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ROLE OF MASS MEDIA IN THE SOCIAL LIFE: THE 4-TH BRANCH OF STATE POWER IN SOCIETY

The role of mass media in the life of any democratic society is great and even decisive. First, let us define the meaning of the term «mass media». Second, we will discuss the main factors of journalist's work. Third, we will examine the scope of media power in politics on the examples of American journalists' photo reports. And finally we shall draw a conclusion about mass media's role in our life.

Mass media is the sum of the public mass distributors of news and entertainment across mediums such as newspapers, television, radio, broadcasting and text publishers. Mass media is used to reach a very large audience such as the population of a nation state. It was coined in the 1920s with the advent of nationwide radio networks, mass-circulation newspapers and magazines, although mass media was present centuries before the term became common. The mass-media audience has been viewed by some commentators as forming a mass society with special characteristics, notably atomization or lack of social connections, which render it especially susceptible to the influence of modern mass-media techniques such as advertising and propaganda. Mass media had the economics of linear replication: a single work could make money proportional to the number of copies sold, and as volumes went up, unit's costs went down, increasing profit margins further. Vast fortunes were to be made in mass media. In a democratic society, independent media serve to educate the public/electorate about issues regarding government and corporate entities. In this connection it is necessary to devote special attention to Journalism and emphasize its great role in news media.

Journalism is a discipline of collecting, analyzing, verifying, and presenting information regarding current events, trends, issues and people. Those who practice journalism are known as journalists. In general they are focused on presenting current news to the public. News-oriented journalism is sometimes described as the «first rough draft of history», because journalists often record important events, producing news articles on short deadlines. While under pressure to be first with their stories, news media organizations usually edit and proofread their reports prior to publication, adhering to each organization's standards of accuracy, quality and style. Many news organizations claim proud traditions of holding government officials and institutions accountable to the public, while media critics have raised questions about holding the press itself accountable. Usually the term includes all working journalists and is often used by those who would make generalizations about the product of «most» journalists, for example that journalists who work for large media corporations, or who are based in New York City or Washington, D.C, harbor a liberal or conservative bias. By covering

news, politics, weather, sports, entertainment, and vital events, the daily media shape the dominant cultural, social and political picture of society. Beyond the media networks, independent news sources have evolved to report on events which escape attention or underlie the major stories.

The free media comprise is an institution absolutely essential to democratic government. We depend upon the media to investigate wrongdoing, to publicize and explain governmental actions, to evaluate programs and politicians, and to bring to light matters that might otherwise be known only to a handful of governmental insiders. In short, without free and active media, popular government would be completely impossible. From the very beginning media had great influence on politics. The content and character of news and public affairs programming, what the media choose to present and how they present it, can have the most far reaching political consequences. Media disclosures can greatly enhance or fatally damage the careers of public officials. Media coverage can really support or intensify opposition to national policies. The media can shape and modify, if not fully form public perceptions of events, issues, and institutions.

The following facts will demonstrate the scope of media power in politics on the examples of some American journalists' photo reports. Jacob Riis was a photographer who demonstrated the terrible conditions, in which many New York tenement dwellers lived during the 1880s. He wrote the book «How the Other Half Lives». Lewis Hine was another American photographer who reflected the problems of children's exploitation in the 1930s. His use of the camera led to stringent laws against child labor.

A series of his pictures belongs to the photo session concerning untie-AIDS campaign. Journalism always tries to publicize the growing problems of health care. There is a picture, which informs society of 610 people who died in Dallas from AIDS and it was drawn near the City Hall. There were also some pictures of smokestacks made by him. They attracted attention of the public to common Americans' life in conditions of intensive industrial development of the country. In them you can see the pipes of the plants releasing an awful smoke in to the air.

Freedom, of course, gives mass media a good deal of power. The media can make or break reputations, help to launch or to destroy political careers, build support for or against programs and institutions. Citizens would have few means through which to know or assess the government's actions other than the claims or pronouncements of the government itself. Moreover, without active indeed, aggressive media, citizens would be hard-pressed to make informed choices among competing candidates at the polls. Often enough, the media reveal discrepancies between candidates' claims and their actual records, and between the images that candidates seek to project and the underlying realities. Media coverage is influenced by the perspectives of journalists, the activities of news sources and, most important, by the media's need to appeal to upscale audiences. The attention that the media give to protest and disruptive activities is also a function of audience factors.

Free media are essential ingredients of popular government. It is to conclude that free media are so critically important to the maintenance of a democratic society and that we must be prepared even to take the risk that the media will occasionally abuse their power. The forms of governmental control that would prevent the media from misusing their power would also certainly limit citizens' freedom.

List of references:

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ІНШОМОВНІ ЗАПОЗИЧЕННЯ У ЮРИДИЧНІЙ ТЕРМІНОЛОГІЇ АНГЛІЙСЬКОЇ МОВИ

Мова є складною, динамічною системою, яка постійно розвивається в часі та просторі. На сучасному етапі, в умовах інтенсивних процесів глобалізації і, як наслідок розширення мовних контактів та посилення впливу світових мов, дослідження запозичень є особливо актуальним.

Термінологія є найбільш динамічним та відкритим із багатьох причин до лексичного впливу інших мов складником лексичної системи. Юридична термінологія в англійській мові вважається особливим явищем, народженим на стику культур, мов і цивілізацій. Найважливішим процесом, що впливає на розвиток англійської юридичної термінології, її збагачення та вдосконалення, є процес запозичення. Запозичення, потрапивши до англійської мови з інших мов, є одним із головних способів формування термінів, зокрема юридичних.

На початку ХХ століття данський лінгвіст Отто Гаррі Єсперсен підкреслив у своїй книзі «Мова: її природа, розвиток та походження» ідею: «Англійська мова – це ланцюжок запозичень слів» [1, с. 15]. Словник англійської мови постійно змінювався протягом усієї її історії протягом різних вторгнень та завоювань, торговельної політики та впливу культури сусідніх країн.

Юридична термінологія англійської мови має значну кількість запозичень, іноземних слів та фраз, які переважно мають латинське та французьке походження. Наприклад, фрази *ad hoc* (за необхідністю), *de facto*