

THE ROLE OF THE MODALITY CATEGORY IN THE WORLD OF MEDIA

Yodgorova Zebo

Teacher of the Department of English Language

Teaching Methodology and Practice of Karshi State University

E-mail: zebo.yedgarova@gmail.com

INTRODUCTION

Mass media (media), first of all, influence the knowledge of the audience, form their media-view of the world. Dividing the image of the world into components has the same conditional appearance as the separation of personal and social reality. Firstly, if social reality is considered as an integral attribute of human collective nature, secondly, personality cannot be formed outside of society. In this regard, I.V. Rogozina expresses the following opinion: "... personal and social reality is a phenomenon related to each other, social and personal reality is embodied in a person's image of the world, and mass media is one of the main integrating factors in the modern world [8].

LITERATURE REVIEW

Any interaction of people in the society is carried out directly through certain tools, and one of these tools is language, which defines the place of the people in the society and serves as the main tool. It is considered that it mainly depends on the purpose of forming the image of the human world and how communication is carried out. M. McLuhan puts forward the idea that "not the means of production, but the means of communication play a decisive role in the development of modern society" [5].

I.V. Rogozina dwells on the media image of the world and admits that "the media image of the world gives people the opportunity to feel part of a more or less united media space and to exchange symbolic actions in this space, which is located on the time axis of media time." The scientist writes that the media image of the world plays the role of an integrating force aimed at uniting the global community and managing its vital activities [1]. **The media image of the world** can be considered as an objectification activity, which has the form of a "continuum" of people's understanding of the world, that is, breaking down and dividing into discrete parts categorized complex processes, appearances and events [1].

It is worth noting that the mass media, in turn, make these parts in one form or another, corresponding to the specific characteristics of human mental processes, and on the one hand, the image of the world in the mass media is clearly visible when compared with other types of the image of the world, that is, it differs from other types in terms of quantitative parameters (scientific, artistic, official) we can clearly see that the media image has an advantage in a number of important parameters. Therefore, no other type of text that objectifies people's minds can have such a wide-ranging effect in terms of forming a global conceptual image of the world in the minds of most people.

Based on this, it can be considered that the media image of the world is characterized by a wide range of reflected parts of reality. After all, "... it presents the most complete collection of thematic categories of human consciousness" [4, 15].

In our opinion, the existence of the media image of the world has at least two forms - the mental form, which is the effect of media texts on the human mind, and the modified form, that is, in the form of information messages in various mass media.

RESEARCH METHODOLOGY

The coexistence of different images of the world formed in the process of globalization is a phenomenon connected with the reality of the modern mass media world. In accordance with the principle of complementarity, these different images are interrelated in the process of perception of reality and provide a perspective view of this phenomenon, allowing the perceiving subject to approach its essence.

If we look at the theory of modern journalism, we can see that the issue of the type and state of images of the world formed through mass media is distinguished by its urgency. In fact, there are several different points of view in this regard, which do not contradict each other, but allow a more accurate approach to the interpretation and description of a specific module of the general media space.

There are different representations of the media world:

1) information; 2) advertisement-information; 3) journalistic; 4) television; 5) media image of the world, etc.

The mentioned types of images of the world are directly related to the mass media, are formed on their basis and place the conceptual and terminological apparatus of the theory of journalism in an important place. These images of the world are related to each other, as well as to the terms of a general literary character that define them, and represent concepts interconnected by equivalence relations. However, the images of the world do not fully reflect the essence of the innovative processes taking place in the mass media.

Therefore, in the analysis of the interaction of the person with the text, the concept of the text as its modified form is very important. The purpose of news texts distributed through the media is to change the image of the world in the mind of a person by introducing mechanisms of interaction between the text and the receiver, as a result of which he sees a certain image of the world in his mind.

It should be noted that the category of honesty occupies a special place in the creation of an image of the media world through media text. On the one hand, it reflects all its features in the creation of news text, and on the other hand, it is focused on the full performance of its task. One such function or characteristic is that modality is the object of logic's verification.

Based on this, we can guess within our topic that modality is considered as a set of methods that show the relationship of thought to reality, and the speaker means his relationship to the content of his speech, to the listener, to the situation, to various things and events, to existence in general through modal forms" [8, 44].

The concept of modality was first used by Aristotle in logic. Then this concept moved from logic to linguistics. The consideration of modality as a comprehensive category of its own, closely related to the logical construction of the idea of the category of modality, led to its consideration as a linguistic phenomenon. Therefore, modality is considered as an object of investigation of science and logic and the most important sign of a sentence, an important sign of a judgment in the form of a form of thinking [7, 41].

ANALYSIS AND RESULTS

In traditional linguistics, the category of modality is understood differently. Therefore, it is useful to find out the views of linguists on this matter. Sh. Rakhmatillaev gives the following definition of modality: "Meanings that show the relationship of thought to reality and the system of their expression is called the category of modality" [6]. The author returns to this issue later and notes that "modality represents the subjective-objective attitude of the speaker to reality" [6, 12].

Today, the category of modality is one of the areas that has been of interest not only to linguists for a long time, but also to representatives of natural and social sciences. It is possible to cite several examples of how the reflection of this category in linguistics is changing and improving over time.

The term "modality" is traditionally used in sentence syntax. Currently, this term is widely used in lexicology, phraseology, word formation, morphology and text linguistics.

Researchers are trying to study the cases and reasons for the manifestation of modality at all levels of the language system - phonetic, lexical-phraseological, morphological and text units.

In fact, the presence of such a wide range of possibilities in the manifestation of the category of modality, without a doubt, indicates that this category is a universal phenomenon and that its study is extremely important for understanding the essence of language construction. The occurrence of the category of modality, which has the character of universality, at every level of the language proves once again that the units of the language system have a wide range of possibilities [1, 151].

It is known that modality (lat. modalis - measure, method) is a functional-semantic category that represents different forms of relations of thought to reality, as well as different forms of subjective classification of expressed thought. Aristotle introduced the concept of modality to science. Based on the essence of the category of modality, Aristotle divides it into two aspects - "the possibility of an action in an objective existence or its impossibility (probability)" - and the scientist says about the essence of modality: "These are the highest logical concepts, the main, important aspects of the objective existence characteristics are reflected in categories and other concepts are formed based on them. Because they are connected with the material world (objective existence), categories represent the true essence of sentences by expressing the connection between natural things and their relationship" [2, 10].

Summarizing what has been said about the category of modality, it becomes clear that there are four different views on this issue.

1. Modality, which is a category of language, differs from the modality of logic. Because this category also includes words that express the speaker's emotional and thought expression.
2. Grammatical modality-logical modality, therefore, the types of sentences consist of affirmation and negation.
3. The speaker's subjective attitude is reflected in the types of sentences according to the purpose of expression, accordingly, sentences are divided into declarative, interrogative, command and exclamatory sentences.
4. Modality, which is a category of language, is related to modality, which is a category of logic, because the sentence has a nominative character.

In our opinion, the research conducted in the direction of media language should consider modality as a phenomenon related to the information purpose and linguistic taste of the journalist in the formation of media text.

It is understood from the above that the study of the language system in connection with the human factor, the combination of modality in information, any types of modality perceived by a person will always have an anthropocentric character. When studying relations in the media language from the perspective of both the subject and the object, it is observed that the category of meaning acquires a different essence. After all, the image of the world created in the mass media is intended to influence by informing, persuading and persuading. That is why in many cases it comes from the ideological and political arrangements of the address. To be more precise, it is necessary to study not only one, but many images of the world in the mass media. Studying the linguistic landscape of the world in the media language is inextricably linked with the conceptual landscape of the world, which reflects the conditions of existence of a person and his living conditions, his interaction with the world - nature. The linguistic landscape of the world reflects the general landscape of the world.

CONCLUSION/RECOMMENDATIONS

At the center of these norms in the media text mentioned above is the category of modality. Because, in the expression of features such as mass, imagery, expressiveness, emotionality, evaluation, accuracy, conciseness, stylistic proportionality, truthfulness and promptness, it is necessarily expressed through modal words or using introductory words.

REFERENCES

1. Boymirzaeva S. Text modality. - T.: Science, 2010. - P. 151.
2. Yakubov J.A. Semantic features of modality category expression in logic and language. - T., "Science Publishing House", 2005. - P.9 - 10.
3. Zakiev M.Z. Modern Tatar language. - M., 1971.
4. Mamardashvili M.K. Form prevrashchennaya // Philosophical encyclopedia. T. 5. – M., 1971.
5. Nurmakhanova A.N. Typical prepositional modality and intonation in the Turkic language. Dis... doc. diss. Philol. nauk. - Tashkent. 1966, - P. 72-83.
6. Nurmonov A., Mahmudov N., Akhmedov A., Solikhojhaeva S. Content syntax of the Uzbek language. - Tashkent, 1992, p. 87.
7. Pinkhasov Ya. Modal words in modern Uzbek literary language. // Issues of Uzbek language and literature. 1991, No. 1, pp. 43-44.
8. Rogozina I.V. Media-card mira. <https://cyberleninka.ru/article/n/media-kartina-mira:text>
9. Schütts A. Formirovanie ponyatiya i teorii v obshchestvennyx naukax //Amerikanskaya sotsiologicheskaya mysl. Texty. - M., 1994.