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Linguistic ecology and its features in media: TV channel examples

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Abstract

The paper considers linguistic ecology and its features in media. It identifies the linguistic and societal issues using examples from Kazakh television. Linguistic ecology may be monitored in the Kazakh-language programs. As a result, media transfers ideological, emotional and even ultimate hopes of the audience. The paper gives some examples. The authors analyze the data and conclude that negative information, negative evaluation words prevail in the media.

Keywords: Linguistic ecology, Media, Language, Negativism

Ecología lingüística y sus características en los medios: ejemplos de canales de televisión

Resumen

El artículo considera la ecología lingüística y sus características en los medios. Identifica los problemas lingüísticos y sociales utilizando ejemplos de la televisión kazaja. La ecología lingüística puede ser monitoreada en los programas en idioma kazajo. Como resultado, los medios transfieren las esperanzas ideológicas, emocionales e incluso últimas de la audiencia. El artículo da algunos ejemplos. Los autores analizan los datos y concluyen que la información negativa, las palabras de evaluación negativas prevalecen en los medios.

Palabras clave: Ecología lingüística, Medios, Lenguaje, Negativismo**.**

1. INTRODUCTION

The development phase of any field of science is focused on meeting the needs of its age, meeting the needs of its age, and serving the needs of that era. Therefore, the demands of science are different at each age. The key feature of today's linguistics is that of considering language as not only a means of communication but also a whole set of information and messages, the basis of human existence, a channel of experience and education, and a core of knowledge. The ontological opinion on language closely linked to history, culture, and living environment is extremely important for the 21st Century Linguistics.

During the last two decades, humanity has been experiencing a real revolution in the field of communications and methods. The

Internet and other information and communication technologies have a profound effect on all aspects of our lives, giving rise to new skills, abilities, and thinking. There are completely new phenomena that have never happened before: social networks, blogs, personal mass media, etc.

The age of globalization and integration places greater linguistic and ecological responsibility on the media space. Because such problems as media negativity, hatred in social networks, aggression, and the misinformation of the media, the importance of moving the policy in the media space from a global competition to a global responsible one indicates the need to shift intercultural relationships from elite to egalitarian. Of particular concern are the destructive effects of the Internet and social networks on society. These problems in the media space require the formation of people's immunity to new phenomena and threats, and a thorough study of the media community by the media (LEONTOVICH, 2015).

In the context of changing world and geopolitical contradictions and new technological opportunities, the media space can be a global factor in preventing various problems. The media space plays a huge role in shaping the highest standards of spiritual and moral development of society. This is the key mission of the 21st century national and global media.

Schwab says, "The uniqueness of the Fourth Industrial Revolution, apart from the rapid pace and breadth of its development,

has accelerated the integration of diverse disciplines and discoveries" (SCHWAB, 2018, p. 17). One of such scientific disciplines is linguoecology, the interconnection of civilizations with the current globalization process, the increasing influence of geopolitical, inter-ethnic, inter-religious, intercultural dialogs on the media space. The expansion of the information-technological boundaries of the media space, etc. searches for linguistic and ecological mechanisms of integration processes, which are dynamically developing in the Kazakh language media space under the influence of modern factors. Such an understanding of linguoecology highlights the relevance of its research not only in theory but also in practice. At the same time, one of the main tasks of linguoecology is to study the positive and negative effects of the flow of information in the Kazakh language media space on the consciousness of the language users.

From a linguoecological perspective of the media space, it is intended to consider its language as a habitat for the human being, to determine the influence of media technology on the psyche of the individual and the socio-cultural processes in society. The main task here is to establish quality criteria for information space from the point of view of harmlessness to the person. That is, it is necessary to determine how environmentally friendly the information, linguistic and textual environment of a person is, and how harmonious the relationship between the information environment and the person in which he lives.

At the same time, the problem of establishing the ecological nature of such complex phenomena as the communicative, textual and information environment and considering their impact on the consciousness of the target audience, who use a large number of text messages, is considered. A positive information environment promotes the development of the information space entity, and a negative information environment undermines its viability and performance. Here the real individual, the social, national and professional groups of people, the whole community and the whole society, becomes the object of defence (LEONOVICH, 2015).

2. METHODOLOGY

In this research, we have used different research methods to clearly identify linguistic and ecological problems in the media space. The main results of the research were obtained through the methods of accumulation, monitoring, and linguoecological monitoring. The use of these research methods has allowed us to analyse the material in the news section and programs of television channels and to identify the main linguoecological disorders. In addition, the comparison method was used in calculating TV channel ratings, news coverage, and topics percentage. This method has been optimally used to illustrate the objective nature of the results obtained. Content-analysis and grouping methods were used to group program topics into multiple semantic groups by keywords. The materials of the research were the programs of Kazakhstan TV channels.

3. RESULTS

Studies have shown the language environment influences people and their activity. This linguistic environment, and especially the information environment, creates socio-cultural conditions for the development of the individual, as the subject of the information space, as a whole society, the degree of development of which is directly dependent on the motives and needs of one's cultural life.

In order to determine the information balance, which creates a positive impact on the development of human consciousness in the socio-cultural space, we conducted linguoecological monitoring of the Kazakh language news section of television channels. The reason we choose the TV channels for the monitoring object is that according to the 2017 sources of information of the population, in this list TV channels are the leaders with 64% (Internet - 39%, chats - 31%, periodic priorities - 6%, radio - 7%) (SHAMSUTDINOV, 2018).

The analytical material includes news feeds of the top ten KTK, Eurasia 1 channel, Channel 31, Channel 7, Astana, Khabar, and Qazaqstan, according to the Kantar site ranking of the leading research company in Kazakhstan in June 2019 (http://kantar.kz/research/television). As the coverage of television channels by the audience varies every month, the figure for the two months of 2019 is presented for comparison (Figure 1).

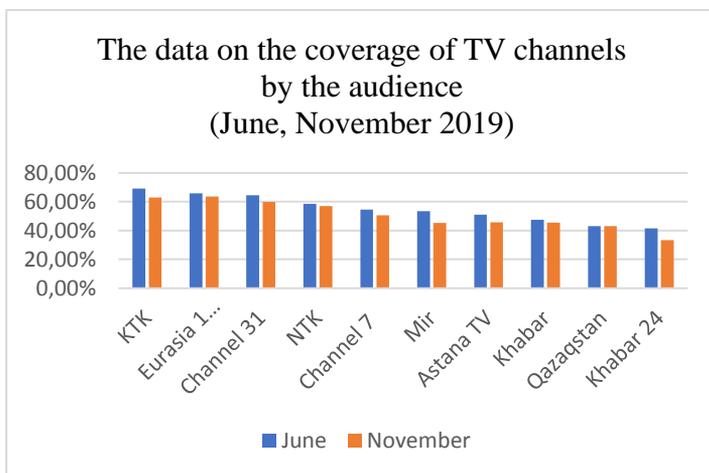The data on the coverage of TV channels by the audience (June, November 2019)

Figure 1

During 1.07.2019-10.07.2019 a total of 544 news accidents, crime, politics, economics, finance, science, education, sports, culture, health, etc. differentiated by categories (Table 1).

Table 1: Linguoecological monitoring of the news section of television channels

Topics	Eurasia 1 channel	Astana	Channel 31	Khabar	Qazaqstan	KTK	Total
Accidents, crime, punishment	74 (59,2%)	24 (26%)	25 (33.7%)	4 (3,9%)	18 (17,6%)	19 (43,1%)	164 (30,1%)
Society, social sate and communication	9 (7,2%)	8 (8.7%)	10 (13.5%)	5 (4,9%)	12 (11,7%)	7 (15,9%)	51 (9.3%)
Labour communication, social protection, employment	4 (3.2%)	10 (10.8%)	7 (9.4%)	9 (8,8%)	4 (3,9%)	1 (2.2%)	35 (6.4%)
Infrastructure, industry	5 (4%)	3 (3.3%)	3 (4%)	6 (5,8%)	6 (5,8%)	2 (4,5%)	25 (4.5%)

National / foreign social life	3 (2.4%)	11 (11.9%)	4 (5.4%)	15 (14,7%)	16 (15,6%)	2 (4,5%)	51 (9.3%)
Culture, literature, Art	2 (1.6%)	5 (5.4%)	4 (5.4%)	13 (12,7%)	11 (10,7%)	1 (2,2%)	36 (6.6%)
Economy, finance, bank, business	5 (4%)	11 (11.9%)	4 (5.4%)	16 (15,6%)	9 (8,8%)	2 (4,5%)	46 (8.4%)
Sports		2 (2.2%)	1 (1.4%)	5 (4,9%)	3 (2,9%)		11 (2%)
Medicine, Health care	2 (1.6%)	4 (4.3%)	2 (2.7%)	2 (1,9%)	3 (2,9%)	3 (6,8%)	16 (2.9%)
Education	3 (2.4%)	4 (4.3%)	4 (5.4%)	9 (8,8%)	5 (4,9%)		25 (4.5%)
Science				2 (1,9%)			2 (0.3%)
Ecology, natural resources	1 (0.8%)	4 (4.3%)	4 (5.4%)	3 (2,9%)	4 (3,9%)	1 (2,2%)	17 (3.1%)
Liquidation of natural disaster	5 (4%)	3 (3.3%)	1 (1.4%)	4 (3.9%)	12 (11,7%)	6 (13,6%)	31 (5.6%)
Agriculture	1 (0.8%)			3 (2,9%)	2 (1,9%)		6 (1.1%)
Information, media, cyber protection	6 (4.8%)	1 (1%)	3 (4%)	4 (3.9%)	2 (1,9%)		16 (2.9%)
History		1 (1%)		2 (1,9%)			3 (0.5%)
Authority	5 (4%)	1 (1%)	2 (2.7%)				8 (1.4%)
Total:	125	92	74	102	107	44	544

The results of the monitoring show that news coverage on incidents, emergencies, and disasters, crime and punishment significantly outweighed the news coverage on Kazakh language television channels. The dominance of news on this topic on Eurasia

Channel 1 is explained by the addition of 112 episodes in the Top News. The least popular topics are sports, culture, science, history, and agriculture. The relative ratio of topics can be seen in the following diagram (Figure 2):
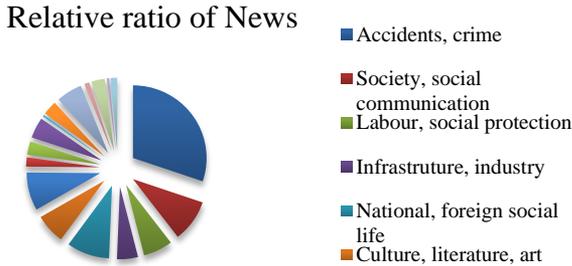

Figure 2

Television is a powerful social tool that promotes the formation of principles of order, evaluation, taste, and perception of the world; one can understand the reason for the so-called bad behavior in society. This is because the recurring nature of the negative news often causes the viewers to accept information rather than critically.

As a result, it is difficult for people to convey their positive emotions, but new tools for negative emotions and negative phenomena, emotional negative messages and whole texts are growing more and more. Today's media outlets, recognized and expressing mass consciousness, are dominated by linguistic units that reflect our current negative valuation concepts: fire, explosion, road accident,

theft, violence, death, firing, bloodshed, terrorism, natural disaster, epidemic, etc.

Negatively charged words make up sad and aggressive texts, thus form the information environment of the modern person and the information-linguistic space of his life.

The combination of verbal characters used in program titles and news topics forms a non-ecological language space that can act as a verbal code of dominant meanings.

The names of the programs are the result of their content, the semantic writing (by Luria A.R). It is known that the title of the text contains its concept, that is, its content and meaning. The verbatim of this content makes it understandable for the individuals and society as well as their linguistic consciousness. The heading of the media text is considered as a bunch of information and represents in a compressed form the meaning of the media text. The title is that it plays the role of the mediator between the given media text, the totality previous texts, and the person, his emotional-value environment, experience and the amount of background knowledge he has (Belova, 2013). At the same time, the field of television program names is taken as a part of our everyday life, as the names of people, geographical objects, literary works.

Our analysis allowed us to identify several subject groups according to the semantic nature of keywords that are actively used in the program topics:

Fighting / Battle / War: Political crisis in Venezuela is still exacerbating, Maduro threat, Russia's pressure on Belarus is growing, Tensions between Israel and Hamas have escalated, Saudi Arabia and Iran political conflict, events in the Caspian Sea caused by diplomatic conflicts, USA declares war on Russia, War tensions escalated, USA-Russia unarmed front, Syrian military attack, Jihadist horde in Kazakhstan, US and Iran war in front of you, etc.

Crime/Theft/Violence: School Fornication, Girl Who Has Been Treated, Pedophiles Lifetime imprisonment, in prison imprisonment, Mayor's son's thief? Life and Abuse, Abortion, Transplantologist Locked Up, Drug Trafficking, Crime in Cruelty, Kindergarten Cruelty, Protected or Killed? Korday Robbery, Slavery Affliction, Ugly fate, Beit business, My acquaintance raped about 30 times, Passenger terrorist, 20 stabs, etc.

Fear / Death: Child Deat, Victim of Love, Burnt Woman, Death from a Disaster, What Causes the Childhood Deaths, Lives of Five Babies, Death of an Aggressive Girl, Killed on the Road, Pupil Girl Hanged and Died, Doctors Dipped Baby into Water, Invisible Shock to Speak, Boy with Tongue and Snake Road, Fire Victims, Arys is Still Returning to Fire, Swallow to the Ural, Ambulance Crash, Accident Cannot Tell, Killed on a Black Road, Life Without Fire, Officer Hangs Out, Ex-prosecutor stabbed his wife killed, Horror situation, etc.

Abuse / Conflict: Worst Neighbour, Conflict in Chinese Company, Land Dispute, Unresolved Decisions, Salary Dispute,

Revenge of the Revenge, Noise in Noise, Conflict at New Leap scandal, Divine and Imam dispute, Hijab quarrel continued in Ferdowsi, Beard and boy dispute, Kemertogan conflict, Naked deputy, etc.

Money/wealth: Money and organism, money paid illegally, who defended the people were corrupt, Child or riches? Beware, the financial pyramid!, Budget funds were plundered, Significant financial laundering, Fraud in the financial market, Tenge weakened, Tenge again unsustainable, stolen 87 million tenge, closed loans, Greater production went bankrupt, Millions in damage came from lightening, Budget The stolen money, The seven months without pay, The wonderful billionaires, etc.

Life / Destiny: Holidays without Holidays, Destiny with Stones, Those Who Wanted to Buy a Home, Lost Home, Sadness of the Disabled, Vodka Disappointment, Fate of Fate, Bride in Grief, Suffering Grief Elder, Boom, Miss Aryn, Do not Want to Get In Prison, Destined, I Used to, A Past Life in Slavery, The Girl Wept, The Fate of Fate, The Shanyrak, Love also cries, Alfonsan's trick, etc.

The collected material testifies to the overwhelmingly negative news about current television programs about violence, beating, physiological needs (food, physiological abnormalities, physical desire), and negative feelings (fear, hatred, etc.). Since the person is a biological and social being, the predominance of negative, shameful, abusive, banned programs on the media space causes physiological

needs to be surpassed by spiritual ones, as well as those that degrade or degrade one's temper.

4. DISCUSSION

The purpose of linguoecology is, on the one hand, to investigate how the language behaves, in other words, to determine whether it is maintaining good health or gradually approaching linguicide (as a result of its misuse), and on the other, to seek ways to improve human health. In this way, linguoecology studies the bilateral function of the language: its proper use preserves the language and human health, and its misuse affects the language and human health.

In this regard, the issue of linguistic ecology study of emotional involvement in the media space is of particular importance because the emotion of the word, its energy and power are no less powerful physical shocks. Linguoecology addresses this issue within the framework of the language-person model. This model aims to identify the effects that language may have on the person's mental state, and mental health, which undermines the spiritual well-being of a language person, as well as negatively influence the course of attendance and lead to communicative deviations.

Due to the lack of proper emotional/emotive competence, there is significant damage to the psycho-emotional state of people in interpersonal, mass communication. The harm of the negative energy

of the language is conveyed by special terms in various professional fields: the harm of the teacher's word - didactogeny, the harm of the doctor's word - kernogeny, etc.

This negativity has a detrimental effect on the spiritual culture of society, on which component of the culture is language, as well as on the health and psyche of the representative of the culture. Thus, within the framework of the language-person model, the question of the well-being of both people and language is raised.

Many researchers are concerned about the potential impact of media space language on language users. The reason is that media is a translator channel that is based on ideological, emotional and even ultimate hopes of the audience. Jerry Mander, a media analyst, said: Maybe we are entering an age of mass media ingestion. Television broadcasts come to our memory without being filtered, but cannot be properly analysed or understood according to this means that information coming from the media space is perceived smoothly. Mass media ecology is violated through the excessive explication of negative emotions in vocabulary, syntax, prosody, transmitted by the media to the audience (LEONTOVICH, 2015).

The Word Needs a Glass on Channel 31 (Channel 31); Kesir, The True Truth, Without Dispute (KVN); Talk the law, 112, Let us not be late, We are in danger, The thief, turn on!, The main patrol (Eurasia Channel 1); The topics and contents of programs such as Mirror, Solution, Life Yarns (Almaty), Who is to Blame? (Astana) show a

significant predominance of negative information which negatively affects its viewers, listeners, and recipients. Even the names of various series on the TV channels cause a lot of unpleasant feelings: Punishment, Black intent (Astana channel); Black Pearl (Channel 31); Destiny of Destiny (channel Qazaqstan), Dynasty of Minors (channel 7), etc. All this erases the traits of good qualities in the human mind, such as kindness, goodness, humanity, forgiveness, and instead of them evokes feelings of evil, anger, anger, hatred, hatred, fear, sadness, mistrust, and enhances the ignorance of human actions: even a person filled with negative energy, the transmitter of negative emotional stimuli.

About its consequences, PUZYREV says "Sending negative thoughts into space, negative words, we weaken ourselves, choose an act of self-destruction, take an active part in the process of self-destruction, and do not feel it ourselves" (2002, p. 103). The outstanding representative of emotional linguoecology in the Russian linguistics Shakhovskiy said that such a negative creates emotional resistance in humans (2011):

> Transformation processes unconsciously violate the psycho-typic and linguistic integrity of the language person. The society is downplaying its moral and ethical standards. Another linguistic personality is being formed as a result of mass media activity, its images, and texts, verbal and nonverbal behavior of the society (2011, p. 4).

Wave genetics under the guidance of P.P. Garyaev argues that any information that a person receives can be written in the wave gene:

each word is a genetic program that is reflected in the actions of a person (VORONINA, 2010).

5. CONCLUSION

The purpose of our research was to identify the linguoecological responsibility of the current media space by demonstrating linguoecological problems. The collected material indicates that non-environmental texts are prevalent on television. Non-ecological texts include negative information that generates negative emotions; however, such negativity in the media space increases the negative density of negative tissue in texts.

All this affects a person through the channels of his consciousness and the unconscious mechanisms of his psyche. The symbolic function of the language is realized through the psychosphere of the person, with which the image of the world is formed, psychosomatic phenomena, the causes of many physical and mental illnesses are explained. The destructive energy of negative emotions is evidence of the impact of the language on the individual and society as a whole. It leads to exacerbation of internal discomfort, stress, and anxiety, and has a negative effect on human health, leading to physical and psychological disorders. When repeated, these actions will increase personal aggression and lead to the loss of positive value orientations.

On the other hand, the linguistic and environmental responsibility of the media space can create the necessary mechanisms to safeguard the psychosphere of the person, which eliminates the destructive effects of the language environment on his mental and physical health.

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