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ANALYSIS OF LINGUISTIC-SEMIOTIC FEATURES OF QUALITY PRESS NETWORK MEDIA TEXTS

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Abstract:	Keywords:
In today's digital age, the rapid spread of information has made the media more influential than ever before. As consumers of news and information, it is important to critically examine the content we consume, especially when it comes to texts in network media. These articles are produced by large press networks and have a significant influence on public opinion. Understanding the linguistic-semiotic features of these articles can help us decipher the intended messages and possible biases within them.	Reliability, verifiability, relevance, quality press, illustrations, visual semiotics, reliability, relevance, efficiency.

Introduction

Linguistic-semiotic analysis deals with the study of signs and symbols used in communication. By applying this analysis to high-quality media texts from press networks, we can examine how language and other semiotic elements contribute to the construction of meaning and shaping public perception. An important aspect of linguistic-semiotic analysis is the study of word choice and language patterns used in media texts. Quality press networks strive for credibility and objectivity and thus influence their choice of words. Unlike tabloids or sensationalist media outlets, quality press releases tend to use more neutral language and avoid overly emotional or biased terms. By studying the vocabulary and patterns of expression used in these texts, we can see the level of objectivity or bias. In addition, visual elements in media texts contribute significantly to their meaning. The images, illustrations, and layout design of a media text convey a semiotic message in conjunction with the written content. This visual semiotics can reinforce or alter the intended meaning of the text. For example, a high-quality media text from a press network may use images consistent with the information presented or provide visual evidence to support claims. Conversely, biased media sources may manipulate visual elements to evoke certain emotions or misrepresent the truth.

Mass media in general and print media, in particular, are an important instrument for conveying information with different content and thus for forming public opinion. This task is implemented taking into account the diversity of readers' interests and the actual stratification

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of society into different age groups, political and ethnonational groups with different levels of education and life experience.

Literature review

The press is structured according to goals, topics, selection criteria, and type of material submission. By focusing the texts on a specific target group, the press is divided into high-quality ("quality press", "reputable press") and mass-public press ("popular press"). L.M.Maydanova and E.V.Chepkina's quality press includes socio-political publications that meet high requirements for the quality of information: neutrality, objectivity, separation of facts and opinions, presentation of different points of view, thorough, conscientious reasoning. The entertainment block is significantly smaller than the information block. However, there is also a general tendency to intensify the means of expression: catchy headlines with elements of language games, and expressive tone of the message at the expense of lexical and stylistic means of expression[1].

The analysis of the works on the study of the qualitative press showed that within the framework of the discursive approach, the main criterion for dividing the press into qualitative and mass is its functional and pragmatic conditionality with the following parameters: 1) the number of printed publications; 2) the method of information transmission; 3) the criterion of the addressee. The main functions of high-quality press publications traditionally include informational and educational functions. Kozhina presents a detailed classification of the functions of a quality press, according to which the main functions of a quality press are: influencing, popularization, education, organization, hedonism, education, and expression. All of these functions are closely related, but the most important for a quality press is the influencing and informative function, which is expressed in the fact that a quality press informs the reader, relying only on objective, verified sources of information[2].

Research methodology

As far as how information is conveyed is concerned, the thematic hierarchy in the high-quality press is observed. The order of placement of materials depends on the news value, which is determined by several factors: novelty, relevance, spatial and psychological proximity to the reader, as well as significance[3]. One of the characteristic features of "quality journalism", aimed at implementing the principle of objectivity and impartiality in reporting, is the consistent differentiation of information and commentary, information and opinion, and information and assessment [3]. If we talk about the criteria of the addressee or, in other words, the readership, then many experts in the field of journalism and linguistics define a quality press as "a press with serious topics and a university language understandable only to people of a higher level.

Analyzing the features of high-quality press publications, A.V.Prytkov notes that "we can name high-quality publications that adhere to the principles of reliability, relevance, efficiency, analyticality and competence when preparing materials. Quality newspapers also attach great importance to design and illustrations, journalists of these media adhere to ethical norms and

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standards, and the publication management carries out competent marketing management[4]. High-quality daily newspapers are the most important media product that shapes the country's agenda in most countries. The Official Britannia Yearbook includes The Times, The Telegraph, The Guardian, The Independent, and The Financial Times as high-quality national British newspapers.

The effectiveness of the mass media is determined by its ability to adapt to constantly changing communication conditions. The desire to increase circulation to increase competitiveness in the battle for readers has led to almost all high-quality newspapers creating online versions of their publications. They are your electronic "business cards", form a dynamic, modern look, allow you to increase readership compared to the traditional printed edition of the publication, expand commercial opportunities, and, in some cases, completely replace this printed edition of the publication.

Based on the classification of mass media operating on the Internet, the following types of printed publications are distinguished: electronic copies, which have offline prototypes and are not aimed at adapting texts to online perception; Original online publications that have no print analogs; and hybrid, modified versions of offline publications that combine the features of traditional and original web-based newspapers[5]. Based on this classification, the British online publications "The Telegraph" and "The Independent", which are the material sources of our research, are hybrid modified editions that combine traditional printed publications and their applications and are considered prototypes of electronic versions, these primary works, which are becoming increasingly complex and evolving due to the new sales channel. Key features that the electronic version inherited from its printed prototype include: 1) Storage of the name of the publication, which is presented largely in the same manner as in the printed version. The presentation of information in a particular perspective depends on the status, position, and role of the publication in society and the associated methods of selecting the information provided, language and narrative style, genre range, headings, sections, etc. that are observed. 2)Preservation of invariant structure and content organization.

The main product of print media, which also includes high-quality press, is the media text. The term "media text" first appeared in English-language literature in the 90s of the 20th century, and the growing interest in the peculiarities of the functioning of the language in the field of mass communication contributed to its widespread use and consolidation of this designation. In Russian scientific practice, the concept of media text as a basic category of media linguistics was formulated in a study by T.G.Dobrosklonskaya [3]. The concept of the media text is based on an organic combination of verbal and media series units. The units of the media series mean non-verbal components of communication, such as the social background, characteristics of the creation and distribution of information in the form of texts, and their perception, which largely depends on the cultural and ideological background.

The term "media text" is a generalization for all texts that function in mass communication (mass media text, journalistic text, journalistic text, newspaper text, Teletext, radio text, Internet text, etc.). It allows you to combine concepts as diverse as a newspaper article, television news, radio shows, and other media products. G.Lisitskaya notes that all media texts

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are characterized by a constant change of expression and standard, information and commentary, facts and assessment, and the main quality of all mass media texts reflected in the language is the "interaction of news and opinions"[6]. A.A.Makhova, based on the concept of M.Y.Kazak names the following distinctive features of media texts: 1)a special type of information that, on the one hand, has properties such as objectivity, reliability, verifiability, relevance, and assessability; 2)the secondary nature of the text, which consists in the use, processing, and design of all other types of text that are considered primary; 3)Production in "Stream"; 4)collective production of media products; 5)mass audience; 6)mass media or mediated text distribution channel; 7)the specificity of feedback[7].

A broad approach to considering the media text allows us to consider the media text as a "complex sign formation" and take into account not only the linguistic component of the text but also all extra-linguistic elements that affect its perception as a creative product. The media text is an integrative multi-level symbol that combines various semiotic codes (verbal, non-verbal) into a single communicative whole and demonstrates the fundamental openness of the text on the content-semantic, compositional-structural, and character levels[8]. The dependence of the media text on the technical means of the distribution channel is an indisputable fact. The complexity of the technical means of communication with which the text is disseminated determines the degree of complexity of its semiotic organization. The functioning of media texts on the Internet is a direct confirmation that under the influence of properties such as hyper textuality, multimedia, and interactivity inherent in computer-mediated communication, significant changes are taking place not only at the level of form but also at the level of content. within the framework of the most important functional and genre types of media texts.

As for the form, when creating a text for distribution in electronic form, the author proceeds from the peculiarities of the reader's perception of the text in the network space: the perception of the three-dimensional linear text on the screen is difficult To read the text, Internet users become "seeing", scanning, which determines new principles of information presentation. The text is presented in the form of meaningful fragments, visually separated from each other by an interval. Important elements of the content are visualized through font size and color as well as hyperlinks"[9].

Analysis and results

Unlike printed versions, online versions of high-quality printed publications are initially organized according to the principle of a non-linear or hypertext presentation format of the materials, starting with the heading of the material and ending with the organization of the material within the articles. The semantic center of the analyzed British online publications is the main pages, where the list of headings, headlines, and headings of the latest news are initially placed. Although the online versions of the analyzed publications try to adhere to the traditional division of materials into news and analysis for a high-quality press, they increasingly show a tendency towards free heading, when the information content of the headings determines the thematic unity of the material. Informative, analytical, and artistic-

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journalistic materials (feuilleton group materials) of both a textual and audiovisual nature can be presented in one category.

The area of the Internet in which the network media operates allows the publication of an incredible amount of information materials. At the same time, the print media has completely defined boundaries and restrictions on the amount of information published. Because the online versions of publications are not limited by spatial boundaries, readers, guided by their interests and intentions, and not the authors of articles, as in a printed publication, use hypertext links in the direction and order the Use for discourse and determine its boundaries. Hypertext thus makes it possible to connect various forms of information representation into a whole based on explicit links, presented through the extensive use of the reference apparatus both within the headings and in the text of the article, thus creating a single information space in the publication.

Conclusion

In summary, analyzing the linguistic-semiotic characteristics of high-quality press texts is crucial to identifying the intended message and possible distortions. By examining word choice, visual semiotics, intertextuality, and contextual factors, readers can develop a more informed and comprehensive understanding of the information they consume. This analysis enables individuals to critically evaluate the credibility and objectivity of media texts and empowers them to make informed decisions and not be influenced by biased or manipulative content.

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