

THE ROLE OF INTERNET NETWORKS IN MASS MEDIA

Xusanova Zuhra Almamat qizi

***Abstract:** Internet networks are a borderless form of information delivery. In particular, Telegram, Telegram's Ideogram, Monogram, Aka, Plus, Black Gram, Best Gram, TeleVPN, as well as Internet sites such as Instagram, Facebook, Whats App, IMO, Skape, Vibe, Line, We Chat, KakaoTalk, Zale, BBM, Chat On Messengers are significant due to their wide range of technical capabilities, speed of information transfer, wide range of media usage, use of unique types of video, audio, image, graphic and shape signs during information exchange. Such Internet messengers are used differently in different countries of the world. Some Internet messengers are widely used in one country, while very few users can use others.*

Introduction : Several statistical studies have been conducted on the use of Internet messengers in the countries of the world. According to "Mobinfo.uz" website, WhatsApp and Facebook messengers have become the most popular mobile applications based on Android in 109 countries of the world. Telegram took the next place. Such information is presented in the report of the analysis company similar web, which covers 187 countries of the world. According to him, What Sapp is leading in 109 countries, including Brazil, Mexico, India, Russia and many countries of North America, Europe, Asia and Oceania. In turn, Facebook Messenger took the lead in 49 countries. Among them are Australia, Canada and the USA. The free Vibe messenger has become the most popular in ten countries, including Belarus, Moldova, Ukraine, Iraq, Libya, and Sri Lanka. Line, We Chat, and Telegram are the most popular messengers in Japan, China, and Iran, respectively. KakaoTalk messenger in South Korea, Imo in Cuba, Zale in Vietnam, and BBM messengers in Indonesia took the lead. According to the report, Telegram is the most popular mobile messenger in Uzbekistan. The program is the leader in 14 other countries. Alan Bell, a prominent media linguist, writes in his

book Approaches to Media media text is much broader: it includes sound quality, music and sound effects, Discourse: “The definition of a media text goes beyond the traditional view of a text as a sequence of words printed on text or written on paper. The concept of visual images - in other words, media texts actually reflect the technologies used in their production and distribution. It is also enriched with a system of stable features that allows for more description that is accurate. This system:

- The method of creating the text (by the author or the team);
- Form of creation (oral and written);
- Form of reproduction (oral and written);
- Distribution channel (media – press, radio, television, Internet);
- includes features such as the genre type of the text (news, commentary, publicist, advertising).

According to the method of creation, the text can be authorial or collegial (collective). It is also important that one or more people participated in its creation, and whether or not authorship is indicated in the presentation of the information text. Consider certain author’s information provided through the mass media, in particular, an article by a journalist, a commentator, a reporter’s report, an author's text. The second method of text creation is news materials collected collectively by certain individuals, information shared by collective employees of news agencies.

If we pay attention to the form of creation and reproduction of the media text, the same "oral-written" typological criterion is involved in both. As we all know, oral speech and written speech are the main speech division in our language. The use of speech in written or oral form reflects a number of specific features in the process of public communication. Media texts can be created verbally in audio and video versions, in addition to text, using various images and symbols. Texts that are initially created verbally between communicators may be used in written form, or written texts may be used orally after some time. If we pay attention, the written form of certain information that should be read out for news and news

commentators is reflected on the monitor behind the camera. This speech, originally created in written form, will be read out with the commentator's oral speech. Interviews of reporters with great personalities, people who have won honorary titles in literature, sports, science and education, as well as people who have achieved certain achievements in everyday life, are initially conducted verbally, later these conversations are slightly polished, newspapers and magazines, social is decided in the form of written speech in networks.

In order for certain information, news and the like to reach the general public, the role of mass media, which distributes them, is very important. Mass media such as press, radio, television, and the Internet have an impact on the linguistic features of media. When distributing information, it is best to use the type of media outlets that fill their audience with active users as much as possible. The methods of creating and distributing media texts depend on their linguistic features, functional-genre classification, phonological, syntagmatic and stylistic features, interpretation features, cultural-specific signs, ideological modeling, and pragmatic value.¹³

The functional-genre relevance of the text is the next mandatory parameter of the typological description of mass media texts. Systematization of media speech genres has always been a very complicated process. Today, the dynamics of the use of speech in the field of mass communication is so active that, as a result, this unit corresponds to a necessary symbol of stability. Against the background of different approaches to the possibilities of describing media texts from the functional-genre point of view, the approach developed within the theory of media linguistics allows to ensure the harmony of a stable structure with the unlimited diversity and mobility of real textual material. A separate concept of media text can be considered as the main theoretical component of media linguistics. This is reflected in almost all researches devoted to the research of media speech. The content of this concept is that the text, which is considered the main one for traditional linguistics, is "a semantically connected sequence of marked units. Its main characteristic is coherence and integrity¹⁵, which expands its boundaries when it is transferred to the field of "mass media". In this case, the concept of

media text goes beyond the limits of the sign system at the verbal level and approaches the semiotic interpretation of the concept of text, not only verbal, but also considering the unity of any signs.¹⁶ - means that he is feeling and that the information he writes is also provided with an additional emotional impact. If the addressee's text has a humorous meaning and it is expressed in dry written text, the other party may not understand the true meaning hidden behind the content, but may accept it in a negative sense. At the end or at the beginning of this text, if the formal means used to express the meaning of humor are used, the expected goal will be achieved.

One of the unique features of media texts transmitted through mass media is media Text topics. The mass media organizes information about the changes taking place in the world with the help of regularly repeated or thematically stable media texts.

Conclusion: The topics of the media text can be focused on one of the socio economic, political, sports, culture, scientific-educational directions. At the same time, linguistic and cultural factors have a great influence on mass media texts, because the mass media of each country have thematically stabilized news texts. Corruption, political and military struggles, criminal conflicts, and details of various casualties are recurring themes for almost all state media. Such interesting and relevant topics, which attract many state correspondents, often make noise in the mass media. Media text is a new concept of text and has expanded its scope in recent years.

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