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The Particularity of Journalistic Media Texts

In the modern world of the formation of the information society, the study of style of speech in mass media is of particular relevance. The main unit of the media stream is the media text, the structure of which allows combining such diverse concepts as a newspaper article, radio broadcast, television news, Internet advertising and other types of media products. Each type uses its own style of presentation of information. With the advent of the media and the term "media text", researchers began to pay attention to each style within this phenomenon.

Journalistic media texts have their own peculiarities. For a more detailed consideration, it is necessary to compare the points of view of several linguists regarding the terminology.

To begin with, it is necessary to study the concept of text as the basis of this phenomenon. It is worth comparing the opinions of linguists as representatives of several cultures, which will help to see its differences or similarities. Referring to the Russian dictionary, the concept of text is an order of symbolic units united by a semantic connection, the main properties of which are coherence and continuity. This term also means a meaningful order of any signs, any form of communication [3]. Merriam-Webster dictionary interprets text as the original words and form of a written or printed work, in other words, it is a source of information [4].

As for media texts, in English, they can be understood to include any work, object, or event that communicates meaning to an audience. Russian linguists say media text is a type of text intended for a mass audience, which combines verbal, visual and audiovisual components of speech. Thus, there is similarity of the purpose of media texts in Russian and English-speaking countries. Accordingly, this type of text is presented to the viewer, reader or listener in the same forms.

As for the journalistic style of text, the point of view of both Russian and English-speaking linguists are similar. Journalistic style, or news-writing style, is the prose style used for news reporting in media such as newspapers, radio and television. It serves a wide area of social relations: political, economic, cultural, sports, etc. The journalistic style is represented by mass media such as newspapers, magazines, radio, television, documentaries.

Based on the research, it can be concluded that journalistic media texts in Russian-speaking and English-speaking countries have a number of similar features. The only differences between the texts are the design and way of presenting information, as well as the lexical aspect of this phenomenon.

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