On The Investigation Of Media Discourse

Nahida Mahmud Imanova
Azerbaıjan Unıversıty Of Languages

ABSTRACT
The article deals with the investigation of media discourse. It states that there are two view points according to the determination of the media discourse. According to the first approach the media discourse is a specific type of speech act, and it is observed only in the branch of mass media information. According to the next approach the discourse which is observed in any process of mass media can be meant as media discourse. This viewpoint can be called correct as each discourse which is used in mass media is considered to be media discourse. One of the scientists investigating the notion of discourse N.Fairclough writes: ".... the content of the information may be given before analyzing the form because the content of the information is realized in some form. Form is a part of a content." (Fairclough 1989, p.108). The realization of mass media, especially the media discourse is used through the means of the computer and the internet. One ways of communication is media discourse. Media discourse serves some certain purposes of the activity of mass media subjects.

Key words: mass media, discourse, text, complex, computer, interner, linguistic

INTRODUCTION

The text is known to be a complex linguistic object. The notion of the "text" is polysemantic, and the explanation of this term is explained in four various forms: It denotes completed and correctly related succession of sentences; It denotes some certain common models for various texts; the succession of sayings belonging to one of the participants of the communication; the sample of the speech according to its form (Nikoloeva 1978, pp.467-473).

The different kinds of texts have been investigated in linguistics lately. The notion of mediatext, or can also be called mediadiscourse is one of them.

There are four main chanels of spreading the media discourse. They are 1)mass media; 2) radio; 3) television; 4) internet. It is noteworthy to mention that internet is considered to be the most modern means of mass media in this list. According to statistics nowadays newspapers and journals are forced out among the kinds of the media discourse (Turaeva 1986, p.100).

The use of computer and internet has widely been spread in modern days. Being used for various purposes the internet has caused a new world to appear. "Virtual world", or the use of "virtual" is one part of this world. The notion of "virtual world" has formed some virtual identities, new communities, etc. According to Oxford dictionary virtual means "something that can be done or seen using computer and therefore without going anywhere or talking to anyone".

The notion of "virtual" is the opposite of the notion of "real" semantically. Various authors have different opinions about this notion.

Virtual means "to be seen", "to be potential than reality", etc. The notion of "virtual" may be explained as the subject referring to postmodernism. It covers the questions of people "Who are you?" explicitly and implicitly. The question may sound simple, but it includes many complex and difficult answers. Firstly, it is necessary to mention that the pronoun "you" may express second person singular and plural. It means that individuality may cover small groups and more social categories. For example, I am the father of three children, a teacher, a British person, a social scientist, etc. or we are parents, we are British, we are social scientists, etc. (Holtzhausen 2013, p.96)

The first investigations relating to the virtual identities seemed like utopia as it described boderless freedom and potensial. But the reality of internet made it real as the role of internet is inevitable nowadays. One of the important components of internet is social sites and especially the segment of "facebook". The identity can be expressed in different ways which has been created by people in social sites, as well as in Facebook. Linkedin, Googleplus, Twitter and other social sites have brought new spirit to the virtual online identity. These usages of vitual identities make this problem actual in modern linguistics. It is noteworthy to stress that the notion of virtual identity has not been investigated in the Azerbaijan linguistics. From this point of view this problem is worth to be investigated in the Azerbaijan linguistics.

DISCUSSION

The modern level of linguistics is to consider language as a means of communication. The communication process includes the information exchange. The information exchange demands two sides at least. In the verbal communication "a speaker – the speech of a speaker – a listener", in the written speech "a writer – a written text – a reader". There happens information event among these. The event may be realized from one-sided. The speaker speaks, but the listener does react to him/her.

It is a known fact that the human cognitive abilities are very complex to understand. Especially, the acquisition and the use of language. The brain as the source of human language and cognition goes back nearly 2000 years. Assyrian and Babylonian cuneiform tables mention disorders of intelligence that may develop "when man's brain holds fire." (Fromkin and Rodman 1993,p.436). There is such a fact in the history that in 1700 B.C.E. the papyrus records that "the breath of an outside god" had entered their patients who became "silent in sadness". The brain/mind relationship has also been speculated bt the philosophers of ancient Greek. The fact that needs to be paid attention the brain's important function in cognition or language was not recognized either Plato or Aristotle. Some scientists consider it failour by Aristotle as he considered to brain to be a cold sponge and its function to cool the blood. Thre are some others facts relating to this problem. The brain is meant "the messenger to the understanding" in one of the Hippocratic treatises. In addition to this, the brain is considered to be the organ in which "in an especial manner people get wisdom and knowledge." (Fromkin and Rodman 1993, p.436).

The relationship between the brain and mind has been dealt through the investigation of language. Once Charles Darwin wrote: "As the voice was used more and more, the vocal organs would have been strengthened and perfected through the principle of the inherited effects of use; and this would have reacted on the power of speech. But the relation between the continued use of language and the development of the brain has no doubt been far more important. The mental powers in some early progenitor of man must have been more highly developed than in any existing ape, before even the most imperfect form of speech could have come into use" (Darwin 1871, p.100)

ANALYSES

Nowadays the computer language is often heard. It is necessary to mention that computers should not be considered as one of the industrial society. They can not be put in the same level as automobiles, cameras, or telephones. Unlike the mentions inductrieal products computers are meant to be information processing systems. They manipulate symbols. Besides, computers resemble us more closely in what we see as our essential being such as a thinking person. A new kind of intellegence different from us is recognized through computers. Surely, in some ways they recoginze us a kind of information which is more powerful and in other ways much more limited. Heinz R.Pagels writes: It is the opportunity of our generation to seize the computer revolution, make it ours, and bring it forth for the good of all humanity." (Heinz 1984, p.14).

Kazuhiro F. writes: "Further information processing must be able to handle Japanese, English, and other natural languages. This is one of the core themes of artificial intelligence and at the same time, an area of linguistics: deep relations exist between theoretical linguistics and computers (Fichi 1984, p.19).

It is undeniable that the ability to achieve language belonged to human beings during centuries. Nowadays to acheive language is got by computers. As a result, computational linguistics is considered to be a subfield of linguistics and computer science. This field of linguistics concerns with computer processing of human language. Automatic machine translation of one language into another, the analysis of written texts and spoken discourse, the use of language for communication among people and computers, computer modeling of linguistic theories, and the role of human language in artificial intelligence are included by this new field of linguistics.

Investigations prove that the attempt of automatic mashine translation was developed in1940s which caused the use of computers of natural language processing. During World War II, Japanese military communications was deciphered coded by the United States scientists without the help of computers. This process proved their skill in coping with different language problems. The idea of using deciphering techniques to translate from one langauge into another belongs to Norbert Wiener. He is known to be a pioner in the field of computational linguistics: "When I look at any article in Russia, I say: 'This is really written in English, but it has been coded in some starnge symbols. I will now proceed to decode.'" (Locke and Boothe 1955, p.55).

To "feed" a written passage in the source language into the computer is the purpose of automatic translation. It also aims to get a grammatical passage of equivalent meaning in the target language. During the beginning of machine translation, that task was believed to be accomplished by entering into the memory of a computer a dictionary of a source language and a dictionary with the corresponding morphemes and words of a target language. The "translation" decoding program consisted of "matching" the morphemes of the input sentence with those of the target language. This process was failed, unfortunately.

Translation means more than word-for-word replacemnt. It is possible not to find the equivalent word in the target language. The order of words may differ too. For example, the word order of English and Azerbaijan differ. Traslating idioms, phraseological verbs, metaphors, jargons, slangs cause difficulties as well. For solving these problems human translators are used as they know the grammars of languages and draw on general knowledge of the subject matter and the world to arrive at the intended meaning. Lexical and syntactic ambiguities are often impeded by machine translation. Structural disparities between the two

languages, morphological complexities, and other cross-linguistic differences are also included here. It is undeniable that even humans translations may sometimes sound wrong. The "wrong" translation represent difficulties of translation for example, the equivalent of words may cause problems in tranlation, etc. It is necessary to stress that word choice is considered to be a minor problem in automatic translation. The syntactic problems are more complex. Computers are used to translate "simple" texts grammatically and correctly between well-studied languages such as English and Russian. The translation that need grammatically and semantically correctness then it requires human intervention (Fromkin and Rodman 1993, p.472).

The discourse basing on computer has a source of text. The messages are written on the keyboard of the computer and are read on the screen by a receiver of the message. The new media discourse basing on texts may have different forms. For example, electronic mail, online chat pages, virtual games, and various internet sites.

The internet may be considered to be multilanguage, but English is proved to be the dominant language.

The canadian sociologist Goffman distinguishes two types of identity in new media discourse in his article of "Self-expressing in everyday life". They are: consciousness and unconsciousness. The users may form profile consciously, but the companies of various social sites suggest signs, emojis expressing the users mood, their will and intention (Veysally 2015, p.68).

The virtual identity may be expressed by various linguistic means in new media discourse. For example, deixes, different emoji signs, or the lexical mistakes in people's verbal speech and the non-standard grammatical mistakes. These lexical and grammatical mistakes may be deliberately used by users in order to give stylistic shade to the meaning. They are proved to lead to misunderstanding between users though. Therefore, virtual discourse may carry some same features with verbal discourse, but it has its typical features.

Unlike the face to face conversation, the users of social sites do not use gestures and mimicry while expressing themselves. Computer users may use various means of emojis such as ":)" expresses happiness and the frendly intend of someone, etc. (Danesi 2017, p.17).

One of the components of the communication through computers is the verbal construction of place and visuality by using metaphors and deixes. The vision related metaphors, spatial metaphors, the metaphors expressing virtual objects, etc.

The grammar of computer communication is characterized in different chat sites, informal informative media, the pronouns which are often used in the function of a subject, the omition of prepositions, in simple sentence constructions, and by means of ellipsis. For example, *Never tried speaking to them to be honest and not about to start.* In such kinds of sentences the omition of the subject is used oftener than prepositions. The contractions are related to the phonetic assimilation such as *' dunno' (don't know) 'prolly' (probably),* or *'snot really me, yknow?' (It has not really me, you know), etc.* The non-standard grammatical structure is deliberately used for to seem ridiculous. In this case archaic dialets are often used by the users (William 2005, p.12).

Besides the grammar mistakes the speeling mistakes can often be observed. D.Crystal claims that these speeling mistakes have already been accepted as a norm. The substitution of a letter

or a number has the non-standard homophone stylistic effect. For example, *'C U L8ER' = 'See you later', 'R U there?' = 'Are you there?', 'NE1' = 'anyone'* (Crystal 2011, p. 233).

It is noteworthy to stress that the grammar used by humans are not the same used by computers. The linguists construct grammar for human languages as models of linguistic competence, they express linguistic performance. Computers are not the same with people, so they achieve similar ends differently. It can be compared with this: "An efficient flying machine is not a replica of any bird, efficient grammars for computers do not resemble human language grammars in every detail" (Fromkin and Rodman 1993, p.488).

Computers can be programmed to model the grammar of a language. The computer model of a grammar was developed in the 1960s by the computer scientist Joyce Friedman. That computer grammar was created to test a generative grammar of English. Recently, computational linguists try to develop computer programs to generate the sentences of a language and to stimulate human parsing of these sentences. The rules included in various linguistic theories such as Chomsy's government-binding theory. Ed Stabler, R.Berwick, A.Weinberg, and M.Johnson are known to have developed the computational models. Their model shows the possibility of using a transformational grammar in speech and comprehension. It can be considered to be controversial whether this model works with human language processing. V.Fromkin and R.Rodman write: "If we can get a computer program to produce sentences as output and to parse sentences fed into the machine input, we still need psycholinguistic evidence that this is the way the human mind stores and processes language." (Fromkin and Rodman 1993, p.489).

The linguistic competence and performance being complex, the computers are being used as a tool in the attempt to understand human language and its use. Scientists have emphasized some of the differences between the way human processes languages and the way computers process language (Fromkin and Rodman 1993, p.489). They give such an example: "humans appear to do speech recognition, parsing, semantic interpretation, and contextual disambiguation more or less simultaneously and smoothly while comprehending speech. Computers are known to have different components. They are loosely connected, and perform these functions individually" (Fromkin and Rodman 1993, p.489). The reason of it is explained like this as computers have only a single, powerful processor or it may be called "brain". This "brain" is capable of performing a single task at a time. Computers are being designed with multiple processors; there are less powerful ones which are interconnected. The power of these computers is observed in the individual processors and in the connections. Such computers are known to be capable of parallel-processing or carrying out several tasks immediately.

The computer is given bits of knowledge in computer digestible form for example, the day's football scores, etc. The computer is also programmed to state that knowledge in fluent, grammatically and semantically correct language for instance, a report of the football scores on the TV program. The most sophisticated language generation programs allow the computer to converse with a human. It is necessary to stress that the computer is programmed with knowledge of the circuit, and a method to enable it to understand and speak phrases and sentences within the context of the problem.

Computational linguistics is able to program machine understanding in ways that connect all the stages of processing together. It begins from speech recognition through contextual interpretation, and for this reason come closer the way human processes language.

The facts related to the computers can make us think that computers have *artificial intelligence* (AI) (Fromkin and Rodman 1993, p.490). The term is used in the book of V.Fromkin and R.Rodman. Artificial intelligence is observed when it exhibits intelligence ordinarily associated with human behavior such as reasoning, learning, use of language, and so on. There are some opposite opinions about artificial intelligence. The opinion differs in the fact that computers can simply stimulate human behavior in any way practical, whether or not that is the way people think.

It is a secret that all computer activities result from programs. Those programs were written by humans. There are programs written by computer itself though. It makes scientists think that how an AI program differs from a non-AI program. It is sometimes difficult to distinguish them. The computer scientist think that an AI program is designed to process knowledge and such processing includes inferencing the ability to derive additional knowledge from the original knowledge base (Fromkin and Rodman 1993, p.490).

It is necessary to underline that most computer programs designed for natural language communication attain AI techniques. Knowledge may be kept in the form of acoustic patterns for recognizing sounds, grammatical rules for determining sentence structure, and semantic rules for determining meaning in speech understanding.

For fulfilling the task of determining phonemes from variable sounds or allophones inferencing capability is required. For example, the phonemes a /t/ or a /d/ can be inferred as their input signals are indeterminate, but if the sound occurs at the beginning of a word and their other segments are /i/ and /g/, etc.

Recently, semantic inferencing has been investigating widely. Beginning form the 1960 years. There is knowledge base information stored in the computer memory. It includes such facts as "Twenty is a number, "a nightingale is a bird", "a dog is an animal", "dogs can bark", etc.

V.Fromkin and R.Rodman write: "If "intelligent computers" are ever developed, if artificial intelligence ever approaches human intelligence, it is clear that linguistics will play a major role in these developments as human linguistic ability is the single most prolific manifestation of intelligence" (Fromkin and Rodman 1993, p. 491).

CONCLUSION

Searching various linguistics sources computers are known to process language. They are able to translate from a source language into a target language. They have been programmed for this usage. They can also help scholars to analyze a literary text or a corpus of linguistic data. Computers are also proved to communicate with people through spoken human language.

Computers can use rules of grammar to collect sentences from a lexicon of words and morphemes that express the intended meaning. Speech understanding through computers is considered to be a difficult task. It is because the physical speech signal alone is insufficient for understanding a spoken message. In this case much linguistics knowledge is needed. Speech recognition causes the machine comprehension of speech. This kind of speech causes to identify phonemes and words from the raw acoustic signal. Understanding a chain of recognized words, the machine firstly parses the string to determine its syntactic structure. The computer programs that use a grammar to determine the structure of an input string is called parses. They may operate top-down or bottom-up. There also look-ahead parses which scan forward to avoid the need to backtrack. To decompose words into their component morphemes according to the rules of word formation morphological parses have been used.

Modeling a grammar of language computers may be programmed. Parallel processing machines are included by modern computer designers. Parallel processing machines are programmed to process language more than humans do. They may carry out many linguistic tasks simultaneously.

The endowing of machines with humanlike intellectual capabilities is realized by artificial intelligence. One of the most important manifestations of artificial intelligence is used by machines to communicate with humans.

The media discourse has its own inside characters and lexical-grammatical organization. Depending on the functional genre features of mass place in which the media discourse is realized, it has the following types: message, news, information, announcement, promotion discourses, analytic, publicist discourses; presentation, ideology, etc.

References

Crystal D. (2011). A little book of Language. Great Britain: Yale University.

Darwin Ch. (1871). The descent of man, and selection in relation to sex. New York: Appleton and Co.

Danesi M. (2017). The semiotics of Emoji. UK: Bloomsbury.

Fairclough N. (1989). Language and Power. London: Longman.

Fromkin V. and Rodman R. (1993). An Introduction to Language. USA: Harcourt Brace College Publishers.

Fichi K. (1984). "Fifth Generation Computers: Some Theoretical Issues". Annals of the New York Academy of Sciences, Vol.426.

Holtzhausen D.R. (2013). Public Relations as Activism: Postmodern Approaches to Theory and Practice. Routledge: Business and Economics.

Heinz R.Pagels. (1984). "Introduction", Annals of the New York Academy Sciences, Vol.426.

Locke W.N. and Boothe A.D. (eds.). (1955). Machine Translation of Languages. New York: Wiley.

Nikoloeva T.M.(1978). The concise dictionary of linguistic terms. New in modern linguistics. Moscow: Moscow Publishing House.

Turaeva Z.Y. (1986). The linguistics of a text. Moscow: Prosveshenia.

Veysally F.Y. (2015). The Cognitive Linguistics: main concepts and perspectives. Baku: Mutarjim.

William M. (2005). Baudrillard and the Media: A Critical Introduction. Polity: Social Science.