

## **MEDIA DISCOURSE IN LECTURES AND PRACTICAL LEARNING MATERIAL**

**Syvokin H., Maryanko Y.** (*Odessa State Academy of Civil Engineering and Architecture, Odessa, Ukraine*)

In media the scientific and popular style is commonly used in a variety of lectures that operate with scientific facts. In modern society, all kinds of media (radio, television, newspapers) are pragmatic; the main purpose of mass media is to influence the audience while informing it. Taking into consideration the fact that the pragmatic function of modern media is the basic one, we can say that this feature brings the types of media close to journalistic discourse. While analyzing media language features it should be noted that today viewers, listeners and readers encounter various signs of mass media discourse heterogeneity. One of the most interesting features is the use of lexemes, morphological and syntactic structures belonging to different styles of speech, such as conversation, art, business and academic styles. A discourse level application in media research, in contrast to content and analytical (quantitative) methods, makes it possible to discover the contents of specific media reports, their contextual parameters, structural features and peculiarities of their formation. The researchers point out both the problems of integrity of the text and some techniques that are used in a composition of the sample under analysis. Explicit or implicit forms of the meaning reflexion in a speech segment, presentation or intention that are inherent in every utterance (sentence) demonstrate the general idea as well as a text orientation to get a certain result (e.g. legitimize certain social problems). Media discourse as a "global" type of discourse is considered to be a modification of journalistic discourse that reflects the status quo in society, combines many styles and genres; when looking at the aim of the research, it is the most appropriate context to study both purely linguistic and extralinguistic aspects. Emphasizing the main features of information popular presentation stated in the works of linguists the following should be mentioned: firstly, a popular exposition does not allow the speed of the thought which is perfectly appropriate in a purely scientific work. In a popular essay every single thought must be described in detail so that the reader's mind could manage to see the further way towards the logical consequence of the idea. If you bore your reader's mind with too quick transmissions, you will get the same result, which would produce no bridges: the reader will go crazy and lose sight of the general connection of the thoughts. Secondly, popular presentation should avoid abstraction, each common position must be confirmed by tactile facts and exemplified.

