

MEANINGS AND THE MEDIA: STUDIES IN THE DISCOURSE ANALYSIS OF MEDIA TEXTS

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ABSTRACT

Discourse analysis of media texts is a method used to interpret the language and meaning behind media messages. It involves examining the way different words, phrases, and sentences are used in a particular text, as well as the overall structure and context of the message. By analyzing media texts in this way, one can gain insight into the underlying beliefs, values, and attitudes that are being conveyed by the media, and how these messages may be influencing people's thoughts and behaviors. In this article, we can discuss data about the meanings and the media studies in the discourse analysis of media texts.

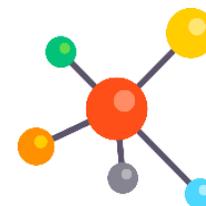
KEYWORDS

Media, discourse analysis, media texts, content, news outlets, importance of media, analytical point, media literacy, impacts of media, process of analyzing.

INTRODUCTION

Media texts are any kind of content that is produced by news outlets, entertainment companies, or social media platforms. These can include news articles, television shows, movies, books, social media posts, and more. Media texts are important because they shape the way we see

the world around us and can influence our opinions and beliefs. It's important to consume media texts critically and thoughtfully to ensure that we are aware of any biases or hidden messages they may contain.



Media text discourse analysis is the process of analyzing the language and meaning behind media texts. Discourse analysis involves looking at the use of language, symbols, and gestures within media texts to identify how they reflect and shape social norms, beliefs, and values. This analysis can reveal the underlying ideologies, power structures, and cultural assumptions present in media texts. Some examples of discourse analysis in media texts include examining the portrayal of certain groups, analyzing the use of certain keywords or phrases, and looking at the way certain ideas are presented or repeated throughout the text. Discourse analysis can help us to better understand the ways in which media texts influence public opinion and shape our understanding of the world around us.

Researchers can better understand how social norms, identities, and ideologies are created and reinforced via media texts, as well as how these texts influence attitudes, actions, and interpersonal relationships. Additionally, it can aid scholars in comprehending the more extensive social and cultural settings in which media texts are created and used. For a wide range of stakeholders, including policymakers, media professionals, and the general public, media text analysis can offer insightful information.

In order to understand how language is used to produce meaning and social relations, discourse analysis is a study method that methodically examines written, spoken, or multimodal texts. News stories, ads, social media posts, and television shows are just a few examples of the types of media texts that can be subjected to

discourse analysis. Discourse analysis can be done in a variety of ways, including the following:

1. Methods that emphasize language's formal qualities and how it is utilized to convey meaning and represent the outside world are known as structure specialist methods.
2. Social constructionist theories concentrate on how language constructs and upholds identities, power structures, and social norms.
3. Critical methodologies look at how language supports or contradicts prevailing ideologies and power structures.

We need to think about how this has been done since media discourse is manufactured, both literally in terms of what goes into its production and ideologically. One significant area of media discourse research, known as critical discourse analysis (CDA), is concerned with taking a critical perspective toward media discourse. We must constantly evaluate the messages we take in from our produced mass media. A lot of conversation analysts are interested in media discourse because it is a sort of institutional talk that can be compared to other forms of talk, both commonplace and institutional, and because it is public. Because media conversation is recorded, it is appealing to discourse analysts, and this appeal is growing as more newspapers, radio stations, television shows, and other media are available online. The ephemerality aspect of media discourse, particularly radio and television (where it used to be the case that, if you wanted to capture something, it had to be done in real time), has been significantly reduced by technological advancements.



Studies in media discourse analysis are research projects that aim to analyze the language and meaning behind media texts. These studies can take many different forms, such as content analysis, textual analysis, and critical discourse analysis. The purpose of these studies is to analyze the underlying ideologies, power structures, and cultural assumptions present in media texts, as well as how media texts reflect and shape social norms, beliefs, and values.

Discourse analysis can help scholars comprehend the larger social and cultural settings in which media is produced and consumed as well as useful insights into how media texts construct and reinforce social norms, identities, and ideologies. When examining media texts, scholars should be aware of the subjectivity of interpretation and take into account many angles and points of view. Discourse analysis methods based on social constructionism emphasize how language is used to establish and uphold social norms, identities, and power structures. These methods frequently examine how language is used to create and negotiate social identities and connections as well as language use in the context of social interactions. Discourse analysis using social constructionist methods in media studies examines how language is employed in news articles, ads, and other media texts to create and maintain social norms, identities, and power structures.

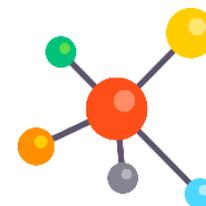
A social constructionist examination of an advertising, for instance, might look at how language is used to establish and reinforce gender

or racial stereotypes or to place the audience in relation to the good or service being promoted.

Insights into the social and cultural environment in which media texts are created and consumed, as well as how language is used to create and uphold social norms and power relations, can be found in social constructionist theories. When applying social constructionist approaches to discourse analysis, researchers should be aware of the subjectivity of interpretation and take into account a variety of angles and viewpoints.

Discourse media texts refer to any kind of media content that conveys a particular message, idea, or perspective through language. These texts can take various forms and be found in different mediums, such as news articles, opinion pieces, social media posts, speeches, advertisements, and more. The term "discourse" refers to the way language is used to communicate and create meaning in specific contexts. Discourse media texts are created and produced through various discursive practices, which include the values, beliefs, and attitudes of the writer, speaker, or media producer, as well as the cultural and social contexts within which the texts are produced and consumed. Examples of discourse media texts include political speeches, editorials, blogs, news reports, and social media posts. They play a vital role in shaping public opinion and can have significant impacts on people's understanding of events, issues, and the world around them.

Discourse analysis that is critical focuses on how language is used to support or undermine prevailing ideologies and power structures. These methods frequently examine the role of language



in social and political power structures as well as how it is utilized to support or challenge prevailing ideas. The investigation of how language is employed in news articles, ads, and other media texts to support or undermine prevailing ideologies and power structures is a critical component of discourse analysis in media studies. For instance, a critical examination of a news article might look at how language is used to create and support a specific political or economic viewpoint or how language is used to conceal or minimize particular issues or viewpoints.

Critical methods can offer insightful information on how media texts support or undermine prevailing ideologies and hierarchies of power. However, while employing critical approaches to discourse analysis, it is crucial for researchers to be aware of the subjectivity of interpretation and to take into account many perspectives and viewpoints. Researchers should strive for reflexivity in their analysis and be conscious of their own biases.

Discourse in media texts plays a crucial role in shaping public perceptions and beliefs about a wide range of topics and issues. It can influence the way people think, feel, and act, and shape their understanding of important events and developments in the world.

Media discourse can also reflect and reinforce cultural values and social norms, and can perpetuate or challenge stereotypes, discrimination, and inequality. It is important to recognize that the language and symbols used in media texts have the power to shape reality and

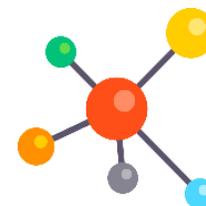
can impact how people view different groups, institutions, and systems.

Understanding the role of discourse in media texts is important because it enables us to critically engage with and analyze the messages being communicated. Becoming savvy consumers of media texts means being able to identify the values, beliefs, and assumptions that shape them, and to consider alternative interpretations and perspectives.

By promoting critical thinking and analysis of media discourse, we can become more informed and engaged citizens who are better equipped to challenge and shape public discourse and promote social justice.

Discourse analysis is a study technique that examines written, spoken, or multimodal materials systematically in order to comprehend how language is used to create social interactions and meaning. Discourse analysis can be done in a variety of ways, including structure specialist, social constructionist, and critical methods, each of which has advantages and disadvantages.

Discourse analysis may shed light on how media texts establish and uphold social norms, identities, and ideologies as well as how they influence attitudes, behaviors, and interpersonal interactions. Additionally, it can aid scholars in comprehending the more extensive social and cultural settings in which media texts are created and used. The blueprint specifically addresses capitalism, racism, nationalism, identity politics, antisemitism, and war reporting as major issues. Critical discourse analysts place what is written or said in its context rather than just summarizing



patterns or regularities in texts; they argue that textual meaning is constructed through an interaction between producer, text, and consumer rather than being simply read off the page by all readers in exactly the same way; and they offer interpretations [and explanation] of the meanings of texts rather than just quantifying textual features and deriving meaning from this.

Studies in media discourse analysis can focus on a variety of media texts, including news articles, television shows, movies, and social media platforms. This type of analysis can reveal important insights into the ways in which media texts influence public opinion and shape our understanding of the world around us. Studies in media discourse analysis are an important part of media studies, as they allow us to better understand the ways in which media texts can perpetuate or challenge social inequalities and power imbalances.

Media texts are important for several reasons:

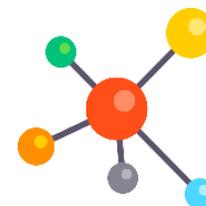
1. **Information:** Media texts provide us with information about current events, entertainment, culture, and much more. They allow us to stay up-to-date with what's happening in the world around us.
2. **Education:** Media texts can be used for educational purposes, whether it's a news article, documentary, or educational program. They can provide us with knowledge and help us learn new things.
3. **Entertainment:** Media texts can provide us with entertainment and can be a source of relaxation and enjoyment.

4. **Critical thinking:** Media texts can challenge our ideas and make us think critically about issues. They can expose us to new perspectives and make us more aware of different viewpoints.

5. **Social Impact:** Media texts can contribute to shaping our beliefs, attitudes, values, and behaviors. They have the power to influence public opinion and can play a role in shaping society's views about various issues.

Let's go back and review what media conversation is. We stated at the outset that it refers to conversations that occur through a broadcast platform, whether spoken or written, in which the discourse is directed toward a reader, listener, or viewer who is not physically there. We also mentioned that although if the discourse is directed at these audience members, they frequently find it difficult to respond immediately to the discourse's creator(s). But as of this writing, there has been a significant shift in the process and makeup of the dialogue mediators. Due to their constrained understanding of the constraints of audience engagement, our previous paradigms are quickly becoming outdated. The shift is being brought about by new media, which have made it possible to broadcast your ideas widely and for audiences to rapidly react to what they see, hear, or read. This challenges our preconceived ideas about the institutional participation framework for spoken and written media conversation. Let's take a closer look at this evolving media discourse framework for involvement.

Overall, media texts are an integral part of our daily lives and have a significant impact on our thoughts, behaviors, and beliefs. It's important to



be critical and thoughtful about the media texts we consume to ensure that we are aware of any biases or hidden messages they may contain. Analyzing media texts can involve several steps, but here are a few key things to consider:

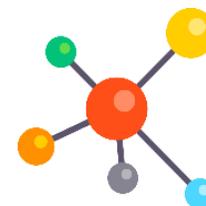
- **Context:** Consider the context in which the media text was created. Who is the intended audience? What is the purpose of the text? What is the larger cultural or social context in which the text was produced?
- **Message:** Examine the message of the media text. What is being communicated? What themes or ideas are present? What emotions or reactions does the text seek to inspire in the audience?
- **Techniques:** Analyze the techniques used by the media creator to convey the message. This could include things like camera angles, lighting, music, and special effects in a film, or word choice, tone, and sentence structure in a written article. Consider how these techniques contribute to the overall message or effect of the text.
- **Bias:** Consider whether the media text exhibits any bias. This could include things like selective use of facts, omission of certain perspectives or voices, or an overall orientation towards a particular ideology or political stance.
- **Impact:** Finally, assess the impact of the media text. What is the likely effect on the audience? Is the message likely to change minds or reinforce existing beliefs? What broader social or cultural implications might there be?

By considering these factors, you can gain a deeper understanding of the media text and its significance. Discourse analysis of media texts and

reports involves analyzing the language and rhetoric used in news articles, social media posts, and other forms of media. This type of analysis can reveal how certain groups or individuals are portrayed and how they are perceived by the general public. By analyzing the use of language in media reports, we can identify patterns and biases that may be present. For example, we may notice that a particular media outlet tends to use certain words or phrases when reporting on certain topics, which can reveal underlying assumptions or preferences. Discourse analysis can also shed light on how different groups are represented in the media. For example, we might analyze the language used when reporting on different racial or ethnic groups, and identify patterns of stereotyping or discrimination.

Furthermore, discourse analysis of media texts and reports can help us better understand the messages that are being communicated to the public, and how these messages are shaping our perceptions of the world around us. The media plays an important role in shaping the meanings that people assign to various events, issues, and objects in the world. Here are a few ways in which the media contributes to the creation of meaning: **Framing:** How a particular story or event is framed can significantly impact how people interpret it. The media can frame an issue in different ways, emphasizing certain aspects of the story while downplaying or ignoring others.

Agenda-setting: The media can also have significant influence in determining which issues people consider important. By giving certain stories more attention than others, the media can



shape public opinion and prioritize certain issues over others.

Language use: The way the media uses language can also shape the meanings that people ascribe to certain things. For example, the use of terms like "illegal alien" versus "undocumented immigrant" can have very different connotations and implications.

Symbols and visuals: Symbols and visuals used by the media can also convey meaning. For example, using certain colors or imagery can evoke different emotions or associations.

By being aware of these different ways in which the media contributes to the creation of meaning, people can be more critical of the messages being conveyed and better understand the larger cultural context in which they are situated.

Conclusion. Discourse analysis is a study technique that examines written, spoken, or multimodal materials systematically in order to comprehend how language is used to create social interactions and meaning. Discourse analysis can be done in a variety of ways, including structure specialists, social constructionist, and critical methods, each of which has advantages and disadvantages. Discourse analysis may shed light on how media texts establish and uphold social norms, identities, and ideologies as well as how they influence attitudes, behaviors, and interpersonal interactions. Additionally, it can aid scholars in comprehending the more extensive social and cultural settings in which media texts are created and used. In conclusion, media text analysis is a useful technique for comprehending the intricate and subtle ways that media influences our

attitudes, behaviors, and social interactions as well as for promoting media.

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