

MODERN PROBLEMS OF INFORMATION TRANSFER IN MEDIA SOURCES

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While analyzing mass media texts, researchers are trying not only to understand how the events are shown, what kind of lexical means are used for these purposes, but also on whose behalf and how the language influences the society. It stands to reason, because they are created “in accordance with a certain ideological system and are based on the system of ideological values”, based on T.I. Popova.

Newspapers are often determining high powered function over their readers. The public view is that newspapers assign what attitudes and values the readership should perceive.

Every day there are an overwhelming number of events happening around the world, but only a few of them slip through the processes of alternate and are touched upon in the newspapers. Put in another way, “news is not just that takes place, but that can be covered and introduced as news hook”.

There are always distinctive ways of saying the same thing and differences in expression may therefore carry ideological dissimilarity. Language is a strong instrument, which, in the worst possible case, can be used in a manipulative way to effect on other humans.

Manipulative features of textual unity create undercover, disguised coating of linguistic material that is hard segregated from strictly informational content. Depending on the character of statements the great significance is attached to acknowledgment of the objective reality or pragmatic factors that are related to the future.

We have chosen the most used techniques that journalists often utilize:

- sharpening: summing up and selection of what angle to use,
- concretization: avoidance of abstractions and favouring the specific at the expense of the general,
- simplification: a complex reality is made comprehensible to the reader,
- polarisation: attention is called to opposites,
- intensification: attention is called to conflicts rather than to consensus,
- personification: events are being described from the point of view of an individual, often with unusual or interesting qualities.

Most linguists would presumably approve that language is not value-free (Adrian Beard, Popova T.I., Kent Asp and others).

To conclude, it should be mentioned, that the great problem of translators is how to convey such type of information without disturbing the hiding meaning that is rooted in this data. We recommend translators of media sources to choose the most inert phrases from the semantic area; even for this purpose the neutral phrases in a particular context can show the value of impact.