

decipher the complex web of colloquial idioms that enhance our language and broaden our understanding of human nature via continued scholarly investigation.

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MEDIA IN SOCIOLINGUISTICS

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***Annotation.** Media plays a pivotal role in shaping language usage and attitudes in society, making it a crucial area of study within sociolinguistics. This article aims to delve into the multifaceted relationship between media and language, exploring how various forms of media influence linguistic norms, identities, and communication patterns*

***Key words.** Media, linguistics, language, dialects, accents, language policy, society, linguistic diversity*

Media, whether traditional (such as newspapers, television, and radio) or modern (including social media platforms and online content), serves as a mirror

reflecting societal values, norms, and language practices. Through various media channels, individuals are exposed to a wide array of linguistic forms, accents, dialects, and cultural expressions, contributing to the dynamic nature of language evolution.

One of the key aspects of media in sociolinguistics is its role in perpetuating language ideologies and representations. Media often portrays certain languages, dialects, and accents as prestigious or stigmatized, influencing public perceptions and attitudes towards linguistic diversity. For instance, the portrayal of certain accents or dialects in television shows or films can reinforce stereotypes or challenge linguistic prejudices.

The term “media linguistics” has been formed by analogy with the whole set of similar terms, used to denote new academic disciplines formed at the junction of several fields of research, such as sociolinguistics, ethnolinguistics, media psychology, media economics etc. In the Russian academic discourse the term “media linguistics” was introduced relatively recently in the year 2000, when it was used for the first time in doctoral thesis of Tatiana Dobrosklonskaya “Theory and Methods of Media Linguistics” [Dobrosklonskaya 2000]

Two years earlier the English variant of the term media linguistics could be found in the works of some British scholars, for example, in the article by John Corner “The Scope of Media Linguistics”, presented as a talk at British Association of Applied Linguistics Conference in 1998 [Corner 1998].

Undoubtedly the most important theoretical component of media linguistics is comprised by the concept of media text, which is mentioned actually in all studies devoted to speech production in mass communication. The essence of this concept could be summed up as follows: traditional for linguistics definition of a text as “coherent and integral stretch of language either spoken or written” [Carter 1998], when taken to the sphere of mass communication, considerably expands its meaning. In mass media the concept of a text goes beyond the formal boundaries of verbal sign system, and approaches its semiotic interpretation, when a “text” refers to a stretch of any type of signs, not necessarily verbal. Most of the

researchers agree that mass communication level adds to the text concept new aspects of meaning, determined by media qualities and characteristics of this or that mass communication channel. Thus, media texts on television are not restricted to verbal manifestation only, they incorporate several functional levels: verbal text proper, visual (in journalistic terms “footing”) and audio, which includes all possible effects perceived by ear from voice qualities to music. Texts on the radio and in the print media are also characterized by a certain combination of a verbal level with a set of special media qualities, determined by technological peculiarities of this or that media channel, like sound effects on radio or newspaper layout and colorful illustrations in press. So we may assume that media texts can be regarded as multilevel and poly-dimensional phenomena.

In sociolinguistics, media refers to the various channels and platforms through which language is disseminated, consumed, and represented within society. This includes traditional forms of media such as newspapers, television, radio, and magazines, as well as modern digital platforms like social media, websites, blogs, and online forums. Media in sociolinguistics serves as a lens through which researchers examine language use, attitudes, and variation within different social, cultural, and political contexts.

In conclusion, the relationship between media and sociolinguistics is intricate and multifaceted, encompassing issues of language representation, variation, ideology, and policy. By examining the role of media in shaping language attitudes and practices, researchers can gain valuable insights into the dynamic nature of language in contemporary society. Moving forward, it is essential to critically evaluate media representations of language and advocate for linguistic diversity and inclusivity in media discourse. By examining how language is represented, negotiated, and contested within various forms of media, sociolinguists gain valuable insights into the complex interplay between language, identity, power, and society.

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THE ROLE OF VERB CATEGORIES IN CREATING THE LINGUISTIC PICTURE OF THE WORLD

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***Abstract.** The concept of verb categories is a crucial aspect of linguistics, deeply embedded in human communication. This article explores the significance of verb categories in shaping our linguistic understanding of the world. It delves into the historical development of verb categories, their diverse forms, and their relevance to human cognition and communication. Through categorizing verbs based on various attributes such as tense, activity, subject, and object, verb categories provide a framework for organizing and analyzing language structure. The article discusses how verb categories contribute to expressing human perceptions, shaping thought processes, and facilitating communication. Furthermore, it highlights the importance of verb categories in scientific research, historical studies, and philosophical discourse. In conclusion, understanding verb categories is essential for comprehending human communication and thought*