



LEXICAL CHARACTERISTICS OF MEDIA LANGUAGE ON THE MATERIAL OF ENGLISH MEDIA PRESS

Xudoyberdiyeva Shirinoy,

*English teacher of Foreign languages and literature department
at Angren univernity*

Annotation: Today mass information delivery, influencing people, and sharing news through the media are becoming widespread. In English content also, the electronic press has different stylistic features, this article presents the main purpose of the media language, its lexical-stylistic features in the English press and their examples.

Keywords: journalism, media languages, colloquial language, Journalistic resources, Discourse Markers.

Serving a large audience in a digital format that is convenient for modern society is the goal of media discourse. It should be kept in mind that the media continues to be the main means of communication between various parties and a large number of people because of the political, social, economic, and other information that is broadcasted. It is also important to pay attention to how these news stories are presented in the media because this affects how society perceives news and events, which is influenced by public opinion, prevailing ideologies, established stereotypes, accepted morality, gender perception, and other factors¹. But media discourse, a dynamic contemporary phenomena, has the capacity to shape society's subjective viewpoint and have strong pragmatic and evaluative influence. The regulated situation, which media discourse expresses through language form and related genres, is, in turn, one of the significant components of the linguistic phenomena previously discussed ².

Semantically speaking, "mass media" refers to a communicative and cognitive phenomenon of the linguistic sphere that is necessary for society to have because it facilitates the process of accumulating, analyzing, and forming public opinion, or societal viewpoints³.

¹ Pohorila, A. I. (2022). The functioning of euphemisms in the english media discourse. Transcarpathian Philological Studies, 21(2), 100-103. <https://doi.org/10.32782/tps2663-4880/2022.21.2.20>

² Horbatko, A. O. (2021). Approaches to the definition of media discourse in modern English-language mass media. V.V. German, Current issues of philology and methodology (36-42). Sumy: Publishing and Printing Enterprise "Printing Factory" LLC. <https://acortar.link/dq7TOV>

³ Pecheranskyi, I., & Vaskul, K. (2018). Modern media discourse and the role of journalistic investigation in it. Bulletin of the Kyiv National University of Culture and Arts, 2, 22-29. <https://doi.org/10.31866/2617->



It is noteworthy that, while media discourse is a linguistic phenomenon of media space that seeks to exchange crucial information for society, it is also a cognitive and pragmatic environment that broadcasts specific meanings to its audience, as noted by Miroshnychenko in his own study⁴.

In her research, Horbatko examined linguistic theory's views on media discourse aspects. The researcher says that media discourse, which is most relevant in the 21st century, is becoming increasingly significant in the life of modern society, which is due to the fast expansion of the media and virtual information platforms. The fact that media discourse is interpreted as "media language," "mass media language," "mass media discourse," and "media discourse" should be recognized as evidence that this phenomena is widespread and essential to modern society⁵.

Conversely, Kozak highlights that because discourse is multidisciplinary, there is a lack of consistent interpretation and categorization in the study of advertising media discourse. Nonetheless, the researcher emphasises on discourse's multifunctionality and complexity as a multifaceted phenomena⁶.

Krasivskyi makes the following claims in his analysis of the modern terminology used in English mass media discourse: modern media discourse expresses a high degree of terminological unit compression, is involved in the advancement and actualization of the most recent verbal terminological tools, and uses modern conceptual apparatus. Furthermore, O. M. Krasivskyi highlights that even the English media word is a unique type of production of meaning-making terms in speech actualization, immediately incorporated into contemporary media discourse⁷.

In his examination of the linguistic and pragmatic aspects of reality in English media discourse, Kopyi makes the case that while the specificity of translating foreign texts completely replaces the meaning of the original texts, it becomes impossible for certain elements, grammatical structures, and stylistic features of the original texts to not match. As a result, Kopyi claims that when translating across languages, the phrases

2674.2.2018.151777

⁴ Miroshnychenko, I. G. (2020). Concise text in the mass media discourse of the Ukrainian- speaking segment of the Internet network. Scientific notes of the National University "Ostroh Academy": series "Philology", 5(73), 46-49.

⁵ Horbatko, A. O. (2021). Approaches to the definition of media discourse in modern English-language mass media. V.V. German, *Current issues of philology and methodology* (36-42). Sumy: Publishing and Printing Enterprise "Printing Factory" LLC. <https://acortar.link/dq7TOV>

⁶ Kozak, O. V. (2021). Ukrainian-language advertising media discourse (linguopragmatic aspect). Vasyl Stus Donetsk National University, Vinnytsia.

⁷ Krasivskyi, O. M. (2021). Terminology of English mass media discourse: theoretical and methodological foundations. *Scholarly notes*, 32(6), 133-137.

<https://doi.org/10.32838/2710-4656/2021.6- 1/24>



"adequacy" and "equivalence" must be used. Additionally, because English media discourse has important characteristics, translating it might be challenging⁸. But it's also critical to keep in mind what Hron says: media vocabulary not only influences the language used in the media but also actively participates in the communication and information-dissemination process⁹.

The vocabulary used in media discourse piqued the interest of linguists worldwide in the middle of the previous century. It should be highlighted, nonetheless, that the most often used typology of media discourse is based on the different kinds of channels used to transmit information, which includes press, television, radio, and internet discourse¹⁰. The contemporary scientific perspective on discourse holds that it is a multifaceted phenomena that connects all parties involved in communication, the contexts in which it occurs, and the text that is ultimately shown to media consumers. Said another way, the phenomenon of discourse is the direct, embodied structural and semantic qualities described in an abstract, unchanging manner in the text of media articles¹¹.

Researchers Chumak (2022), Bondarenko (2020), Babelyuk and Didukh (2020), Marina (2021), and Chumak (2022) examined newly generated lexical units in light of the current events and the growing impact of coronavirus infection on the global media community. It is also important to recognise that, in the context of contemporary English-language media discourse, a new area of linguistic covidology has emerged, according to Marina, which focuses on the sequential accumulation of verbal and non-verbal semiotic modalities¹². Chumak observes how the pandemic affected the language element of social life in 2020–2021 in his research of lexical covidic neologisms. The researcher claims that the produced lexical units comprise lexical

⁸ Kopyi, T. I. (2021). Linguistic-pragmatic features of the study of realities in the English-language media discourse and methods of their reproduction in the Ukrainian language. Kyiv National Linguistic University, Kyiv. Restored from <https://acortar.link/tmhDf1>

⁹ Hron, Y. G. (2021). Telescopy as a model of word formation of modern media discourse (on the example of neologisms to indicate the phenomena of COVID-19). *Scientific Bulletin of the International Humanitarian University*, 48(1), 51-54.

<https://doi.org/10.32841/2409-1154.2021.48-1.12>

¹⁰ Dovbnya, O. Yu. (06, 2022). Business media discourse as an object of linguistic research. K.V. Gromovenko, Black sea scientific studios. International Humanities University, Odesa. http://www.sci-notes.mgu.od.ua/archive/v36_1/2022_Chorn_omorski.pdf#page=178

¹¹ Prima, V.V., (2022). Discourse: Scientific Views of Definition and Subject. *Philological Studies*, 22(2), 98-103. <https://doi.org/10.32782/tps2663-4880/2022.22.2.18>

¹² Marina, O. S. (11, 2021). Multimodal construction of COVID-19 in English-language media and poetic discourses. O.L. Oliynyk, O.I. Samoilenko, N.V. Petlyuchenko, S.I. Potapenko, Odesa dialogues of cultures: creativity, man, language & rhetoric of media discourse (107-110). Odesa National music academy named after A.V. Nezhdanova, Odesa. <https://acortar.link/jX4h10>



units of time and realities of life, such as "quarantine," "epidemic/pandemic," and "coronavirus," which started to operate in accordance with the pattern of the structural component in a number of related lexical units¹³. The tendencies in the English language's word-formation system under the effect of lingual and extralingual elements were found in Babelyuk and Didukh's study¹⁴. According to the study, the Oxford English Dictionary (OED) has over a thousand freshly coined terms and phrases registered for the COVID-19 phenomenon classification.

For her part, Bondarenko concentrated on using morphological neologisms to enhance the vocabulary makeup of the pandemic-era contemporary language. The researcher thinks that word construction and telescoping had a crucial role in the creation of most neologisms. Neologisms: according to Bondarenko, telescopisms form the quickest, which is why they make up the majority of professional subreferences and everyday language¹⁵.

Kushnirov addresses the topic of subjective, inaccurate, or misrepresented information being distorted in media spaces in his own study. The author makes the point that there is a significant chance of information distortion when accessing English original sources, thus it is crucial to examine precisely verified sources and exercise caution when interpreting descriptions of foreign origin that are made in media discourse¹⁶.

It is significant to observe that the phenomena of media discourse is currently developing at a very quick speed around the world. Digital technology and gadgets have become an indispensable component of modern civilization. The media discourse business is driven by the usage of hashtags, hyperlinks, and compressed texts to identify the subjects and interests of members of social networks through eye-catching terms. The key components that masters of the media business employ to generate pragmatic

¹³ Chumak, L. M. (2022). Lexical innovations of covid-19 period: structural and linguopragmatic aspects. *Zhytomyr Ivan Franko State University Journal. Philological Sciences*, 1(96), 165-174. DOI: [https://doi.org/10.35433/philology.1\(96\).2022.165-174](https://doi.org/10.35433/philology.1(96).2022.165-174)

¹⁴ Babelyuk, O. A., & Didukh L. I. (2020). Ways of covid-19 neologisms word-formation in english epidemiological discourse. *Scientific journal of the Lviv State University of Life Safety "Philological Periodical of Lviv"*, 7, 5-12. <https://doi.org/10.32447/2663-340X-2020-7.1>

¹⁵ Bondarenko, O. M. (2020). An analysis of morphological neologisms of the English language created in connection with the COVID-19 pandemic. *Collection of scientific works "New Philology"*, 80, 79-83. <http://eir.zntu.edu.ua/handle/123456789/6817>

¹⁶ Kushnirov, M. O. (2021). Linguistic means of information distortion in English-language media discourse: a method of detection. *Scholarly notes*, 32(4), 168-172. <https://doi.org/10.32838/2710-4656/2021.4-1/29>



appeal and bring lexical innovations into the media space are hypertextuality, disjointedness, multimodality, and interactivity¹⁷.

It's crucial to keep in mind, though, that the development of new words inside a nation is not problematic since word formation follows the laws of that language, making the structure and meaning of newly generated words obvious. The issue is in the way foreign terms are borrowed and used in other languages, necessitating their translation and explanation—a task that discourse may assist with¹⁸. Thus, it's crucial to keep in mind that while discourse can only be national—that is, spoken in English, German, British, or Ukrainian—it may also take on other forms (Table 1)¹⁹.

№	Types of discourses	Examples
1	socio-specific discourses	holiday, leisure discourse, advertising, pre-election
2	discourses of professional strata	sports, pedagogical, medical, economic, diplomatic
3	discourses of everyday communication	youth, love, family, children's
4	discourses of subcultural and corporate strata	criminal, bank, sacral, revolutionary, terrorist, religious, heroic, partisan, esoteric
5	discourses of virtual communication	fairy-tale, forum, computer, chat-discourse

Language science has a wide range of discursive orientations in the twenty-first century, including many forms of public communication. The discourse of mass communication, or mass media, or more accurately, mass-media discourse, is a remarkable illustration of this type of communication. It is distinguished by the actualization and engagement of contemporary linguistic terminological instruments and conceptual equipment²⁰.

Taking note of the abundance of word-formation models found in the English language that result in new words, such as telescoping, conversion, affixation, and

¹⁷ Miroshnychenko, I. G. (2020). Concise text in the mass media discourse of the Ukrainian-speaking segment of the Internet network. *Scientific notes of the National University "Ostroh Academy": series "Philology"*, 5(73), 46-49. [https://doi.org/10.25264/2519-2558-2019-5\(73\)-46-49](https://doi.org/10.25264/2519-2558-2019-5(73)-46-49)

¹⁸ Kopyi, T. I. (2021). *Linguistic-pragmatic features of the study of realities in the English-language media discourse and methods of their reproduction in the Ukrainian language*. Kyiv National Linguistic University, Kyiv. Restored from <https://acortar.link/tmhDf1>

¹⁹ Kozak, O. V. (2021). *Ukrainian-language advertising media discourse (linguopragmatic aspect)*. Vasyl Stus Donetsk National University, Vinnytsia

²⁰ Krasivskyi, O. M. (2021). *Terminology of English mass media discourse: theoretical and methodological foundations*. *Scholarly notes*, 32(6), 133-137



abbreviation, let us consider how newly formed conceptions and phenomena reflect aspects of human life²¹.

The Covid-19 epidemic has also influenced word-formation trends in light of contemporary occurrences. Application domains for lexical innovations that reflect contemporary English media discourse organisation techniques that embody understandable interpretations of significant material and call attention to significant issues. As a result, the material received far more attention than normal from the newly-formed positions used to describe new phenomena, represented by a new lexeme, with the assistance of a commentary, describing, and comparison. As an illustration, consider the term "crowned" infants, which was used to describe newborns during the Covid-19 epidemic²².

The way the linguistic community responds to the most recent sociological elements is greatly influenced by one of the productive forms of lexical compression, abbreviation, which is used in media discourse because of the fast-paced and constantly-evolving nature of modern life as well as the rising flow of information. Translations of foreign media texts—especially English ones—that are shortened to cater to certain readerships may provide a challenge when it comes to future acronym interpretation. It should be mentioned that acronyms are often used in English media, and most of them are understandable to readers given the provided context. Regarding this issue, acronyms that lack translations into other languages have to have a thorough definition provided. As an illustration, consider the homonymy of English abbreviations (Table 2)²³.

²¹ Hron, Y. G. (2021). Telescopy as a model of word formation of modern media discourse (on the example of neologisms to indicate the phenomena of COVID-19). *Scientific Bulletin of the International Humanitarian University*, 48(1), 51-54.

²² Chumak, L. M. (2022). Lexical innovations of covid-19 period: structural and linguopragmatic aspects. *Zhytomyr Ivan Franko State University Journal. Philological Sciences*, 1(96), 165-174. DOI: [https://doi.org/10.35433/philology.1\(96\).202.2.165-174](https://doi.org/10.35433/philology.1(96).202.2.165-174)

²³ Ivanytska, N. (06, 2022). Strategies for translating abbreviations of English-language media discourse. *K.I. Mizin, Crosscultural communication and translation studies: common issues and development prospects*. Hryhorii Skovoroda University in Pereiaslav, Pereiaslav. <https://acortar.link/s8HJwr>



Abbreviations	Abbreviations	inf	AD	AC	ACP	BA
Examples of the meaning of abbreviations/ their translation	Examples of the meaning of abbreviations/ their translation	infant – child	attention device – signaling device	aerodrome control – driving in the control zone	acceptable message – notice of acceptance	beam approach – application for a position at the lighthouse
		information – info	avalanche diode – avalanche diode	air carrier – air carrier	aerodrome control point – air traffic control center	blind approach – application for a position by means of a device
				absolute ceiling – absolute ceiling		breaking action – breaking triggering

Two developmental pathways, which correlate to the generalization and abstraction of the produced words' characteristics, are followed in the alteration of the semantics of the newly formed lexical forms. But it's crucial to keep in mind that word changes in English-language media discourse enhance not only the general lexical base but also the traits of specific phenomena and stereotypes, which have taken on particular significance in English-and other-language media discourse.

When verbalised information is transmitted, the primary causes of change and alteration are subjectivity, lack of verification, or misrepresentation. These aspects of information distortion in the media might be caused by objective or intensional factors. When lingual and extralingual means are intentionally employed in a way that aligns with the author's vision in order to accomplish the communication aim, the result is



often intentional alteration of the content, also known as subjective modification. Objective justifications may include the use of the so-called "spoiled telephone" media, where information is distorted when it is spread via subjective interpretation and is influenced by an individual's attitude towards the material²⁴.

References:

1. Pohorila, A. I. (2022). The functioning of euphemisms in the English media discourse. *Transcarpathian Philological Studies*, 21(2), 100-103. <https://doi.org/10.32782/tps2663-4880/2022.21.2.20>

2. Horbatko, A. O. (2021). Approaches to the definition of media discourse in modern English-language mass media. V.V. German, *Current issues of philology and methodology* (36-42). Sumy: Publishing and Printing Enterprise "Printing Factory" LLC. <https://acortar.link/dq7TOV>

3. Pecheranskyi, I., & Vaskul, K. (2018). Modern media discourse and the role of journalistic investigation in it. *Bulletin of the Kyiv National University of Culture and Arts*, 2, 22-29. <https://doi.org/10.31866/2617-2674.2.2018.151777>

4. Miroshnychenko, I. G. (2020). Concise text in the mass media discourse of the Ukrainian-speaking segment of the Internet network. *Scientific notes of the National University "Ostroh Academy": series "Philology"*, 5(73), 46-49.

5. Horbatko, A. O. (2021). Approaches to the definition of media discourse in modern English-language mass media. V.V. German, *Current issues of philology and methodology* (36-42). Sumy: Publishing and Printing Enterprise "Printing Factory" LLC. <https://acortar.link/dq7TOV>

6. Kozak, O. V. (2021). Ukrainian-language advertising media discourse (linguopragmatic aspect). Vasyl Stus Donetsk National University, Vinnytsia.

7. Krasivskyi, O. M. (2021). Terminology of English mass media discourse: theoretical and methodological foundations. *Scholarly notes*, 32(6), 133-137. <https://doi.org/10.32838/2710-4656/2021.6-1/24>

8. Kopyi, T. I. (2021). Linguistic-pragmatic features of the study of realities in the English-language media discourse and methods of their reproduction in the Ukrainian language. Kyiv National Linguistic University, Kyiv. Restored from <https://acortar.link/tmhDf1>

²⁴ Kushnirov, M. O. (2021). Linguistic means of information distortion in English-language media discourse: a method of detection. *Scholarly notes*, 32(4), 168-172. <https://doi.org/10.32838/2710-4656/2021.4-1/29>



9. Hron, Y. G. (2021). Telescopy as a model of word formation of modern media discourse (on the example of neologisms to indicate the phenomena of COVID-19). *Scientific Bulletin of the International Humanitarian University*, 48(1), 51-54.

<https://doi.org/10.32841/2409-1154.2021.48-1.12>

10. Dovbnia, O. Yu. (06, 2022). Business media discourse as an object of linguistic research.

11. K.V. Gromovenko, Black sea scientific studios. International Humanities University, Odesa. <http://www.sci->

[notes.mgu.od.ua/archive/v36_1/2022_Chornomorski.pdf#page=178](http://www.sci-notes.mgu.od.ua/archive/v36_1/2022_Chornomorski.pdf#page=178)

12. Prima, V.V., (2022). Discourse: Scientific Views of Definition and Subject. *Philological Studies*, 22(2), 98-103.

<https://doi.org/10.32782/tps2663-4880/2022.22.2.18>

13. Marina, O. S. (11, 2021). Multimodal construction of COVID-19 in English-language media and poetic discourses. O.L. Oliynyk, O.I. Samoilenko, N.V. Petlyuchenko, S.I. Potapenko, Odesa dialogues of cultures: creativity, man, language & rhetoric of media discourse (107-110). Odesa National music academy named after A.V. Nezhdanova, Odesa. <https://acortar.link/jX4h10>

14. Chumak, L. M. (2022). Lexical innovations of covid-19 period: structural and linguopragmatic aspects. *Zhytomyr Ivan Franko State University Journal. Philological Sciences*, 1(96), 165-174. DOI:

[https://doi.org/10.35433/philology.1\(96\).2022.165-174](https://doi.org/10.35433/philology.1(96).2022.165-174)

15. Babelyuk, O. A., & Didukh L. I. (2020). Ways of covid-19 neologisms word-formation in english epidemiological discourse. *Scientific journal of the Lviv State University of Life Safety "Philological Periodical of Lviv"*, 7, 5-12. <https://doi.org/10.32447/2663-340X-2020-7.1>

16. Bondarenko, O. M. (2020). An analysis of morphological neologisms of the English language created in connection with the COVID-19 pandemic. *Collection of scientific works "New Philology"*, 80, 79-83. <http://eir.zntu.edu.ua/handle/123456789/6817>

17. Kushnirov, M. O. (2021). Linguistic means of information distortion in English-language media discourse: a method of detection. *Scholarly notes*, 32(4), 168-172.

<https://doi.org/10.32838/2710-4656/2021.4-1/29>

18. Miroshnychenko, I. G. (2020). Concise text in the mass media discourse of the Ukrainian-speaking segment of the Internet network. *Scientific notes of the National*



University "Ostroh Academy": series "Philology", 5(73), 46-49.
[https://doi.org/10.25264/2519-2558-2019-5\(73\)-46-49](https://doi.org/10.25264/2519-2558-2019-5(73)-46-49)

19. Kopyy, T. I. (2021). Linguistic-pragmatic features of the study of realities in the English-language media discourse and methods of their reproduction in the Ukrainian language. Kyiv National Linguistic University, Kyiv. Restored from <https://acortar.link/tmhDf1>

20. Kozak, O. V. (2021). Ukrainian-language advertising media discourse (linguopragmatic aspect). Vasyl Stus Donetsk National University, Vinnytsia

21. Krasivskyi, O. M. (2021). Terminology of English mass media discourse: theoretical and methodological foundations. Scholarly notes, 32(6), 133-137

22. Hron, Y. G. (2021). Telescopy as a model of word formation of modern media discourse (on the example of neologisms to indicate the phenomena of COVID-19). Scientific Bulletin of the International Humanitarian University, 48(1), 51-54.

23. Chumak, L. M. (2022). Lexical innovations of covid-19 period: structural and linguopragmatic aspects. Zhytomyr Ivan Franko State University Journal. Philological Sciences, 1(96), 165-174. DOI: [https://doi.org/10.35433/philology.1\(96\).2022.165-174](https://doi.org/10.35433/philology.1(96).2022.165-174)

24. Ivanytska, N. (06, 2022). Strategies for translating abbreviations of English-language media discourse. K.I. Mizin, Crosscultural communication and translation studies: common issues and development prospects. Hryhorii Skovoroda University in Pereiaslav, Pereiaslav. <https://acortar.link/s8HJwr>