

PHILOLOGY

Olga V. Perevozova, Elena V. Vozilova

*(South Ural state university (national research university), Chelyabinsk, Russian Federation;
Branch of the Military Educational and Scientific Center of the Air Force Academy in Chelyabinsk,
Chelyabinsk, Russian Federation)*

Environmental news media text in online media as a factor in the formation of environmental behavior and consciousness of young people

It is carried out an analysis of media texts of environmental orientation, which aims at studying the impact of media effects on the youth audience and the study of its cognitive, affective, behavioral reactions. The article provides a theoretical understanding of media effects, structural and content features of the construction of texts (advertising, journalistic, artistic), as well as the impact of media texts of environmental orientation. The article substantiates the relevance of the study in the context of heterogeneity of the media stream in the modern information agenda, in which prevails crealized polycode text. The main objectives of the study are theoretical and methodological analysis of the issue of studying eco-media texts; determining the effect of these materials, obtaining and analyzing the results of the perception of environmental materials in advertising, journalistic and artistic media texts and interpretation of the results. The results of the survey to monitor the reflection of the youth audience to the texts of different levels are offered. Analysis of the results made it possible to draw preliminary conclusions confirming the priority and leadership of advertising texts.

Key words: environmental issues, news text, survey, social well-being, youth audience, media text, content analysis, behavioral intentions.

July 7, 2022
