

ANALYSIS OF LEXICAL-SEMANTICAL ASPECTS OF RADIO
DISCOURSE IN MODERN LINGUISTICS

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In this article the author will talk about lexical-semantic aspects of radio communication in English, Uzbek and Russian languages. Besides the author pays attention to lexical structures and phraseology in radio communication. Also some interesting facts about lexical-semantic of radio communication will be talked about.

Keywords: linguoculturology, radio communication, communication, radio station, on air, media, research, radio program, phraseology, vocabulary, irony, stylistics, semantics, language game, radio text, precedent, modification, media text, expressive, phatic.

In order to accomplish this work we had to turn to the works of some leading famous scientists in the field of radio communications and linguistics, such as M.T.Irisqulov, Victoria Sibul, Jabbarova Hamida, Vasileva T.V., Osinskiy V.G., Levina Ye.A., Vinokur T.G., Rezanova Z.I., Klyuyev Yu.V., Barmankulov M.K., Zemlyanova L.M. and others.

When we speak about radio communication, an interesting question arose in our minds, “what are codes and short-hand expressions are useful for radio communication, especially when a person to transfer information quickly”. That’s why it is extremely important to be familiar with the meaning of the terminology. All of this is done to communicate effectively. For example, here are some codes or terms used in English:

Roger that = “Message received and understood”

Roger so far = Confirming part way through a long message that you’ve understood the message so far

Affirmative = yes

Negative = No

Come in = Asking another party to acknowledge they can hear you

Go ahead = I am ready for your message

Say again = repeat all of your last message

Say all before/after = Repeat all before/after a certain phrase or word if you didn’t catch part of the message

Over = Message finished, inviting others to respond if needed

The term “discourse” in the aspect of its semantic variation has become the most frequently used in the linguistic sphere. Currently, the functional-communicative

approach considers discourse as the most important form of a person's daily life practice. The meaning of the term "discourse" causes huge inconveniences due to the fact that it had been in need within a number of scientific disciplines, such as anthropology, ethnography, sociology, linguistics, sociolinguistics, philosophy, psycholinguistics and others [1].

However, due to the works of scientists from different fields, the theory of 'discourse' is being formed as independent interdisciplinary field. The word discourse has the most 'old' meaning in French, and it meant a dialogical speech. From the dictionaries of the 19th century we know that the word considered to be polysemic and indicated:

- 1) dialogue, conversation;
- 2) speech, lecture.

The study of radio speech as a linguistic phenomenon shows that it has not found its deep scientific understanding. Therefore, it is necessary to study radio speech as a type of cultural speech and take into account ethical principles. The skill of conducting a live conversation depends on how confidently a radio journalist holds the reins of the air. Direct communication on the air creates an indirect psychological reaction of listeners to the audio program. According to the general scientific sources of the study of radio language it can be divided into three main categories:

- 1) articles and brochures devoted to the normative and stylistic analysis of language practice in radio broadcasts;
- 2) publications describing the features of radio speech, different from other types of speech;
- 3) essays by radio journalists, written in a common language, containing valuable information about the linguistic aspects of radio program identified in the course of daily work [2].

Radio, on the whole, tends to be heard only once. The codes of radio language consist of **words, sound effects, music and silence**. These are shared to some extent with television and film, but radio uses them in rather different ways on collections of these word signs as symbolic codes to communicate meaning.

In fact, radio is a mass medium that transmits audio signals through the air to radio receivers. It is one of oldest and most accessible forms of electronic media. Several unique characteristic of radio make it ideal for a wide range of purposes, including entertainment, news, information, and education.

A radio documentary, or feature, covers a topic in depth from one or more perspectives, often featuring interviews, commentary, and sound pictures.

Speaking about radio discourse let us say something about advertising discourse. The type of ad text we are interested in is a written support. It is considered to be

argumentative type of a text and has an objective to persuade listeners. The main goal of advertising is to sell. Therefore, all means are good to reach the goal. It means they will do everything to provoke the desire to buy in them. To better get the point we will analyze the lexical, morphosyntactic and pragmatic aspects of messages in advertising.

There are a number of peculiarities in the Advertising Radio Discourse compared with other media discourse, and we are going to define the lexical aspects of the written radio advertising. As we mentioned before, the main purpose is to attract the attention of the listeners- recipients, that is why some special codes are used. Of course, it has an informative purpose, but not strict one. Therefore, they use the language which is able to have immediate impact. To fulfill this, we are going to define specialized terms, compound terms, loans and neologisms [3].

One of the features of this discourse is specialized terminology from different professions.

“Philips full HD, googleplay, appstore, radiofrequency, assembling, recharge, technologies, vta, discount, soprano, pianoplayer, conveyor belt, symphony, competition, balsam, internet etc.” (CLRVAN 2013, pp.511-516).

According to Maingueneau (1998: 35), the use of a lexical characteristic of a subject / theme of an audience gives the listener the impression that he is part of connoisseurs, which creates artificial complicity between the enunciator and the recipient [4].

In this paper, we have touched only a few features of the radio advertising discourse. We admit they are not sufficient enough to give us a picture of the whole radio advertising discourse. The observation of the linguistic means in the advertising messages shows that the authors in this field have specific means of communication.

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