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MODERN TENDENCIES IN MEDIA DISCOURSE

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ABSTRACT

What is media discourse? Media discourse refers to interactions that take place through a broadcast platform, whether spoken or written, in which the discourse is oriented to a non-present reader, listener or viewer.

Key examples of discourse analysis include the study of television, film, newspaper, advertising, political speeches, and interviews.

Modern media comes in many different formats, including print media (books, magazines, newspapers), television, movies, video games, music, cell phones, various kinds of software, and the Internet. Each type of media involves both content and also a device or object through which that content is delivered.

Discourse itself may be understood in a few different ways. For one, it may simply refer to the manner in which individuals and groups communicate. On a deeper level, though, it can symbolize the systems of thoughts and beliefs that determine how individuals understand and interpret the world. Media-driven discourse in the first sense would include the various outlets that individuals in the media use, such as newspapers and magazines, television, radio, and the Internet. If discourse is understood as the beliefs that guide media output, then principles like objectivity or ideological bias might describe it best. One of the most powerful semantic notions in a critical news analysis is that of implication. Words, clauses, and other textual expressions may imply concepts or propositions which may be inferred on the basis of background knowledge. The idea of something hidden is very attractive for the reader. It is worth noting that the world of press and media is involving and eye-catching. One of the widely used techniques in the newspaper universe is that of creating appealing, interesting, alluring and unusual headlines thus involving the readers and building the infinite world of press and media.

Introduction.

Media has always been in the limelight, in the centre of attention, thus media discourse is one of the widely discussed issues.

Media discourse represents the forms of language and other semiotic codes, structure and usage by massive information sources. This term is used to refer to cognitive systems (e.i. ideologies) that serve as the basis of creating information. (Ladaria Nodar, Sociolinguistics, Tbilisi, 2002)

The newspaper is a source of education, enlightenment and entertainment. It influences the formation of readers' opinions on many issues. The language of newspapers has peculiarities that make it different from scientific literature, the language of fiction, and from colloquial speech. (Azad Mammadov and Barbara Lewandowska-Tomaszczyk, Analysing Media Discourse)

What is media discourse? Media discourse refers to interactions that take place through a broadcast platform, whether spoken or written, in which the discourse is oriented to a non-present reader, listener or viewer. (Media and discourse analysis, Anne O'Keeffe)

Key examples of discourse analysis include the study of television, film, newspaper, advertising, political speeches, and interviews.

Modern media comes in many different formats, including print media (books, magazines, newspapers), television, movies, video games, music, cell phones, various kinds of software, and the Internet. Each type of media involves both content and also a device or object through which that content is delivered. (https://www.mentalhelp.net/internet/types-of-media/)

Media and Discourse Analysis.

Discourse can be defined as a very complex phenomenon with linguistic, psychological, social and cultural dimensions. Traditionally discourses are divided into three broad types: 1) literary; 2) institutional (media, political, etc.); and 3) academic or scientific. According to Fairclough, genre or type may be characterized as a "socially ratified way of using language in connection with a particular type of social activity" (Azad Mammadov and Barbara Lewandowska-Tomaszczyk, Analysing Media Discourse, 1995: 27).

The core of the informative function of language exists in media texts (Wodak and Busch 2004), i.e., topic and extra-linguistic reality, including reported real-life events and stories. Media texts and media discourses are produced, first of all, to inform people by delivering various types of messages. According to Pearce, "Mass communication, however, is the process by which a person, group of people, or large organization creates a message and transmits it through some type of medium to a large, anonymous, heterogeneous audience" (Role of media in mass communication, Pearce 2009: 623).

The crucial factor here is a medium/media (serving as a bridge between the senders of a message and the audience) and its/their type. Furthermore, Pearce writes: "Until recently, defining mass media was easy. Mass media were comprised of eight traditional industries: books, newspapers, magazines, radio, movies, television and the Internet' (Role of media in mass communication, Pearce 2009: 623).

New technologies have made serious changes in this traditional classification of media industries, adding also social networks such as Facebook, Twitter, WhatsApp, and Viber, as well as blogs, amongst other media.

Understanding Discourse.

Discourse itself may be understood in a few different ways. For one, it may simply refer to the manner in which individuals and groups communicate. On a deeper level, though, it can symbolize the systems of thoughts and beliefs that determine how individuals understand and interpret the world. Media-driven discourse in the first sense would include the various outlets that individuals in the media use, such as newspapers and magazines, television, radio, and the Internet. If discourse is understood as the beliefs that guide media output, then principles like objectivity or ideological bias might describe it best. (https://www.languagehumanities.org/what-are-the-different-types-of-media-discourse.htm)

Individuals filter the events and local happenings through various lenses; some of this is determined by personal experience, but a lot of it is also driven by the manner in which the information was presented to them in the first place. This can include subtle cues or emphasis on certain details, and can even include things like tone of voice and word choice. The means of delivery is very important.

One of the easiest ways to differentiate types of media discourse is to break them down by subject matter. Some stories or conversations might consider issues from a political viewpoint, wherein

the complex factors that constitute social decision-making are prevalent. Others might operate from a finance-based, or economic, standpoint. A different rubric is often in place for reporting on lives of popular celebrities and news of human interest appeal.

In understanding media discourse as various *means* of communication, it's common to break the category into two broad areas: written and spoken. Some examples of written texts include newspapers and magazines. Articles found within these publications are individual examples of discourse, and advertisements may be considered a form of as well. Radio and television, on the other hand, primarily rely on spoken speech, such as news broadcasts, though television outlets often make use of visual tactics like location shots and sited interviews. (https://www.languagehumanities.org/what-are-the-different-types-of-media-discourse.htm)

Media discourse can be widely understood as any way in which the media — including news outlets, publishers, and others — frames certain issues and generates discussions among the public. In some sense, *all* media furthers some sort of discourse simply as a function of its essential nature. Another way of saying this is that media wouldn't be media if it didn't disseminate information with a certain slant or through a particular lens. Breaking down the specific types can be a challenge, but it's often easier to think about in terms of broad categories. Type of publication is one; different media outlets publish and disseminate their work in different ways, from printed volumes and online blogs to radio and television broadcasts. Differentiating based on written or spoken media is sometimes also instructive. Other scholars look at discourse in terms of its effects on larger society, or study it based on the guiding principles or larger ethos of its reporters and participants. Much of the discussion is necessarily regional, and depends a lot on the prevailing customs and traditions of both the media players and the information consumers. (https://www.languagehumanities.org/what-are-the-different-types-of-media-discourse.htm)

Unconventional or Non-traditional Discourse.

Modern scholars often group online media into its own category, often under the "unconventional" or "nontraditional" banner. Some also refer to it more broadly as "new media." The discourse that happens here is often very important in part *because* of how set apart it is from the more familiar forms of publication. It often happens in real time, and has the capability of transmitting out to a global audience almost instantaneously. The demand is often speed over style, and these sorts of reports often lack the careful editing and review that are hallmarks of more traditional outlets.

Online media communications frequently also welcome — and at times are driven by — participation from the wider public. This is often known as "user generated content," and can include anything from comments to added videos and personal weigh-ins. In these sorts of scenarios the discourse is often seen as incredibly fluid, and often very much reflects the mores and sentiments of the people participating. (https://www.languagehumanities.org/what-are-the-different-types-of-media-discourse.htm)

Implications. Textual Analysis of News in the Press.

One of the most powerful semantic notions in a critical news analysis is that of implication. Words, clauses, and other textual expressions may imply concepts or propositions which may be inferred on the basis of background knowledge. This feature of discourse and communication has important ideological dimensions. The analysis of the unsaid is sometimes more revealing than the study of what is actually expressed in the text. There are various types of implication: entailments, presuppositions, and weaker forms, such as suggestion and association. (https://discourses.org/wp-content/uploads/2022/07/Teun-A.-van-Dijk-1991-The-interdisciplinary-study-of-news-as-discourse.pdf)

The idea of something hidden is very attractive for the reader. It is worth noting that the world of press and media is involving and eye-catching. One of the widely used techniques in the newspaper universe is that of creating appealing, interesting, alluring and unusual headlines. Reading the headline *'This Was Found In The Middle Of The Ocean: Look At What They Found Inside*' can't lave you indifferent, you can't ignore it as the thirst for information hidden there prevails and you find yourself opening the newspaper and going through the lines. In some cases headlines can be called the tricks that newspapers play on their readers. Let's look at one of the headlines: "Why Instant Noodles Are a Danger to Your Kids" – reading this title can lead to health-hazardous ideas, as the meaning of the word "danger" creates the picture of health problems, food poisoning, unhealthy ingredients that are far from being

nutritious for the children. Thus, the mental picture of the word "danger" might be associated with the dark cloud, black shadow coming in stealthily in our lives and putting our children's health at risk. The trick of the headline disappears with the very first lines of the article and can be relieving as the reader becomes aware of the whole thing: it is not the ingredients that cause health problems but just the safety rules we have to follow. That is what we read:

THURSDAY, Feb. 16, 2023 (HealthDay News) -- Ramen danger: A steaming cup of instant noodles is a big cause of scald injuries in children, researchers report.

A new study that examined pediatric admissions at University of Chicago Medicine for burn injuries caused by hot liquids found that nearly one-third were caused by instant noodles between 2010 and 2020.

This example shows that the concepts of **danger** and **safety** are the main focus of attention for the authors. Modern realities are also reflected in the concept under study, which is confirmed by the appearance and frequent use of such expressions as internet safety, digital safety, child safety online, secure our networks, internet security threat, safe from hackers. The study showed that the attitude to safety in British media is expressed through a number of conceptual metaphors. It is necessary to note that metaphor is recognized as the main mechanism by which abstract thinking is possible and through which, according to the theory of conceptual metaphor, a person perceives abstract concepts. The formed system of metaphors helps to understand the peculiarities of our interaction with the surrounding reality and how we act based on this understanding. The study found that the content of the concept of *safety* in the English-language media discourse reveals a variety of ideas about safety, ways to ensure it and the attitude of native speakers to it. There are three most repeated conceptual metaphors, with the help of which the concept of safety gets its actualization in the English language media discourse: "safety – goal", "safety – value", "safety - fear". The first conceptual metaphor "safety- goal" can be traced in the use of such phrases as to strike for safety, to rush to safety, to seek safety, to meet safety standards, safety plan. At the same time, safety can be perceived as a level that must not only be achieved, but also improved: to ensure the safety, to improve safety, to maximize safety, to enhance safety. On the other hand, safety is seen as something that must be defended and fought for: to defend safety, fight for safety, to obtain safety. The second conceptual metaphor is used to describe safety as the highest value. Safety is put on a par with health, which is confirmed by the repeated use of the phrase health and safety. The expression safety first is firmly established in the English language and recorded in dictionaries. Any attack on safety is perceived extremely negatively, which can be traced in the context of the use of such phrases as: to compromise safety, to sacrifice safety, to put something over safety. The third conceptual metaphor expresses the presence in the content of the described concept of ideas about safety as a source of unrest and fear. This can be traced in the use of the following set expressions: safety fears, safety (security) concerns, safety hazards, safety violations, threat to safety, security alert, no real security. (Representation of the Concept of SAFETY in the English-Language Media Discourse Lyudmila V. Vardanyan, Lyubov P. Vodyasova and Irina I. Kashtanova)

Media texts can act as the texts representing this or that culture. Thus, the concept of safety, represented in the English-language media discourse, can reflect the changes that take place in that culture under the influence of media. Society represents culture and vice versa, culture is represented by the society. That's why the concept of safety in the English-language media discourse reveals a variety of ideas about security and its individual aspects, and most importantly, the attitude of native speakers to it. Modern representation of the concepts of safety and danger is signified with metaphorical structures.

In English, the concept of *safety* is based on the words safety (safeness, reliability, preservation) and security (safeguard, defense, protection). The analysis of the meanings of these words by lexicographic sources enabled to identify a number of its semantic features: a) a safe or protected from a dangerous place, b) the state of absence of danger or protection from it, C) actions that ensure safety, d) persons that ensure safety, e) a sense of confidence and security. As you can see, in English-language dictionary sources recorded a comprehensive understanding of security by native speakers. The considered concept is widely represented in the media discourse. In articles published in British newspapers about understanding safety issues and its importance to British society, the presence of various collocations with the specified referent is shown: serious safety (security) crisis, levels of safety, safety measures / security precaution, dangerous security vulnerabilities, a major security challenge, major safety risk, active safety solutions, security implications. The use of highlighted expressions

indicates not only the awareness of security problems, but also the necessity to take measures to ensure it, as well as foresee the consequences of the taken actions.

Another headline implying danger: *'The Last of Us': How Likely Is a Fungal Apocalypse?*

A real-life insect fungus called Cordyceps makes the leap into humans, turning those stricken into violent zombie-like creatures that spread it to others through bites. Society collapses in a matter of days after the fungus emerges.

But viewers can relax: There's very little real risk that Cordyceps itself could actually evolve to present the sort of risk to humanity displayed in the show, fungal infection experts say.

The title, as well as the article manifest safety-risk, delivering life-threatening information.

Danger is reported through the following headlines:

'Wildfire Smoke May Send Pregnant Women Into Premature Labor'

'Silent Killer: Shield Your Family From Carbon Monoxide'

'Police investigate death of man at commercial property in Caledon'

'Winnipeg roofing company fined after employee injured in fall'

'30 years after Westray disaster in N.S., families say justice still rare in worker deaths'

The concepts represented in the articles represent safety issues and its significance for the society and the collocations with safety and danger such as levels of safety, safety measures/security precaution, dangerous security vulnerabilities, a major security challenge, major safety risk, active safety solutions, etc. underline the importance of feeling secure.

Conclusions.

Media is one of the means of communication attracting attention of millions of people and representing various cultures and values. In order to form appropriate and effective communication media discourse should be properly analyzed and understood.

One of the most powerful semantic notions in a critical news analysis is that of implication. Words, clauses, and other textual expressions may imply concepts or propositions which may be inferred on the basis of background knowledge.

The idea of something hidden is very attractive for the reader. It is worth noting that the world of press and media is involving and eye-catching. One of the widely used techniques in the newspaper universe is that of creating appealing, interesting, alluring and unusual headlines thus involving the readers and building the infinite world of press and media.

As a result of the research, it was found that the content of the concept of safety reveals a variety of ideas about security, ways to ensure it and the attitude of native speakers to it. On the other hand, the concept of risk shares part of its structure with related concepts, for example, those of danger, safety and security. However, there are also semantic contrasts to be noted. For example, risk and danger tend to differ with respect to the situation they describe.

Three of the most recurring conceptual metaphors by which the concept of safety gets its actualization in the English-language media discourse were identified: a) "safety- goal", b) "safety-value", C) "safety- fear". The discussion of the media discourse creates the picture of the modern language processes and phenomena. These concepts have a significant role in people's lives and represent the values of different cultures.

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