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## About the Concept of Discourse in the Mass Media Sphere

**Key words:** *media discourse, mass communication, mass media, typology, channel.*

**Annotation:** *The article deals with the typology of media discourse, studied mechanisms impact on the audience, identifying and analyzing the linguistic and paralinguistic means of influence on the examples of certain types of discourse: insincere, political, ritual, religious, advertising, including media discourse. The authors of this research propose to consider the definition of a variety of Russian and foreign linguists, pointing out that the concept "of the mass media discourse" refers to the problematic field of mass communication.*

The origin of a new kind of discourse, which is called the media discourse, due to the trends of internationalization and globalization, the development of modern telecommunication technology in the world community. This problem has been widely discussed by Western scholars (J. Orwell, T. van Dijk), and interest in the study of media discourse and today continues unabated. Despite the fact that the term "discourse" has not yet received a clear and unambiguous definition, has a new term "media discourse" (and thus a new field of research - media linguistics), which also has a different interpretation.

The concept of "discourse" has quite a few different interpretations, domestic and foreign scientists in the field of philology and linguistics offer their vision of this definition.

T. van Dijk notes that the discourse can have structures that are based on the common rules, can not rightly be called a linguistic, or can not fully be explained with the help of linguistic grammar. The linguistic theory of discourse, we are dealing only with the general conditions, semantic and pragmatic, determined by the correct clearance, the possibility of interpreting the acceptability of any discourse in a particular language (5).

E.O. Mendzheritskaya offers the following definition of discourse: discourse - is the transfer of cognitive content, invest addressee, the addressee through the text in its linguistic incarnation and put in it certain information supply strategies (3).

With the development of the media and the expansion of virtual information have become increasingly mention the media discourse. Media discourse is a relatively new phenomenon, forming a coherent information media field, cover, often a formative influence on different social groups of audience. One can talk about different types of understanding of media discourse, based on the cognitive systems of the sender (i.e., the ideological orientation of a text, the ideas and attitudes that it laid), the characteristics of the target audience for which this

text is directed, and the linguistic and extralinguistic feeding strategies information laid down in the text.

The concept of mass media discourse in the scientific research practice was fixed thanks to the work of T.G. Dobrosklonskaya, according to whom it is a "message together with all other components of communication (sender, recipient, message, channel, feedback, communication situation or context)" (2).

To understand the specificity of the mass media discourse should be born in mind that the feature of modern mass media to ensure the process of interaction between all social subjects and the process of social self-knowledge, is, on the one hand, the obligation to "reside in the present, at the point where the action takes place at this particular point in time" (2), where the reality is converted into a social fact, and on the other hand, the increase in demand in the projective, the essence of which, as indicated by I.M. Dzyaloshinsky, is that the media in relation to all aspects of social life, and produce spreading "ideal plans for new types of human activity, human behavior, communication, all forms of human existence" (1). Mass media provides the process of mass communication, and realizes their ideological resource aimed at "cognitive processing of the individual and society in order to create a special view of the world" (1).

The concept of "discourse of the mass media" refers to the problematic field of mass communication as a process of information exchange between all the subjects of society, aimed at shaping public opinion about socially significant piece of social existence. Mass communication as a kind of verbal activity "is due to the social process in which the function is updated using a variety of communication tools and channels" (1).

In the scientific literature when considering the function of exposure in media discourse says that the perception of the media materials affect particular culture of the society, stereotypes (images, models, installations), the value to which the author refers to achieve his/her goals. Producers create images that appeal to the reader's emotional sphere.

We can speak about different types of understanding of media discourse, based on the cognitive systems of the sender (i.e., the ideological orientation of a text, the ideas and attitudes that it laid), the characteristics of the target audience for which this text is directed, and the linguistic and extralinguistic feeding strategies information laid down in the text. So, you can select:

- the discourse of "quality press";
- the discourse of the popular press (tabloids and glossy magazines);
- the discourse of specialized publications (scientific and popular magazines).

These publications are different from each other, as the cognitive attitudes of the sender, and the abilities of their perception of the target audience, hence, different ways of conveying information in the text.

Media space - is an environment in which there is a media discourse in its broadest sense. Varieties of media discourse are allocated depending on the communicative and information channels and are implemented using various linguistic means and strategies. Types of media discourse are directly related to genre and functional characteristics of media space.

Classification of media space, carried out from the standpoint of communication theory, allows to rethink the specificity of mass communication. Information has a significant impact on the

individual. Any processes that take place in society - positive or negative - will eventually form the culture of the society, including speech.

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