Insincerity and False Discourse in Media Linguistics

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Abstract: The aim of this article is to identify the significance and necessity of utilizing and active disseminating falsity, fake reality in the sphere of media discourse so as to apply a manipulative influence on the audience. This study represents that mass media resources serves as a source for the spread of the fake information and deception. There are great opportunities to describe the varieties of fake materials and analyses their influence to the audience.

Key words: mass media, media discourse, deception, false information, speech acts.

INTRODUCTION. Human cooperation and development are underwritten by a practice of information sharing. Given our limited lifespan and point of view, we are dependent on information acquired from others. Language is our best tool for sharing information. This system of using language to overcome our cognitive limitations relies fundamentally on sincerity. In the most ordinary case A tells B something that A believes, whereby B comes to believe it, too. There is an alignment of mind and speech in the kind of sincerity that sustains the practice of information exchange. (Andreas Strokke, Lying and Insincerity). The new age of information has developed profound changes to societies and the ways people communicate. As a result, however, massive torrents of false information led to the "post-truth" era. The speed with which fake news spreads is unprecedented. In the time of social media, irrelevant chatter and matters dominate the discourse. As a result, reputational costs are expected to increase. Media linguistics is multidisciplinary and, in terms of the composition of disciplines, is symmetrical to linguistics as a general theory of language. It intends to explain a particular case of the functioning of the language - in the conditions of mass communication with its complex structure and various trends of change - against the background of general trends in language and speech culture. Media linguistics is closely connected with the media practices of our time and involves influencing them, in particular through media education.

MATERIALS AND METHODS

In this article, the researcher used qualitative research because the data was taken from the form of the insincere utterances. This kind of data is indeed supposed to be qualitative, rather than quantitative (Miles and Huberman, 1994). Qualitative research does not give the numeral or statistics, but it depends on how is the knowledge of the researcher in analyzing the data. The method used in this research was descriptive qualitative where the researcher described and analyzed the types of false illocutionary act, the context of fake news and data to analyze whether heroes utterances affected the hearers performing the perlocutionary acts in the script.

RESULTS

In general, a fake consists of false news or information that is usually distributed through Internet channels. According to Collins dictionary, one of the most authoritative dictionaries of the English language, defines "fake news" in media linguistics as "false, sometimes sensational, information distributed as news."

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It is worth noting that since 2016, the use of this phrase in the world press has increased by almost 400%. For this reason, the compilers of Collins recognized "fake news" as "the most popular word of 2017". A fake usually consists of blatantly false facts and fabricated numbers. For this reason, it is not difficult to identify and deny them from a professional point of view. Most fakes are given under sensational, scary headlines. But there is another common type of fakes, which are carefully prepared in every way. Apparently, the author relies on official documents, conclusions of investigation and analysis. In appearance, it does not differ from the real material. It is difficult to notice them among the general news stream.

It is for this reason that "thorough lies" penetrate deeply into the masses. It has the power to convince even a media and information literate person. Let's have a look on this fake information: Who would have thought of the problem of false advertising? According to the correspondent of UzA, the owner of a private enterprise providing construction services thought about the idea of "false advertising" when the "entrepreneurial gentleman" realized that he needed to sweat a lot until his work was successful. Although he did not have money to advertise, he convinced a local TV station employee to do it.

A Private enterprise provides free technical service and performs construction works free of charge. It is enough if you pay for building materials only based on the estimate." The words "free" in this ad obviously appealed to many people who believe that no lies are told on television.

DISCUSSION

Fake news appears out of nowhere and circulates as "news" at the center of various social discussions for a long time. Unfortunately, there is no way to immediately find or deny these types of messages from the general information stream. You need to be an expert for this. But every time you go online, you won't have an industry expert guiding you. That's why it's best to learn how to spot such seemingly true lies yourself. However, there are easy and convenient ways to spot fake news, and it never hurts to know.

As false messages continue to circulate though the mass media, two trends have come to dominate social discourse: truthiness and post-truth. The initial one refers to validity of something based on how it feels whereas the latter means taking a position that ignores facts (Cooke, 2017). Online falsehood has become a strategic information war in this post truth era it has turned out to be an effective tool to sway public opinion and cause societal harm. So that the question is, is fake discourse in the mass media a threat to linguistic practices, the minds of the manipulated audience, and the world order as a whole? Our analysis revealed a number of threats that demonstrate the facts of the destructive impact of fake discourse in the media space in relation to consciousness and linguistic practices. According to the apt expression of the researcher Yu.M. Ershov, fake information in the form of viral videos and photos is a product that has appeared in the modern world and is spreading with great speed among the public like a virus. Since fake discourse in the mass media is gaining momentum, this influences the emergence of a communicative culture, which researchers call the post-truth. Consciousness of people by referring to emotions and feelings, the factual details are left aside. In this case, according to the fair point of N.N. Kashkarova and E.S. Boyko, "an evolutionary mechanism is triggered, which is typical for the discourse of "a new sensitivity", when the emotions" of fear, panic, surprise, and feelings "dominate the mind".

Secondly, repetition, reproduction or quotation of fake information (including even its contextual framework of refutation, challenge), one way or another, causes serious damage to verbal communication: "the more often the reader hears about this, the more familiar the event is inclined to believe in it" . As A.V. Nikolaeva inderlines, "emotion in modern media is becoming more important than fact, and opinion is more important than reliability".

Thirdly, because of the impact on the consciousness of extreme emotions, misinformation and discrediting, habitual value orientations are substituted and public opinion changes, and this change is enhanced by the inclusion of pseudo-social polls in the media discourse. Changes in public opinion, in its turn, contribute to the formation of new models of media linguistic practices. In the work of A.V. Nikolaeva noted that media linguistic practices have such characteristics as a

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colloquial and expressive syntax, "the absence of reasonable proportions in the material between the denotative and emotive parts", as well as the imbalance between the norm/ abnormality "at all levels of content (thematic, meaningful, lexical, syntactic).

Fourth, in modern media discourse, including political, is becoming more and more obvious linguistic manipulation of the basic values of modern society , because the main "function of fake information is manipulative, acting on the mass consciousness. The purpose of manipulators and falsifiers of information is fill people's minds with distorted reality. They push the real facts out of consciousness. The individual, whose mind is engulfed by such news, loses immunity to misleading facts. Is not this an evidence of a threat to the ethical and spiritual and moral foundations of human consciousness?

CONCLUSION

As Yu. M. Ershov emphasizes, fake discourse and news in the space of the media negatively affect the consciousness of the population even then, when the forgery is exposed. Thus, the side effects of fake are much heavier than its direct impact» in relationto consciousness and linguistic practices.

It is necessary to consider that fake discourse as a product of media linguistic practices is endowed with a specific set of characterological features, identical, according to N.N. Kashkarova and E.S. Boyko, "functional and structural-semantic to the features of tough news". At the same time, fake news in the media space allows the recipient to conduct a discursive and linguistic-stylistic analysis of news messages and evaluate the news from the perspective of "false - truth".

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