

SEMANTIC RELATIONS OF ENGLISH MASS MEDIA TERMINOLOGY

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ABSTRACT

Nowadays, mass media plays essential important role in our society. The reason is that exciting events are happening everywhere, every day. It is filled with news every day. People learn news and views while reading newspapers and magazines, talking on the phone, or they become aware by watching TV or listening to the radio. For this reason, the study of media terms, gaining some experience in the field of linguistics, semantic and structural analysis of terms and a full understanding of their meaning are becoming the relevance of science. Active research in the study of media terminology allows the discovery of new knowledge and information.

Keywords: terminology, mass media, semantic relations, antonyms, synonyms, homonyms.