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LINGUISTIC PROCESSES IN GEORGIAN MEDIA AND LITERATURE OF XXI CENTURY

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Abstract. *The 21st century Georgian media, media and modern Georgian literary language relations need a complex research. Those social, or political changes, which have developed in the 90s of the last century, have significantly changed the structure and lexical fund of both the literary and spoken languages. The language gradually rejected (forgets) the Tsarist and Soviet terminology which was established as a result of Russian. In exchange, the words and terms that came from the European countries were also gradually rooted, which was greatly contributed by the involvement to the internet network. It should be noted that the entry and establishment of foreign vocabulary is spontaneous process, without any literary norms. The language itself determines how to change the form of foreign lexical unit abused by it. Thus, it will be good, if the renewed and relatively complete dictionary of foreign words is be created in the future, based on the study of the latest lexical fund of the language.*

Globalization, reevaluation of priorities, "acceleration of time" and other social phenomena, obviously, have its own trace on spoken language.

In the modern Georgian language and therefore in the media, there has been established a lot of neologisms that is caused by social, political, economic and other variables: Open and regular relations with different countries of the world (especially with the Europe), migration processes, etc.

The great majority of media composites are barbarisms: PR Technologies, Fake news, LGBT-Pride, Internet TV, European Parliament ... we see only composites which are characterized only for Georgian, local space, the use of which is conditioned by political or other realities.

Fiction, especially poetry, is much freer in terms of association with composites. Contemporary literature welcomes the unity of words, the distinction of actions in one single world. In addition, fiction language does merely intend to avoid breaking the rules of syntactic order and word texture, when using any part of speech.

Key words: *Media, literature, information, Globalization, occupation, Georgia*

Complex study of mass media and literary language interaction is one of the challenging and actual issues in the modern world, especially in terms of globalization where the language of information is mainly English; In many countries mass media changed not only public and personal attitudes, but also the political situation, together with the communication, it has a great ability to influence, that's why most of its influences and consequences appear in linguistic internationalization. Language is a living organism and, of course in parallel with global processes, develops, fills up and changes.

The XXI century is a media epoch-when people is not getting their feelings from real life, but from the virtual space, from the media, and these secondary feelings is becoming so comprehensive that the border between the real and the

unreal disappears; Even in this paradoxical postulate there is rationality - sea of information and freedom of choice! Attempt of making nonliterary language as literary one (we may not express formulation affirmative form, though to our minds upon assessment of modern literature, we exactly relate to similar fact) – this is current condition of modern literature. Its lingual maturity became the major feature of modern literature, both in the language of literature and in mass media the democratization of language is realized that mostly is expressed in primitive action, stylistically on the completion or lingual play. Study of the language of writer to present remains as one of the important problem. Not only certain periods of the development of writing draw interest of researchers, but itself creator with its individuality. symbolic potentials included in the words finally are revealed under the combination of lexical, grammatical and dialectic norms.

The 21st century Georgian media, media and modern Georgian literary language relations need complex/substantial research. Those social and political changes, which have developed in the 90s of the last century, have significantly changed the structure and lexical fund of both the literary and spoken languages. The language gradually rejected (forgot) the tsarist and soviet terminology which was established as a result of Russian occupation. (We will go back to this topic because, unfortunately, it is still relevant today) In exchange, the words and terms that came from the European countries were also gradually evolved/rooted, which greatly contributed by the involvement to the international Internet network.

It should be noted that the entry and establishment of foreign vocabulary is absolutely spontaneous process, without any literary norms. The language itself determines how to change the form of foreign lexical unit abused by it. Thus, it will be good in the future, if the renewed and relatively complete dictionary of foreign words will be created based on the study of the latest lexical fund of the language.

Probably the result of the above-mentioned spontaneity and disorder is the situation in the modern Georgian media, when from TV and Radio it is possible to hear things, which are absolutely unclear, dropped from any language forms. In this case, we do not mean only a particular lexical unit that is artificially created, but the language backbone, its qualitative characteristics, rules, stylistic peculiarities which naturally distinguishes it from all other languages. The readers of yellow press, as well as of official press, especially of internet space (Social electronic media) run across "wonderful" linguistic "pearls". The following project proposal is also valuable that, systematization and comparison of the linguistic components of contemporary media with the literary language, help to improve and enhance the media language itself, which is one of the key components of the same ecolinguistics. It will be desirable if eco-linguistics, as a subject, will go aprobatation through public and high schools in our country together with compulsory course of the Georgian language and literature.

„Diminution“ of language or „democratization“ in modern literature - XXI century is considered the era of media, accordingly, change and approach to language of media, the artistic language, what is considered as the process of language democratization; generally, search of writer's language is one of the most important issue, because there are surplus of jargons, obscene words and closed

dialogues to normal speech in modern texts up to now; Global network (internet), social network, interactive speech and unlimited informational space impact on all of these.

Globalization, reevaluation of priorities, "acceleration of time" and other social phenomena, obviously, have its influence on spoken language. In the language of the media, new, often extravagant and useless lexical entities have penetrated, which should be presented as one of the actual issues for language researchers. It is true that the language has such a wonderful character as it is an amputation/rejection of strange and unacceptable words, but it cannot be just the hope of a natural selection process. Linguists should also take care of the norms of literary language (including media language). „The enmity of language is the enmity of the country“, - said Ilia Tchavtchavadze, who has made complex reforms for improvement of literary language.

There is a lot of neologisms in modern Georgian language and thus, in the language of the media too. Their introduction is determined by social, political, economic and other forms of change, with open and regular interaction with different countries of the world (especially with Europe), migration processes, etc. Besides, for the last three decades, for the well known reasons of practically disconnected relations with Russia, the Russian language has been practically forgotten, its influence on the spoken Georgian language was weakened. Putin's aggressive politics has only made several international terminology in modern Georgian language: Annexation, occupation (accompanied by creeping annexation), borderization, blockade ... as well such compositions as "peacemakers" and "wires". The first one - the rough and unreasonable calque - the Georgian language could not accept, so the media transformed it into "peacekeepers" (another false term).

The great majority of media composites are barbarisms: PR Technologies, Fake news, LGBT-Pride, Internet TV, European Parliament... We see only the composites characterized by only Georgian, local space, the use of which are conditioned by political or other realities. Such examples include: "Nac-Qoci", "Nacmodzi" and similar, which cannot be translated as a composite in a foreign language. Media language will use these words only at a certain stage and for some time.

Fiction, especially poetry, is much more freely associated with composites. Contemporary literature somehow welcomes the unity of words, the distinction of actions represented in one single word. In addition, the fiction language in most of the cases, does not avoid violation of the rules of use of any speech section of the syntactic order and terminology: „cornflower - sky“, „moustache - grass“, „the first line“, „clear of snow“, „pair sunset“, „stone-heart“ (Nukri Bereteli); „Egzo food“, „don't have“, „No wind“ (Paata shamugia); „Sadness-charm“, „to be together“, „precious“, „bathed another sun ray's", „our being together“, „Rustling of sounds“ (Manon Buliskeria); „oblivious of himself“ (Tornike Tchelidze), „throwing leaves“, „my-yours“ (Dato Khantchashvili); „nest - shelter“, „face-rose“ (Tsira Khurashvili); „amulet putted- kept from jinx“, „vain eaten“, „bloody - dough-covered heart“, „kut-mildewed“, „wheat-breads“ (Nata Varada); „Sea rough“, „nightmiracle“ (Soso Meshveliani); „equal to A4 paper“ (George Esebua) etc. Systematization of modern composites will enable us to monitor current trends in the language.

The resources of the received and established lexical units are very important and its research is also important. We are interested in the local Georgian produced, or borrowed words that come from foreign languages following new technologies. Of course, the lexical composition of the language is the most variable. It follows the development of the society. Over time, the specific lexical units are lost or triggered, causing the introduction or disappearance of a number of lexical units into the language. That's why their recording, description and analysis of an urgent nature. Historical-comparative, controversial, and descriptive methodology will address the main issues that directly describe the linguistic processes in the XXI century Georgian media and literature; Obviously, mass media combines all the media technologies aimed at a large audience: Radio, television, internet editions, web pages, so called Blogs, Social Networks, Internet Mail ... Print Authorities: Book, brochure, letter, article, etc. Observation, analysis and research of the linguistic material in the Georgian mass media, which will be conducted according to our plan, is a novelty and has not yet been published in this scale.

Here are the issues that will be distributed in stages:

1. Status of modern Georgian literary language in the 21st century and the means of impact on it;
2. Ongoing linguistic processes in Georgian mass media;
3. Language image of Georgian mass media and literature of XXI century, lexical peculiarity: Anglicism's - Internet, modern magazines and newspapers as means of distribution of Anglicism; In the modern Georgian language, the words translated from Russian are "replaced" with English, and two language relationship doesn't lead the exchange of lexical unit, but only on sided attitude; Composites, neologisms in modern Georgian mass media and literature and their peculiarities; Barbarisms, slangs, vulgar expression in contemporary Georgian mass media and literature;
4. There are forgotten, fading, dead languages and cultures that are only "visible" in scientific texts, according to UNESCO research, half of the existing languages of twenty-first century will disappear, therefore, it is necessary to preserve the language of minority, the term "language ecology", same as "ecology" (language ecology - the process of sociolinguistics) established exactly while discussed that issue, which learns the existence settings of language in terms of existing and potential threats to its functioning in human society. In the linguistics American scientist, Einar Haugen established the term. The same meaning is found in terms of linguo-ecology and eco-linguistics); The state, communication, literary and media language in Georgia is Georgian, therefore, 90% of the population speaks Georgian, however, there are exceptions, which will be formulated during the project, and we should note here a large school of Kartvelology, which includes foreign researchers.

Thus, the language is the phenomenon of identity and the problem of foreign lexical units has always existed and will always exist in the receiving language, in addition, it is a living organism and changes can be considered as natural, however, there are negative, "dangerous" trends, that can lead to "disappearance" of a language, so it is necessary to conduct a research to get rid of such processes.

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