CONTEMPORARY ENGLISH MEDIA DISCOURSE: LINGUISTIC, PRAGMATIC, SOCIAL AND DIGITAL ASPECTS

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Abstract: The academic paper analyzes the linguopragmatic, social, and digital aspects of contemporary English-language media discourse, with a focus on its role in shaping public opinion and cultural perceptions. The introduction examines the relevance and importance of English-language media in the modern globalized world, emphasizing their impact on intercultural communication and public consciousness. The present research primarily analyzes the linguopragmatic features of English-language media discourse, in particular, the use of language strategies for achieving communicative goals. The academic paper considers how language tools influence the formation of messages and their perception by the audience. The focus is then shifted to the social and cultural aspects of media discourse. An analysis is conducted of the ways the media influence the formation and maintenance of gender stereotypes, as well as how they reflect and can potentially impact racial and ethnic representations in society. The scientific work examines the ways in which the media can enhance or provoke public debate on these important issues, as well as their role in shaping cultural identities. This is followed by a discussion of the digital transformation of English-language media discourse, with a focus on the role of social media and digital strategies in communication. The conclusions emphasize the significance of the balance between freedom of speech and media responsibility. The need to combat disinformation and increase the media literacy of the audience is emphasized. The academic paper suggests directions for further studies, in particular, analyzing the impact of English-language media discourse on different cultural contexts and developing strategies to ensure objectivity in media content. The research results have practical implications for developing media strategies and raising the level of media literacy, as well as for understanding the impact of media on modern society and intercultural interactions.

Keywords: Media discourse, Media communication, Social networks, Linguopragmatics, Social aspect, Digitalization.

1 Introduction

In the modern world, which is constantly evolving and digitalizing, English-language media discourse takes a leading role in shaping public perceptions and stereotypes. Media discourse has become a powerful tool for influencing mass consciousness due to globalization and the spread of the Internet. The present academic paper aims to explore the key aspects of contemporary English-language media discourse, in particular, its linguopragmatic, social and digital features.

Linguopragmatics in the context of the present research covers the study of linguistic means and strategies used in the media to achieve specific communicative goals. The social aspect includes an analysis of the impact of media discourse on the formation of social relations, identities and cultural norms. The digital aspect, in turn, focuses on the role of digital technologies in the distribution and influence of media content.

The academic paper will address the issue of how modern technologies and social networks influence the language and content of media messages, as well as how these changes affect the public's perception of information. We will also consider how digitalization and social media are changing the rules of the game in the media space and creating new challenges for understanding and interpreting media messages.

Given the importance of this topic, the present research aims to shed light on the complex interplay between language, technology, and society in the context of the contemporary media landscape. By analyzing various examples and cases, we aim to understand how English-language media discourse shapes and reflects current social trends, as well as what opportunities and risks this brings for different groups of media users.

This publication is targeted at researchers in the field of media communications, sociolinguistics, and the general audience interested in understanding the impact of media on modern society. We are trying to identify how linguistic and digital changes in the media influence our perception of the world and our interaction with it.

2 Analytical review of the literature on the research topic

In his study of media discourse in the English-speaking world, A. S. Macarro (2002) focuses on the analysis of how the language of the media shapes our perception of the world, providing a framework for understanding the features of media discourse in the English-speaking context. A. Fetzer (2008) expands on this topic by exploring the various forms and functions of thematic zones in media discourse, providing an in-depth analysis of the linguistic means used to achieve certain communicative goals.

A. O'Keeffe (2006) studies how the media use language to influence audiences and shape public perceptions. This scientific work is important for understanding the impact of media discourse on the formation of social relations. Furthermore, J. Androuthsopoulos (2004) explores the use of non-native English in the media and its impact on the formation of subcultural identities. The study by F. Zappettini and his colleagues (2021) focuses on the emotionalization of contemporary media discourse, offering an important dimension for understanding the impact of media on emotional reactions and opinions of the audience. This investigation shows how language and stylistic means in the media can evoke emotional reactions and shape public opinion.

K. Cotter (2015) reveals broader aspects of the interaction between discourse and media in his work, focusing on how the media shape and reformat public discourse. This is a contribution to understanding the impact of media on cultural and social processes. Finally, N. Liu (2018) analyzes how the translation of news from English into Chinese and vice versa affects the framing of news and the formation of media discourse. This study is important for understanding the impact of translation and cultural differences on media discourse in a globalized world. This aspect is crucial for assessing the impact of cross-cultural interactions on media messages. I. Androuthsopoulos (2012) examines the use of English in the German media, analyzing its discursive functions and impact on the media landscape. This publication is significant for understanding how English is used in non-English-speaking contexts and its impact on shaping media discourse.

T. M. Milani and S. Johnson (2010) discuss the intersection of linguistic ideologies and media discourse, pointing out the critical moments of this interaction. This study shows how language ideologies influence media content and its perception. R. Breeze and I. Olsa (2017) in their editorial work focus on evaluation in media discourse, especially in the European context. This scientific article examines how the media evaluates events, people and phenomena, influencing public opinion and perception.

A. O'Keeffe (2013) analyzes media discourse in the context of discourse analysis in 2013. This publication provides insight into how analytical tools can be used to uncover the deeper meanings in media messages and their impact on society. I. F. Porubay and E. I. Ibragimova (2021) study the features of social media discourse on the examples of Russian and English. This exploration emphasizes the importance of social media in the modern media landscape and its impact on linguistic and cultural differences.

S. R. Kaldas-Coulthard (2003) highlights the cross-cultural representations of the "otherness" in media discourse in her

scientific work. This study shows how the media shape perceptions of other cultures and peoples, influencing intercultural perception and understanding. Moreover, A. Fetzer (2014) examines media discourse in a broader socio-cultural and political context. This survey provides a deeper understanding of how media messages reflect and influence social, political and cultural realities.

In his work, M. Talbot (2007) examines how the media represent and interact with their audience. This publication contributes to understanding how media shape our perceptions of the world and facilitate social interaction. P. Baker, C. Gabrielatos and T. McEnery (2013) focus on the analysis of the representation of Islam in the British press. This research is important for understanding the impact of media discourse on shaping attitudes toward religious and cultural groups.

D. Machin and T. Van Leeuwen (2007) examine the global media discourse from a critical perspective, exploring its impact on world events and politics. This scientific article is important for understanding global media processes and their impact on international relations. A. H. Jucker (2005) explores the evolution of news discourse over several centuries in his research. This historical overview shows how the forms and functions of the media have changed over time. M. Bednarek (2006) analyzes how newspapers evaluate events and individuals, which is crucial for understanding the media's influence on public opinion.

R. Ramanathan and T. B. Hoon (2015) emphasize the importance of critical discourse analysis in the study of media discourse, demonstrating how the media reflect and shape social ideologies. L. Chouliaraki (2005) highlights the interconnection between media discourse and the public sphere, emphasizing how the media influence public discussions and public debate. This exploration is important for understanding the role of the media in shaping public opinion and influencing public debate.

S. Coleman and K. Ross examine how the media create and maintain a division between "them" and "us" by analyzing the representation of different social groups in media discourse (Coleman & Ross, 2010). This study reveals how the media shape perceptions of identities and relationships between different groups.

K. S. Schroder explores how media textures create cultural meanings from their creation to their reception by the audience (Schrøder, 2007). This scientific work emphasizes the importance of analyzing media content to understand its cultural impact. M.G. Sindoni and I. Moschini examine changes in discourses, especially with regard to contexts and digital media, emphasizing the importance of adapting to new media formats (Sindoni & Moschini, 2021). This publication emphasizes how digital media influence linguistic and discursive practices.

O. Welply (2023) analyzes how the media in France and England represent the issue of migration and education, focusing on the discourse analysis of the press. This study is important for understanding the role of the media in shaping attitudes toward migration and educational policies. Yu Hu, Lu Hu and J. Hu (2021) examine how news about the COVID-19 pandemic is presented in China and the UK using a corpus-based critical discourse analysis. This research demonstrates how media discourse can influence the perception of global events and reflect cultural differences in approaches to reporting.

N. Lazebna and A. Prykhodko (2021) study the digital discourse of English language acquisition, identifying the peculiarities of using digital technologies in language education. This exploration emphasizes the role of digital media in contemporary language practices. M. Caiani, B. Carlotti, and E. Padoan (2021) analyze online hate speech and the radical right wing in times of pandemic, examining cases in Italy and England. This scientific article focuses on the rise of hate speech in the online space and its impact on public policy.

I. Bosworth (2023) analyzes the discourse on the quality of French and Canadian politicians speaking English in the Canadian media, especially during the 2020 Conservative leadership debate. This analysis highlights how language issues can influence political discourse. K. Nickerson (2021) explores the genres and discursive strategies in English used by Dutch writers in multinational corporations. This research emphasizes how language influences corporate communication and identity in the globalized business world. S. Belgrimet and H. Rabab'ah (2021) conducted a multimodal discourse analysis of English posters in campaigns against violence against women. This study is essential for understanding the role of visual and textual elements in shaping public opinion.

M. Zappavigna and L. Logi (2021) analyze the use of emojis in social media when discussing work from home. This project highlights how digital symbols influence communication and discourse in the digital age. Yu Yu, M. Nartey, and J. Chen (2023) conducted a critical discourse analysis of climate change resistance in Chinese English-language news. This study demonstrates how media discourse reflects and shapes public debate on environmental issues.

A. Musolff, R. Breeze, K. Kondo, S. Vilar-Lluch et al. (2022) have devoted their attention to the discourse of pandemics and crises, including COVID-19 communication and public health strategies. This scientific work demonstrates how media discourse influences the understanding of and response to global health challenges. J. S. Al Falaq and D. Puspita (2021) explore how masculinity is represented in L-Men advertisements using critical discourse analysis. This research is important for understanding how gender stereotypes are spread and maintained in the media. I. Munandar and S. Akmal (2023) analyze the representation of Ukrainian refugees in the British media using critical discourse analysis. This survey highlights how the media can shape perceptions and attitudes toward migration crises.

E. Esposito and M. Khosravinik (2023) have devoted their scientific work to the issues of discourse in the digital era, in particular, in relation to the activities of social media and power. This publication examines how digital media influence public discourse and power relations. A. Matamoros-Fernandez and J. Farkas (2021) conduct a systematic review and critique on racism, hate speech and social media. This study emphasizes the challenges of racism and hate speech in the digital space.

S. A. Castaño-Pulgarin, N. Suárez-Betancourt, L. M. T. Vega, and J. M. H. Lopez (2021) conducted a systematic review on the Internet, social media and online hate speech. This study is important for understanding how digital media can spread hateful messages and negative stereotypes. J. Mendelson, S. Budak, and D. Jurgens (2021) simulate the framing of immigration discourse in social media. This research demonstrates how social media can influence the perception and discussion of immigration issues. D. Hangartner, G. Gennaro, S. Alasiri, N. Bachrich, A. Bornhoft, J. Boucher et al. (2021) show that empathy-oriented responses can reduce racist hate speech on social media. This exploration is essential for understanding the effectiveness of counter-discourses in combating hate speech and racism in digital spaces.

Summarizing the literature review, it can be stated that the study of contemporary English-language media discourse covers a wide range of topics and aspects. The literature focuses on different dimensions of media influence, including linguopragmatic, social and digital aspects. The researchers analyze the linguistic means and strategies used in the media to achieve certain communication goals, highlighting how these strategies influence the formation of public opinions and perceptions. Particular attention is paid to the analysis of gender stereotypes, racial and cultural representations in the media, which have a significant impact on the formation of social relations and identities.

Many studies are devoted to digital transformation and its impact on media discourse, including the role of social media and the

Internet in the modern media landscape. The academic paper analyzes how digital technologies and platforms influence the dissemination and impact of media content, as well as the changing role of traditional media. It is also important to consider the challenges related to ensuring objectivity, accuracy and ethics in media content, especially in the context of combating disinformation and fake news. This emphasizes the need to develop media literacy and critical thinking among the audience.

3 Purpose

The purpose of the research is to identify linguopragmatic, social and digital aspects of the contemporary English-language media discourse. The latter includes studying the linguistic strategies used in the English-language media, assessing the impact of these strategies on shaping public opinion and cultural perceptions, and considering the impact of digital transformation on the media sphere. The main goal is to identify the key trends and challenges facing English-language media discourse in the modern, rapidly changing world, as well as to develop recommendations for further studies in this domain.

4 Methodology

The methodology of the present research is based on a combination of four main methods: analysis and synthesis, ascent from the concrete to the abstract and from the abstract to the concrete. The analysis implies a detailed study of individual elements of media discourse, after which they are further combined to form a holistic understanding of the topic (synthesis). The ascent from the concrete to the abstract includes the analysis of specific problems of English-language media discourse, on the basis of which theoretical generalizations are formed. The ascent from the abstract to the concrete involves the application of theoretical positions to solve specific problems arising in English-language media discourse and English-language media communication.

5 Results

I) The English language, with its wide geography of use and its status as a lingua franca in the global context, plays a unique role in media discourse. Linguopragmatic features of English-language media discourse include the use of idiomatic expressions, phraseology, and culturally specific references that make media messages more attractive and relevant to a wide audience. This refers to both news and entertainment content, where the choice of vocabulary, presentation style and tone are extremely important to ensure that the message is clear and appealing to an international audience. The English language makes it possible to use a wide range of linguistic means to achieve a variety of communication goals, from informing to persuading.

The use of English in the media discourse also has a major impact on global communication processes. It acts as a bridge between cultures and promotes the dissemination of ideas and information at the international level. This is especially evident in international news, where English is often used as a means to reach a wider audience. However, this also poses challenges for non-English-speaking audiences, who may interpret messages through the lens of their own cultural and linguistic characteristics, sometimes leading to misunderstandings or loss of context.

Contemporary English-language media discourse is a multifaceted and dynamic phenomenon that reflects the complex interaction between language, culture, and technology. The main feature of this discourse is its linguistic and pragmatic features, which play a key role in the formation and interpretation of media messages.

Modern media use a wide range of language strategies to achieve their communication goals. This includes the choice of words, stylistic devices, tone of the message, and contextual references.

By utilizing these strategies, the media not only provides information to the public, but it also molds specific opinions, affects feelings and thoughts, and inspires people to take action. The pragmatic aspect of media communication also includes the author's intention, the context of the message, and the expected reaction of the audience.

An important linguopragmatic feature of English-language media discourse is the use of implicatures and indirect communication. The media often convey a deeper meaning or subtext through hints, allegories and other indirect linguistic means that may not be immediately obvious. This requires the audience to actively participate in the process of interpreting and understanding the message.

Framing plays a crucial role in shaping perceptions of events, people, and ideas in media discourse. By choosing certain words, images, and contexts, the media construct a certain picture of reality. This allows the media to influence the way the audience understands and evaluates particular events or phenomena. The rise of social media and digital media has also led to an increase in dialogicity and interaction in the linguopragmatic features of English media discourse (Mialkovska et al., 2022).

This means that the audience not only consumes content but also actively participates in its creation and interpretation. Comments, discussions on social media, and audience feedback are now an integral part of media discourse. This creates a two-way dialogue between the media and their audience, providing for a more dynamic and interdependent communication.

The linguopragmatic features of contemporary English-language media discourse open up new opportunities for influence and information interaction, but also pose new challenges. The increasing complexity and ambiguity of media messages requires critical thinking and in-depth analysis from the audience. Thus, understanding of linguopragmatic features becomes a key to effective perception and interpretation of modern media discourse.

II) The English-language media often serve as a source of gender and cultural representations that influence the international context. The use of English in the global media space spreads certain stereotypes and cultural norms that may differ from local contexts. This is especially evident in the portrayal of female and male images in the media, which often reflects Western ideas about gender roles and beauty ideals. This influence can lead to the global spread of Western standards and, at the same time, to the underrepresentation of other cultural perspectives.

The English-language media are often the main source of information that shapes international public opinion in the context of global challenges. They influence how different cultures perceive issues such as climate change, migration, and international conflicts. The English language in the media contributes to the widespread dissemination of certain views and interpretations, often centered on a Western perspective. This emphasizes the importance of multilingualism and cultural diversity in the media to ensure a more balanced and comprehensive coverage of global events.

Modern English-language media not only reflect but also actively shape social and cultural realities. In this section, we will consider how the media influences public perceptions, from gender stereotypes to the portrayal of global challenges, and how this affects the formation of public values and norms.

The media often use and disseminate gender stereotypes that shape our perceptions of the roles of males and females in society. Advertising, film, television, and news all contribute to the normalization of particular gender stereotypes and behaviors. This can lead to far-reaching consequences, from maintaining gender inequality to creating restrictive social expectations.

The media also play an important role in shaping and spreading racial and ethnic prejudice. Racial and ethnic tensions can be

exacerbated by the media by contributing to stereotypes and providing inadequate or inaccurate depiction of minorities. This can include both direct reflection of racial stereotypes and insufficient portrayal of diversity in the media, leading to the marginalization of certain groups.

In the context of globalization, the media play a key role in covering and interpreting global challenges, such as climate change, migration, international conflicts, and economic crises. The way the media present these issues can influence public opinion and political decisions, which necessitates responsibility and objectivity in their coverage.

The media also shape our perceptions of different cultures and facilitate cultural exchange. However, it can also lead to cultural homogenization, where certain cultural images and values become dominant to the detriment of diversity. Understanding this aspect is crucial for supporting cultural diversity and intercultural dialogue.

The role of media in shaping social values and norms has undergone significant changes with the advent of social media and digital platforms. Every user now has the opportunity to influence the public discourse, which creates new challenges and opportunities for social interaction and self-expression. Thus, the English-language media is not just a mirror of society but also an active participant in shaping social and cultural perceptions. They possess the potential to contribute to positive change but also bear responsibility for the possible negative consequences of their influence. Awareness of these aspects is crucial for analyzing the modern media landscape and its role in society (Mialkovska et al., 2023).

III) Digital transformation in English-language media is of global importance since English is one of the most widely used languages in the digital space. This creates unique opportunities for the dissemination of information, ideas, and cultural trends internationally. English-language news platforms, blogs, social networks, and other digital media are shaping the way the global audience perceives events, discusses important issues, and interacts with each other. It also creates challenges related to the need to ensure accuracy, objectivity and ethics in media content. English in digital media discourse affects the way users communicate and interact. The use of English in social media and online platforms helps create a community that unites people from different parts of the world. However, it can also lead to a language barrier for non-English-speaking users, limiting their ability to participate in global discussions and influence international agency. Thus, English in the digital space can facilitate the dissemination of ideas and information but it can also limit the diversity of perspectives and voices in the global dialogue.

Digital transformation in the English-language media also contributes to globalization, making English a key tool in shaping the international information flow. English-language information affects cross-cultural comprehension and drives global discourse on everything from social media to internet news. At the same time, this poses challenges in terms of ensuring representation and inclusion of voices from different cultural and linguistic contexts. Understanding this aspect is important for supporting multiculturalism and global communication equality in the digital age.

Digital transformation has radically changed the media landscape, introducing new forms of communication and interaction. This section of the academic paper examines how digitalization has affected media discourse, with a focus on the role of social media and new digital strategies in shaping public opinion and communication processes.

Social media have changed the way we perceive and share information. They allow the rapid dissemination of news, ideas and opinions, often bypassing traditional media channels. As a result, the media landscape becomes more democratic and everyone can make and consume information. At the same time,

this also leads to the dissemination of unverified information and fake news, posing new challenges to society in terms of media literacy.

Digitalization requires media companies and brands to develop new communication strategies. This means using tools such as content marketing, SEO (search engine optimization), targeted advertising, and analytics to attract and retain an audience. Digital strategies provide a more personalized and interactive experience for users but also raise issues of privacy and the use of personal data.

Traditional media, such as newspapers and television, are also adapting to the digital era by incorporating online platforms, mobile apps and social media into their communication strategies. This allows them to reach a wider audience and ensure interactivity with their readers and viewers. However, it also leads to changes in business models and the search for new ways to monetize content.

Digital transformation has a significant impact on public opinion and political processes. Social media and other digital platforms have become important tools for political engagement, campaigns and advocacy. This creates new opportunities for civic participation but also raises concerns about manipulation and influence on electoral processes. Given the speed of information dissemination and the abundance of available content, issues of ethics and responsibility in the digital media space arise. It is important to verify information, combat disinformation, and ensure the confidentiality and protection of user data.

Thus, digital transformation affects all aspects of media discourse, from the way content is created and disseminated to its impact on society and culture. Understanding these changes is crucial for adapting to the new realities of the communication space, ensuring effective interaction with the audience, and using the latest technologies responsibly. The importance of digital transformation in media discourse cannot be underestimated since it shapes the future of media and their role in society.

6 Discussions

One of the key debates within the contemporary English-language media discourse is the balance between freedom of speech and media responsibility. This discussion covers a wide range of issues: from the ethics of journalism and the impact of fake news to the role of social media in shaping public opinion. The dilemma of regulating content on the Internet and social platforms is particularly important, where the boundaries between freedom of expression and the need to protect against harmful content are often blurred.

On the one hand, there is a standpoint that emphasizes the importance of freedom of speech as a fundamental principle of democracy. Supporters of this viewpoint believe that any attempts to regulate or restrict media content can lead to censorship and undermine democratic values. On the other hand, there are voices calling for greater media accountability, especially in the context of fake news and hate speech. They point to the need to protect public order and moral standards, as well as the need to combat disinformation and its potentially harmful impact on society.

The issue of balancing freedom of speech and media responsibility is particularly challenging in the context of English-language media discourse that influences a global audience. The importance of freedom of speech cannot be underestimated since it is the basis for an open and multifaceted public dialogue. However, given the potential influence of the media on shaping public opinion, the irresponsible use of this freedom can have serious consequences, including inciting intercultural conflicts, spreading disinformation, and inciting hostility.

Therefore, it seems necessary to find a balance, where, on the one hand, freedom of speech will be ensured, and on the other hand, responsibility and objectivity of the media will be ensured. This requires improving the legal framework, developing media literacy among the audience, and introducing ethical standards in journalism. The role of the media in fostering a critical attitude to information is also important, especially in the digital age, where the amount of available content is extremely large.

7 Conclusions

The English-language media discourse has a significant impact on the formation and development of social and cultural ideas, playing a key role in global information exchange. This influence is manifested in various ways, including the dissemination of cultural values, norms, and perceptions. The ability of media discourse to foster international cultural discussion and raise awareness and understanding amongst many peoples and cultures is a beneficial aspect. Such interaction can support intercultural understanding and cooperation.

At the same time, the research has revealed potentially negative consequences, including the spread of stereotypes, one-sided perceptions, and misinformation. Particular attention should be paid to the challenges related to balancing freedom of speech and media responsibility. Media organizations and content creators need to take a responsible approach to covering news and information, avoiding distortion of facts or excessive sensationalism that can lead to misperception of events or issues.

Ensuring objectivity and accuracy in the news is critically important, especially in the context of combating disinformation. This requires constant effort and development of new methods and approaches in journalism, including the use of fact-checking, critical analysis of sources and the use of reliable information resources. Particular attention should be paid to raising media literacy among the audience to enable them to critically evaluate information and distinguish reliable sources from unreliable ones.

In conclusion, it can be stated that English-language media discourse is at the crossroads of numerous challenges and opportunities. Despite its potential to bring cultures closer together and foster global dialogue, it is equally important to recognize the need for a responsible approach to media content. Considering this, further studies should focus on the development of tools and strategies that will allow the media to respond effectively to the challenges outlined, maintaining high standards of journalism and promoting a healthy media environment.

It is proposed for further studies to focus on analyzing the impact of English-language media discourse on different cultural contexts, as well as to investigate the impact of new technologies on the evolution of language in the media. Particular attention should be paid to strategies for combating disinformation and developing effective methods of information verification in the context of digital globalization.

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Primary Paper Section: A

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