

ETHNOPSYCHOLINGUISTIC ASPECTS OF MEDIA COMMUNICATION: THE RELATIONSHIP BETWEEN TECHNOLOGY AND CULTURE

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Abstract. This article explores the ethnopsycholinguistic dimensions of media communication, focusing on the interaction between technology and culture. Ethnopsycholinguistics examines how language, culture, and psychological processes influence communication, particularly within the context of modern technological media. Through the lens of this interdisciplinary field, we analyze the impact of technological advancements—such as social media, mobile applications, and online platforms—on cultural expression, identity construction, and emotional communication. By incorporating examples and examining the influence of technology on both language and culture, the article sheds light on the reciprocal relationship between technology and cultural practices, demonstrating how they shape, mediate, and transform communication in a globalized world.

Keywords: *Ethnopsycholinguistics, culture, media communication, shape, technology, language, self-expression, cultural backgrounds, hashtags, acronyms, dialects, main body.*

Introduction. In the contemporary world, media communication serves as a primary avenue through which individuals and cultures interact, shape, and reflect their identities. The intersection of technology and culture has transformed how

people communicate, disseminate information, and perceive reality. An essential dimension of understanding these shifts is through the lens of ethnopsycholinguistics—a discipline that examines the interplay between language, culture, and psychology. In this article, we explore the ethnopsycholinguistic aspects of media communication, focusing on the profound relationship between technological advancements and cultural expression.

Understanding Ethnopsycholinguistics. Ethnopsycholinguistics studies how language reflects and shapes the cognitive and emotional frameworks within specific cultural groups. It delves into the ways in which cultural values, social norms, and psychological factors influence language usage, interpretation, and communication styles. When examining media communication, ethnopsycholinguistics enables us to understand how technology shapes cultural narratives, how media content is linguistically constructed, and how audiences, from different cultural backgrounds, interact with that content.

Main body. The Role of Technology in Media Communication.

Advancements in technology have altered the landscape of media communication. From print to radio, television, the internet, and now social media platforms, each shift has had profound implications for language use and cultural exchange. Technologies act not only as tools for transmitting information but also as cultural artifacts that shape how language is produced, consumed, and understood.

For instance, the advent of social media has led to the rise of new linguistic forms and communication practices. Hashtags, acronyms, and emoji have emerged as global modes of expression, transcending linguistic boundaries and reshaping discourse. Yet, these new forms of communication do not erase the influence of culture; they are deeply rooted in and shaped by cultural contexts.

Culture, Language, and Technology: A Dynamic Relationship

Cultural values heavily influence the way technology is utilized for communication. For instance, in collectivist cultures, media platforms are often used

to reinforce group identity and solidarity, while individualistic cultures may place more emphasis on self-expression and individual narratives. The language of communication shifts based on these values, highlighting how deeply culture and technology intersect.

A case in point is the difference in communication styles between Western and Eastern media platforms. Western media often embraces directness and individualism, whereas Eastern media tends to be more nuanced and indirect, reflecting a cultural preference for harmony and group cohesion. These differences are evident not only in content but also in language style, visual presentation, and the use of technology in communication.

Impact of Media on Identity Construction. In ethnopsycholinguistics, a crucial aspect of study is how media platforms contribute to the construction of social identities. The content consumed, the language used, and the way people communicate on media platforms are all integral parts of cultural self-expression. With globalization and the widespread availability of technology, individuals and groups are increasingly exposed to media narratives from different cultural contexts, leading to both homogenization and hybridity in cultural identity.

For instance, young people worldwide, regardless of their location, may adopt a particular "global" way of communicating through platforms like Instagram, TikTok, or Twitter. This has given rise to the concept of a "global youth culture" wherein certain linguistic trends (such as the use of slang and memes) and values (e.g., consumerism, individualism, or activism) transcend local cultural boundaries. However, these forms of communication are not without local adaptations. The global nature of platforms like TikTok allows for a unique fusion of global trends with regional dialects, traditions, and cultural norms. The language on these platforms reflects how technology enables both the dissemination and adaptation of cultural identities.

Technological Mediation of Language and Emotion. Technology has also transformed how emotions are expressed and perceived in media communication. Ethnopsycholinguistics emphasizes the connection between language and emotional expression, particularly within cultural contexts. Emojis and GIFs, for example, have become universally recognized ways to convey feelings or reactions. However, their interpretation can vary across cultures. A thumbs-up emoji might symbolize agreement or approval in Western cultures, but in some Middle Eastern cultures, it could be seen as an offensive gesture.

The emotional impact of media is also mediated through the psychological processing of language. For example, the language used in online platforms like Twitter or Facebook often influences how individuals express or react to emotions in a public setting. The character limit on platforms such as Twitter necessitates brevity, which can impact the tone and emotional depth of communication. The use of humor, sarcasm, or irony in tweets often relies on cultural contexts that may not always be understood universally. This is a key example of how technology shapes the way emotional expression is constructed in media communication.

To better understand the ethnopsycholinguistic aspects of media communication, let's consider a sample from social media discourse. A popular meme format on Twitter or Instagram often involves an image with a caption, and the language used in the caption is crucial in shaping the emotional response from viewers.

Imagine a meme that says, "When you realize it's Monday tomorrow," paired with an image of a person looking distressed. The meme is humorous, relying on the shared experience of dread towards the beginning of the workweek. However, in some cultures, the emotional undertone of "Monday dread" may not resonate. For example, in cultures where the workweek starts on a Sunday, the emotional impact might be entirely different.

This difference can be analyzed through an ethnopsycholinguistic lens—how the language used in the meme triggers cultural and emotional responses rooted in specific societal norms. Technology allows these memes to spread globally, but cultural interpretations and emotional reactions vary, showing how technology is a vehicle for transmitting culture, but also how it is adapted to local contexts.

Conclusion.

The ethnopsycholinguistic dimensions of media communication reveal the complex relationship between technology, culture, and language. As technology continues to evolve, it reshapes not only how we communicate but also how we express cultural identities and emotions. Understanding this relationship through an ethnopsycholinguistic lens offers valuable insights into the ways that media platforms mediate cultural exchange, influence cognitive and emotional processes, and help construct global and local identities in the digital age.

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