.
4. Sevara A., Akhmadaliyeva D. The Major Issues in Teaching and Writing of Contemporary Literature //Information Horizons: American Journal of Library and Information Science Innovation (2993-2777). – 2023. – T. 1. – №. 9. – C. 91-95.
5. Jamoliddinova M., Axmadaliyeva D. Organization of foreign language teaching in higher educational institutions and introduction of speech units for students //Development of pedagogical technologies in modern sciences. – 2023. – T. 2. – №. 11. – C. 96-99.
6. Yusupjonova D., Axmadaliyeva D. USING COMPUTER AND ONLINE TECHNOLOGIES IN TEACHING ENGLISH //Models and methods in modern science. – 2023. – T. 2. – №. 12. – C. 151-155.
7. Akhmadaliyeva D. R. USING GAMIFICATION IN ENGLISH LESSONS //Mental Enlightenment Scientific-Methodological Journal. – 2023. – T. 4. – №. 03. – C. 8-13.

8. Nazirovich A. U. et al. MODERN METHODS OF TEACHING ENGLISH IN HIGHER EDUCATION //ОБРАЗОВАНИЕ НАУКА И ИННОВАЦИОННЫЕ ИДЕИ В МИРЕ. – 2023. – Т. 20. – №. 2. – С. 45-47.

4. Nazirovich A. U. FEATURES OF THE TRANSLATION OF TECHNICAL TEXTS //Academia Science Repository. – 2023. – Т. 4. – №. 05. – С. 58-63.

9. Nazirovich A. U. TURIZMGA OID ATAMALARNING LINGVOKULTUROLOGIK XUSUSIYATLARI //Conferencea. – 2022. – С. 256-258.

10. Abdukodirov U. N. Using of dictionary sources for improving integrated teaching methods //Scientific and Technical Journal of Namangan Institute of Engineering and Technology. – 2020. – Т. 2. – №. 11. – С. 230-234.

11. Abdukodirov U. Materials development in teaching //МИРОВАЯ НАУКА 2020. ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ. – 2020. – С. 3-5.



Research Science and
Innovation House

