

**TECHNICAL MEDIA**

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Abstract

This article discusses the analysis of Russian-language media. A huge role in preserving the norms of written speech is played by the media - television (to a lesser extent), the Internet, newspapers, magazines, books, and nowadays advertising has also joined in. For the mass reader, the media remain an example of the use of written language standards, however, spelling and stylistic errors are increasingly being made, which are especially dangerous in advertising, since they are learned by heart through repeated repetition.

Keywords: means, process, training, degree. norms, radio, newspaper.

Introduction

The generation of people who lived in strict compliance with the norms of the Russian language in the USSR does not tolerate mistakes and requires correction, however, young people are tolerant of mistakes, deliberately increasing their number, often completely neglecting punctuation, which impoverishes speech. And this becomes a problem that needs to be solved.

In general, Russian-language publications in the post-Soviet space position themselves as full-fledged media of the country of residence: they work for citizens of a given state, report what is happening in the country and in the world, but only in Russian.

Russian-language publications reflect the peculiarities of life in the state and are closely related to local social traditions and the national media environment. Throughout the CIS, the problems of imperfect social life are topical. In a number of Caucasian and Asian countries, the Russian-language press is dominated by the presentation of news “with an official sauce,” and embellishment flourishes. Some media are developing in the format of mass tabloids, exploiting the scandalous and criminal situation and are similar to Russian newspapers of the 1990s, the Russian-language press of Ukraine is politicized and involved in the information war.

The degree to which the Russian-language press is involved in the problems of the Russian-speaking population directly depends on political circumstances. The topic of the rights of Russian speakers can be aggressively emphasized, as, for example, in part of the Russian-language Ukrainian press, sound muffled but persistent, as in the Baltic media, presented officially and idealized, as in most Central Asian and a number of Caucasian Russian-language publications.



Most Russian-language publications today are convergent media. Under the auspices of the Russian press, forums, blogs, and websites are created, mainly serving the Russian-speaking population with information, but also telling local residents about Russia and Russians - these are cross-cultural projects.

The technical development of the media and the emergence of new manipulation techniques allow modern propagandists to easily make mountains out of molehills, denigrate whites, and present yesterday's hero as a criminal. Modern man does not have critical thinking and cannot recognize the fact that he is being manipulated, and his consciousness has been invaded and remade in his own "image and likeness." Therefore, the media are truly "new Vaticans," as sociologist Alexander Zinoviev said, and their influence on the minds of today is many times higher than the influence of religion on the common man in the Middle Ages. In some countries of the post-Soviet space, for example, in Estonia, the pyramid of the Russian press at the republican level was destroyed in the 90s. XX century [5]. Of the daily national newspapers published in Russian, one can name only the version of the Estonian-language newspaper Postimees (published 3 times a week), which is clearly loyal to the authorities and contains up to 70% of translated materials. The situation may repeat itself in Latvia. Five years ago, four daily newspapers in Russian were published there and new publishing projects arose.

In 2015, only Vesti Segodnya remained among the daily ones. Explaining what happened, the editors-in-chief, invited for a discussion on the Delfi portal, agreed: according to the laws of the market, so many Russian newspapers cannot survive in a small country. The main thing, says Olga Avdevich, former editor-in-chief of the newspaper "Subbota," is that "the newspaper remains, because the Russian community, without its daily socio-political newspaper, will greatly weaken its already vulnerable positions" [3].

An important characteristic of the prevalence of the Russian language is the level of information consumption in Russian, namely the proportion of citizens of the post-Soviet space included in Russian-language media channels (television, radio broadcasting, print media).

Advanced social groups of citizens of the newly independent states (young people, citizens with higher education, residents of capitals) use Russian more often than the rest of the population. This phenomenon in some countries may give rise to the transition of the Russian language from the mass to the elite (analogous to the use of French by the Russian nobility in the 19th century), when it will be used mainly by the intelligentsia, international businessmen and politicians. But this is only possible where the national elite does not see itself as threatened by competition from Russian-speaking groups.

With a certain intensification of ties with Russia, this practice is so-called. "prestigious" behavior can also generate an increased demand for learning the Russian language (for example, Armenia).

Here it is necessary to say about the absence of a detailed and funded at the state level program for the support and development of contracts between educational and scientific institutions of neighboring countries.



Such contacts occur mainly at the level of personal initiative of rectors of higher educational institutions. But it is precisely scientific personnel, cultural and language exchange, establishment, promotion, support and coverage of such activities that would be one of the best means of creating a positive and attractive image of Russia on the world stage.

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