

CHARACTERISTICS OF GERUND USE IN ENGLISH MEDIA TEXTS.

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ABSTRACT:

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The article deals with the study of the characteristics of gerund usage in media texts in English. Since media texts are also nature-word art, its main element is the word and language in general. There is no doubt that the artistic maturity of any media text depends on the ability of the writer to express it artistically using various linguistic content. Media texts, sometimes in verse or in prose, have their own language, which uses colorful words, syntactic structures and linguistic elements, speech devices to create an emotional, mental, and visual effect on the reader. and will have a psychological impact.

INTRODUCTION. Language is a dynamic phenomenon. Any communication process is determined by certain extralinguistic factors. In this context, it is important to distinguish between the current research and the concepts of "media text" and "media communication" in order to create a scientific study. In this regard, many famous linguists, E.S. Kubryakova, N.D. Arutyunova, A.A., Kibrik, V.I. Karasik, O.V. Alexandrova, O.N. Prokhorova and others have done scientific research, but there are still many scientific problems that need to be solved. Because "as fresh air is needed for the growth of living beings, the importance of a truly artistic language is equally important for the development of our literature." So, the artistic language is a part of our literature, and due to the incomparable brilliance of your words, it is a unique artistic image in human thinking, it leaves an impression as if it is a living expression of events, and it is the writer's weapon and words and motto. passing the function of yqalami, it is important for creating aesthetic pleasure, imagery and beautiful poetic scenes in the student.

A.A. Kibrick said the difference between the concepts of "*media text*" and "*media communication*". According to the scientist, text is the result of communication, but speech represents both sides at the same time - the process of speech and its result. O.V. Aleksandrova writes that the aspects of actualization of the text come from the point of view of mental processes and extralinguistic factors. As we can see, the speech process is closely related to mental activity, our perception of the existing reality and the expression of our world view in the eyes of linguists. Linguistics plays an important role in the process of linguistic expression related to cognitive research is knowledge. The cognitive discursive approach combines cognitive principles and is expressed in communicative paradigms. As a result, a cognitive process, a set of concepts (conceptual model of the world) is formed. Linguistic features are studied from the point of view of conceptual analysis. It helps us understand the principles of word forms, the ability to collect and combine. Words are combined according to the concept, structure, composition rules according to semantics, formal, functional and expressed ideas and concepts. The main ideas of this research can be described as a dialectical unity of language and speech, the dynamics of linguistic processes are determined by the nature of mental processes, the semantic level and necessity of which are created and expressed, taking into account extralinguistic aspects.

The current study deals with the study of the features of the use of –ing in English media texts (especially the gerund forms) that can be found in online versions of popular English in newspapers and magazines. *Gerund* is a media that aims to reveal how -ing forms act and their polyfunctional nature is to answer questions used to perform speech tasks. In order to study the cognitive part of the units, we need to describe the media linguistic phenomenon, and analyzing the main one, we need to reveal the aspects of its activity. Some scholars believe that mass media is the best example of such a language in existence. As the development of the Internet has been transmitted to the research department of media linguistics, online versions of popular newspapers and magazines have appeared in the last century, as they are now widely printed. In our life, the Internet has occupied almost all areas. Wireless technologies and smart gadgets allow us to get the information we need at any time.

For this reason, T.G. Dobrosklonskaya introduced the term "*media linguistics*". The scientist describes various aspects of the language field, firstly, as the entire corpus of all texts created in media activity; secondly, a language system equipped with a complex as an internal set has certain linguo-stylistic features, and finally, as a special mixed type sign system, which combines verbal and audiovisual elements. Special for each form of mass

media - publishing, radio, television or Internet Mass media communication consists of interesting stylistic phenomena. Language media is misleading. In some cases, one style leads to another. For example, we can witness the exchange of existing literary language with colloquial phrases, new terms with historical concepts, and constructions of complex and simple sentences. The best weapon of the human mind is the mass media, as the news media turns out to be a manipulation, mass influencing function aimed at every structure. The main task of the mass media is to reflect in language our thoughts and opinions, to create norms, our behavior and our reaction to events. We watch TV, read newspapers, entertain ourselves, and unconsciously get a new world view, with the help of established media, in which text represents the main medium.

Gerund as a linguistic phenomenon shows the state of actualization and worldview formation. Gerund forms entered the English language from Latin and are formed using the suffix *-ing*, and are grammatical forms that are derivational and inflectional at the same time and lead to homonymy. The gerund as we know it today is a noun whose role has been expanded through verbal assimilation. The suffix *-ing* is a word-forming semantic element, because independent semantic units that cannot be considered suffixes and prefixes appear as bound morphemes to which they refer. Linguistic units with a certain level of meaning are also included in linguistic lexemes only among higher level units. It follows that the gerund as the *-ing* form is a multi-functional unit. The process is hypostasis (copying from a part of speech). from one class to another) scientists use the syntactic context, taking into account the word group of the *ing*-form. For implementation, the meaning of the gerund is collocative and colligative, and is studied within the framework of the dialectical approach.

During our research, we came across more than 100 examples. In an analysis of authentic material from Britain's most popular political newspapers and magazines, such as *The Guardian*, *The Times*, *The Independent*, *The Economist*, *The Week* and *The Daily*, we found that *-ing* forms are frequent in describing political events and current economic situations. used for The main feature is more functionality than the *-ing* forms in the articles under consideration. Media texts in English use the *-ing* form to ensure the meaning of the process. In order to create a new meaning, the concept performs substantive properties. To illustrate this point of view, we give several examples of different representations. During meeting and handling (meeting and handling) we consider the expression of word forms in the syntactic context of being different parts of speech and meaningful or verbal execution.

For example: *Aside from that whole colonialism thing, Princess Michael of Kent, for example, has made headlines for wearing a racist brooch when meeting with Markle, and she reportedly named her pet black sheep "Venus" and "Serena".*

From the context, it can be seen that the part of the -ing form assembly is expressed as a time clause of the sentence I entered. Defines simultaneous actions and the -ing form and provides continuity to show the verb. Actions have occurred and are ongoing during the meeting. Adjectives are expressed by close verbal nouns and gerunds.

For example: *Trump's role in the production of a misleading statement about the meeting is reportedly part of Mueller's investigation.*

This statement shows that the -ing form is a verbal noun. The category of the article defines the form of the word as a noun. Performs part of the meeting preposition and performs maximal content represents -ing forms.

For example: *After the Chequers meeting yesterday Mr Trump travelled to meet the Queen for tea before flying to Ayrshire for a private weekend at his golf resort in Turnberry, where he joined his son, Eric.*

Another example of the -ing form usage: Donald Trump denies knowing of Russia meeting and attacks Michael Cohen.

He opened with a blistering attack on Germany for being a "captive" of Russia — about the most obvious case of projection imaginable — and then blasted most of the rest of NATO members for not meeting the standard of spending 2 percent of their economy on the military [URL].

The -ing form in the example above is used within a construction blasted for not meeting the standard. The introducer verb blaster for invites the gerund meeting which has a direct object the standard demonstrating verbal characteristics. It is worth noticing the gerund form meeting is not used in its basic meaning which is, according to the Oxford Dictionary, 'arrange or happen to come into the presence or company of (someone). It is used in the meaning 'fulfil or satisfy (a need, requirement, or condition)'. The negative particle not determines the united meaning of the wordform and denotes 'they didn't follow the prescribed rules.' As we can see the gerund form here substitutes the meaning of a subordinate clause and is used as a semantically-efficient unit. There are some cases when a part of speech cannot be defined. The polyfunctional nature of the gerund is performed by a 'half gerund': During the summit in Helsinki, Putin appeared to dominate Trump, and the US president faced a storm of criticism at home for his handling of the meeting.

For example: *President's handling of Benalla scandal met with anger and disappointment outside Paris.*

CONCLUSION

Our research has shown that the characteristics of the use of gerund in media texts in English is a special situation, at the discourse level, the gerund acts as a multi-functional unit. Expressing action in the process and acquiring substantive or verbal characteristics in media texts allow media to influence people through the mind. The cognitive nature of the gerund is the basis of the receiver's worldview, which gives a certain impression that it reflects reality. Therefore, the gerund can be used to complete the complex, and an important function of media texts in English is to disseminate and explain, to change people's attitude to reality, and to help form their conceptual framework.

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