

Scottish International Conference on Multidisciplinary Research and Innovation – SICMRI 2026

KEY CHARACTERISTICS OF MEDIA TEXTS IN MODERN LINGUISTICS

Akhmedov Davronbek Gayratbek ugli
Independent researcher of
Andijan State Institute of Foreign Languages

Abstract. This paper explores the key characteristics of media texts with a focus on their linguistic, structural, and communicative features. Media texts are examined as complex discursive formations that combine informational, persuasive, and evaluative functions, reflecting social, cultural, and ideological contexts. The study highlights such characteristics as intertextuality, multimodality, audience orientation, and the strategic use of language to shape meaning and influence interpretation. By analyzing media texts within contemporary media discourse, the paper demonstrates how linguistic choices contribute to the construction of reality and the representation of events in the public sphere.

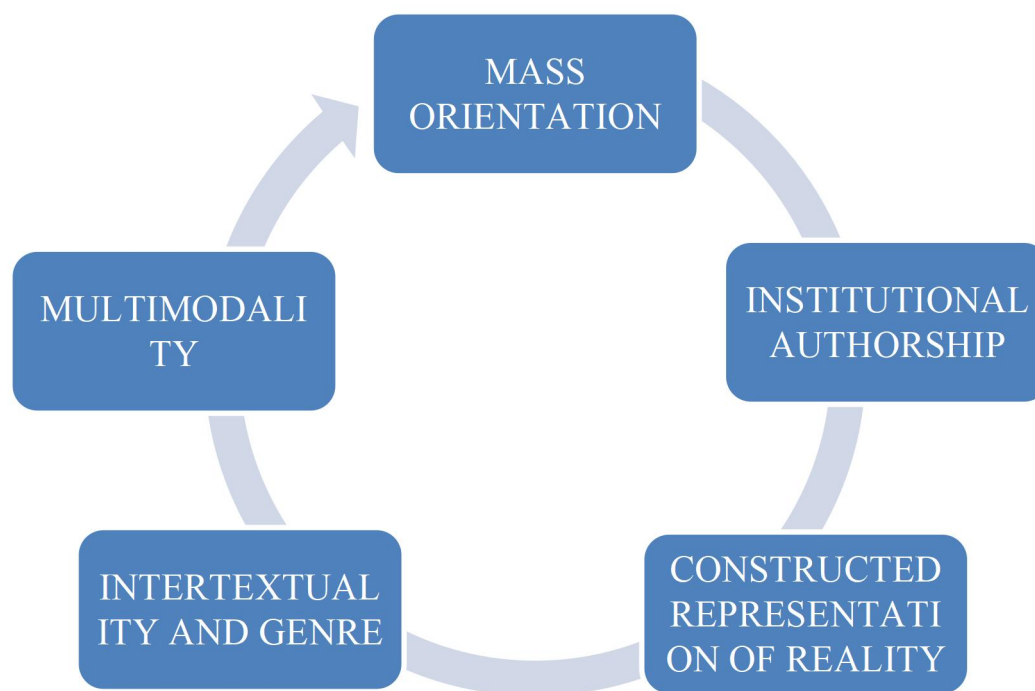
Keywords: media texts, media discourse, linguistic features, multimodality, intertextuality, audience, communication.

Introduction. The concept of the media text has gained increasing attention in modern linguistics due to the pervasive influence of mass media on language and society. Media texts, whether news articles, television broadcasts, or online content are not just vessels of information but complex communicative acts that shape and reflect social realities. As Fairclough observes, “the study of media language is increasingly important both for media studies and for discourse analysis and sociolinguistics”. This importance stems from the role media texts play in constructing narratives, framing public opinion, and disseminating cultural norms on a large scale. By examining media texts, linguists can uncover how language is used to inform, persuade, entertain, and even manipulate audiences, revealing underlying ideologies and power dynamics.

In linguistics, media text generally refers to any communicative content produced for mass media channels, encompassing written, spoken, or multimodal messages designed for a broad audience. Unlike a traditional text (e.g. a private letter or a face-to-face conversation transcript), a media text is typically public, published, and shaped by the norms of media production. Crucially, media texts are often multimodal: they can combine verbal language with images, graphics, sound, music, and other semiotic modes to communicate messages. For example, a TV news report is a media text that integrates spoken commentary, on-screen text, visuals, and sometimes background music to create meaning. This multimodality means that media texts operate beyond pure textuality; as one scholar notes, their meaning arises from the interplay of words with other media elements in a network of signs.

Key characteristics of media texts: Modern linguistic research highlights several defining characteristics of media texts, distinguishing them from other text types:

Scottish International Conference on Multidisciplinary Research and Innovation – SICMRI 2026



Key characteristics of the media texts.

Mass orientation: media texts are produced for a mass audience rather than a single interlocutor. They are disseminated through mass communication channels (press, broadcasting, digital media) and thus are designed to be accessible and relevant to large, diverse groups of people. The audience is usually not physically present with the author, which affects the language, for instance, media texts often explain context that a private conversation might leave implicit.

Institutional authorship: unlike personal texts, media texts typically have an institutional or collective “author.” G. Y. Solganik emphasizes that a distinguishing feature of a media text is a “special type of author” in the mass media, the speaker/author is often an institution rather than an individual speaking solely for themselves. Journalists, editors, and media agencies collaboratively produce the content, following editorial policies and professional norms. This can result in a certain impersonal or authoritative tone, and it means the identity and intentions behind the text are organizational as much as individual.

Constructed representation of reality: media texts are not neutral transcripts of reality but representations constructed through selection and language. Fowler argues that news “is a representation of the world in language; because language is a semiotic code, it imposes a structure of values... on whatever is represented”, and therefore news “is not a value-free reflection of ‘facts’”. In short, media texts actively shape reality by framing events in particular ways, using specific vocabulary and narratives that carry social and ideological connotations. The notion of objectivity in media is thus complicated by the understanding that every media text results from choices about what to include, exclude, emphasize, or downplay.

Intertextuality and genre: media texts often draw upon and mix various genres and prior texts. Their meaning frequently depends on intertextual references, for example, a political cartoon (a media text) might invoke a well-known movie scene, or a news article might allude to phrases from a politician’s speech. Furthermore, media texts adhere to genre conventions (the structure of a news report vs. an editorial or a talk show vs. a documentary), which provide an expected format and style that audiences recognize.

Multimodality and technological mediation: media texts reflect the medium and technology through which they are produced. A century ago, a “text” in a newspaper was purely printed words and images; today, an online news text may include hyperlinks, videos, and

Scottish International Conference on Multidisciplinary Research and Innovation – SICMRI 2026

interactive graphics. As Bell and Garrett observe, media texts “reflect the technology that is available for producing them”. This means the form and even language of media texts evolve with media technology, for instance, news tweets on social media (280-character texts) have a different style than full newspaper articles, due to the constraints and norms of the platform. In sum, media texts are shaped by the technological context (print, broadcast, digital) in which they are created and circulated, and contemporary media linguistics must account for these evolving multimodal features.

These characteristics establish that media text in modern linguistics is a broad, dynamic concept. It encompasses more than just the words in a news story or an advertisement; it includes all the communicative elements and contexts that give those words meaning for a mass audience.

References:

1. Barthes R. Image – Music – Text. – London: Fontana Press, 1977. – 345 p.
2. Bell A. The Language of News Media. – Oxford: Blackwell, 1991. – 564 p.
3. Fiske J. Television Culture. – London: Methuen, 1987. – 283 p.
4. McLuhan M. Understanding Media: The Extensions of Man. – New York: McGraw-Hill, 1964. – 369 p.
5. Teun A. Van Dijk. News as Discourse. – New Jersey: Lawrence Erlbaum Associates, Inc., Publishers 365. – P. 95-107.