



The history of media text formation as an independent field

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ABSTRACT

This article explores the historical development of media texts as an independent field, analyzing their linguistic, communicative, and socio-cultural evolution. The study examines the structural and functional aspects of media texts, their integration into digital platforms, and the impact of technological advancements on their formation.

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Mustaqil soha sifatida media matn shakllanishining tarixi

ANNOTATSIYA

Kalit so'zlar:

media matn,
medialingvistika,
kommunikatsiya,
raqamli media,
jurnalistika,
pragmatika, sotsiolingvistika,
multimodal matn.

Ushbu maqolada media matnlarning tarixiy rivojlanishi mustaqil yo'nalish sifatida o'rganilib, ularning lingvistik, kommunikativ va sotsial-madaniy evolyutsiyasi tahlil qilinadi.

История формирования медиатекста как самостоятельной области

АННОТАЦИЯ

Ключевые слова:

медиатекст,
медиалингвистика,

В данной статье исследуется историческое развитие медиатекстов как самостоятельной области,

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коммуникация, цифровые
медиа, журналистика,
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социолингвистика,
мультимодальный текст.

анализируется их лингвистическая, коммуникативная и
социокультурная эволюция.

INTRODUCTION

The evolution of media texts has been a significant aspect of modern communication, shaping the way information is disseminated and consumed. Historically, media texts have transitioned from traditional print formats to multimodal digital platforms, integrating visual, auditory, and interactive elements. This transformation has been driven by technological advancements, changing audience preferences, and the globalization of information networks. Over the years, media texts have expanded beyond simple informational writing to encompass journalistic reports, digital advertisements, political messaging, and social media discourse. Their structure and function have been profoundly influenced by societal trends, linguistic innovations, and the emergence of new communication technologies.

The study of media text formation as an independent field has gained prominence in linguistics, communication studies, and digital media research. Media texts are no longer confined to journalistic articles but extend to advertisements, social media posts, blogs, and multimedia content. With the rise of digital platforms and algorithm-driven content, the way media texts are composed and consumed has dramatically changed, making them an essential component of contemporary discourse.

METHODS

This research employs a multidisciplinary approach, integrating historical-linguistic analysis, sociolinguistic perspectives, and pragmatic methodologies. The historical-linguistic analysis examines how media texts have evolved from traditional print journalism to digital formats, focusing on the transformation in writing styles, syntax, and vocabulary. The sociolinguistic perspective analyzes the influence of media texts on audience engagement, communication habits, and public discourse formation. This aspect highlights how language in media is shaped by audience expectations, social norms, and technological innovations. Lastly, the pragmatic approach evaluates the functional aspects of media texts in various communicative contexts, such as news reporting, digital advertising, and political campaigns, determining how meaning is cons.

RESULTS

The development of media texts can be categorized into three major phases: Traditional Print Media (18th–20th Century): During this period, newspapers, magazines, and pamphlets served as the primary medium for information dissemination. Journalistic writing was characterized by a formal tone, structured arguments, and an emphasis on factual reporting. The linguistic style was heavily influenced by classical rhetoric and formal syntax, ensuring clarity and reliability. Broadcast Media (20th Century): The emergence of radio and television introduced auditory and visual elements into media texts, shifting the focus from purely textual communication to a more dynamic and engaging format. News broadcasts and television programs adopted a conversational style, integrating spoken language conventions and visual aids to enhance comprehension. This era saw a significant shift from long-form print narratives to concise, impactful storytelling that could be delivered in short segments. The rise of

internet-based platforms transformed media texts into interactive, multimodal formats. Online journalism, social media, and digital advertisements embraced brevity, immediacy, and multimedia integration. The language used in digital media became more flexible, incorporating informal speech, emojis, hyperlinks, and visual elements to create engaging content. Audience participation through comments, shares, and reactions further blurred the lines between traditional authorship and collaborative communication. This transition from static print media to dynamic digital content has significantly altered the structure and consumption patterns of media texts, making them adaptable to new technological landscapes and audience demands. Media texts exhibit distinct linguistic features, including conciseness, clarity, and multimodal integration. Headlines and articles are structured to maximize readability and engagement, often using direct, impactful language to capture attention. The stylistic variation in media texts depends on the genre—news reports maintain a formal and factual tone, while social media posts lean toward conversational and informal language. Additionally, the fusion of text with images, videos, and hyperlinks enhances the communicative effectiveness of digital media. In journalism, storytelling techniques such as personal narratives, quotations, and rhetorical devices contribute to audience engagement. Meanwhile, advertising relies on persuasive language, emotional appeal, and strategic wordplay to influence consumer behavior.

Media texts serve multiple communicative functions, fulfilling diverse roles in contemporary society. The informative function provides audiences with news, analysis, and educational content, ensuring the dissemination of knowledge. The persuasive function influences public perception, often seen in advertisements, political speeches, and opinion editorials.

DISCUSSION

The findings highlight the dynamic nature of media texts, emphasizing their linguistic adaptability, socio-cultural relevance, and technological integration. The shift from print to digital media has necessitated new analytical frameworks, incorporating multimodal and interactive elements. This transition demonstrates how communication practices evolve in response to technological progress and changing audience behaviors. Additionally, the linguistic evolution of media texts reflects broader changes in discourse, showcasing the interplay between stylistic innovation, technological advancements, and audience expectations.

CONCLUSION

This study provides a comprehensive analysis of the historical development, linguistic characteristics, and communicative functions of media texts. The findings underscore the importance of media texts in modern communication, highlighting their adaptability, socio-cultural influence, and technological integration. As media texts continue to evolve, their role in shaping discourse and audience interaction will remain a critical area of study.

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