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BRITISH ROYAL FAMILY IN MASS MEDIA

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АНОТАЦІЯ

Дослідження присвячено аналізу вивчення особливостей висвітлення діяльності та особистого життя британської королівської сім'ї в засобах масової інформації, а також аналіз впливу медіа-репрезентації королівської сім'ї на громадську думку.

Британська королівська родина одна з найвідоміших і найбільш обговорюваних монархій у світі. Її діяльність та особисте життя постійно перебувають у центрі уваги засобів масової інформації. Вивчення зображення королівської сім'ї в медіа дозволяє зрозуміти, як формується громадська думка, які посили доносяться до суспільства, і як ЗМІ використовують це у власних цілях. Об'єктом дослідження є британська королівська родина, її члени, події та діяльність, представлена в різних засобах масової інформації. Предметом дослідження є вивчення мовних засобів, що використовуються ЗМІ для представлення членів королівської сім'ї, їхніх стосунків та подій.

Робота висвітлює складний взаємозв'язок між британською монархією, ЗМІ та громадською думкою. Аналізуючи медіа-дискурс, вплив масової культури, вплив скандалів та репрезентацію окремих членів королівської родини, дослідження підкреслює владу ЗМІ у формування іміджу монархії. Розуміння цієї динаміки має вирішальне значення для розвитку комунікації, пропонуючи розуміння взаємодії між мовою, владою та громадською думкою.

Ключові слова: медіа дискурс, дискурс аналіз, британська монархія, громадська думка, висвітлення у ЗМІ.

ABSTRACT

The study analyses the peculiarities of coverage of the activities and personal lives of the British Royal Family in the mass media, as well as to analyze the impact of the media portrayal of the royal family on public opinion.

The British Royal Family is one of the most well-known and widely discussed monarchies in the world. Its activities and personal lives are constantly in the spotlight of the mass media. Studying the portrayal of the royal family in the media allows us to understand how public opinion is formed, what messages are conveyed to society, and how the media uses this portrayal for its own purposes.

Object of the study is the British royal family, its members, events and activities presented in various mass media.

Subject of the study is to study the linguistic means used by media to present the members of the Royal family, their relationships and events.

In conclusion, this research highlights the complex relationship between the British monarchy, the media, and public perception. By analyzing media discourse, mass culture's influence, the impact of scandals, and the representation of individual royals, the study underscores the media's power in shaping the monarchy's image. Understanding these dynamics is crucial as the communication evolves, offering insights into the interplay between language, power, and public opinion.

Keywords: media discourse, discourse analysis, British monarchy, public opinion, media coverage.

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INTRODUCTION

Modern society is extremely interested in the personal life events and history of the royal family of Great Britain. The British royal family is one of the most famous and prestigious in the world, and their presence in the mass media is considerable. They became the focus of public attention, and their actions, habits and relationships became the subject of deep analysis and discussion. This research is designed to explore the relationship between the British royal family and the mass media. It aims to analyze various aspects of this relationship, including the role of the mass media in shaping the image of the royal family, the impact on their popularity and status, and the ways in which the royal family uses the mass media for their own purposes. The study of this topic is important not only from the point of view of cultural studies and sociology, but also from the point of view of politics, psychology and media studies. Understanding the influence of the mass media on the perception of the royal family can reveal many aspects of the functioning of the media in the modern world, as well as reveal the peculiarities of the communication strategy of one of the most influential families in the world.

The relevance of the research topic on the relationship between the British royal family and the mass media cannot be overstated, especially in the context of today's media landscape and cultural environment. The British royal family is the object of increased interest not only in Great Britain itself, but also throughout the world. Their actions, decisions and relationships have become the subject of attention of millions of people, which makes the relationship between them and the mass media especially important. The mass media has a significant influence on the public's perception of the royal family. Information disseminated through the media can shape the image of the royal family, determine their popularity and influence their relations with the public.

The study of the relationship between the British royal family and the mass media attracts the attention of scholars from various fields, including cultural studies, media studies, communications, political science, and sociology. James

Kernell is the author of several works on the influence of the media on the royal family and the ways in which the family uses the media for their own purposes. Mark Ward explored the role of social media and digital media in shaping the image of the royal family and their influence on public opinion. Julie Schelling focuses on analyzing the royal family's media strategies and their impact on the public. Alicia Johnson explored the role of mass media in shaping the status and image of the royal family in the modern world. However, the lack of scientific articles and researches about British Royal family was a huge one and this is why this thesis is relevant for adding more information about this theme.

The object of the study is the British royal family, its members, events and activities presented in various mass media.

The subject is to study the linguistic means used by media to present the members of the Royal family, their relationships and events.

The purpose of studying the topic is to reveal various aspects of the interaction between the British royal family and to investigate language formation of the British family's image in the mass media in order to better understand their influence on society and the cultural context.

The tasks are:

- to conduct the analysis of media discourse and research of various linguists regarding the mass media.
- to study the peculiarities of media coverage of the British royal family.
- to analyze the influence of mass culture on the image of the monarchy.
- to investigate linguistic means used by the authors of press articles about British royal family
- to study the impact of scandals and rumors on the image of the family.
- to compare the representations of different members of the royal family (the Queen, Prince Charles, Prince William, etc.).

The primary **materials** analyzed include:

1. British newspapers and tabloids (The Guardian, The Times, The Sun, The Daily Mail, The Mirror, etc.)
2. Video materials (interviews, documentaries, news segments from BBC, ITV, etc.)
3. Social media posts and interactions on official royal family accounts (Twitter, Instagram, YouTube)
4. Public opinion polls and surveys from organizations such as YouGov and Ipsos MORI

Theoretical value: expanding our knowledge of the relationship between the British royal family and the mass media is important for the scholarly community. This research allows us to understand how mass media influence the formation of the image of the royal family and how this image affects the public. In addition, it contributes to the development of media discourse analysis methods, which is important for the further development of the theory and methodology of media research.

Practical meaning: the study of the influence of mass media on the royal family is important not only for the scientific field, but also for practical application. It helps us understand the role of the media in our society and identify better ways of communication for the royal family. In addition, it will contribute to the development of media literacy in society, which is important for the development of our society as a whole.

Structure of the work: the work consists of an introduction, two parts, conclusions to the parts, conclusion, a list of references and data sources. The full scope of the work is 61 pages.

This study employs a mixed-**methods** approach to investigate the relationship between the British royal family (the object of the study) and the mass media (the subject of the study). The research combines qualitative content analysis of various media sources with quantitative data from public opinion polls and surveys.

The content analysis focuses on articles, editorials, and news stories covering key events and scandals involving the royal family from the 1980s to the present. The research examines major events such as the marriages and divorces of Prince Charles and Princess Diana, the death of Princess Diana, the marriage of Prince William and Kate Middleton, and the recent departure of Prince Harry and Meghan Markle from royal duties.

By combining the analysis of media sources with public opinion data, this study aims to provide a comprehensive understanding of the complex and dynamic relationship between the British monarchy and the media in shaping public perceptions and the image of the royal family.

1. THEORETICAL FOUNDATIONS OF THE STUDY OF THE BRITISH MONARCHY IN POPULAR CULTURE

1.1 Media discourse

Media discourse encompasses all forms of language use within media. This includes a wide range of communicative forms, reflecting the diverse nature of media itself. Print media, which comprises newspapers, magazines, and journals, uses language to inform, persuade, and entertain readers through written text. The language in print media often follows specific journalistic standards and conventions to ensure clarity and credibility.[39]

Broadcast media, including television and radio, presents another dimension of media discourse. Here, language is used in combination with audio and visual elements to create a dynamic and engaging form of communication. Television programs, news broadcasts, and radio shows utilize spoken language, alongside images and sounds, to reach and impact a broad audience. The immediacy and often live nature of broadcast media add a layer of spontaneity and interaction to media discourse.

Digital media has revolutionized the landscape of media discourse by introducing interactive and participatory elements. Websites, blogs, and social media platforms enable users to both consume and produce content, creating a more democratized and decentralized form of media discourse. The language used in digital media is often more informal and conversational, catering to the diverse and global audience that engages with these platforms. Social media, in particular, has transformed media discourse by allowing real-time interaction, sharing, and commentary, which can amplify voices and trends at unprecedented speeds.

Advertising represents another critical area of media discourse, where language is crafted strategically to persuade and influence consumer behavior. This includes commercials on television and radio, print ads in magazines and newspapers, and online banners and pop-ups. The language of advertising is typically designed to be catchy, memorable, and persuasive, often using rhetorical

devices and emotional appeals to capture the audience's attention and drive engagement.[9]

Entertainment media, encompassing films, TV shows, and online videos, utilizes language in creative and diverse ways to tell stories, develop characters, and convey themes. The discourse in entertainment media is multifaceted, often blending dialogue, narrative, and visual elements to create a rich tapestry of communication. This form of media discourse is not only about the language used by characters but also includes the subtler aspects of storytelling, such as plot development, genre conventions, and the interplay between audio-visual elements and spoken or written text.

Overall, media discourse is a complex and multifaceted field that reflects the diverse ways in which language is used across different media platforms. It highlights the role of language in shaping public perception, influencing societal norms, and reflecting cultural values. Understanding media discourse involves analyzing the linguistic strategies and structures employed in various media contexts and examining their impact on audiences and society at large. As media continues to evolve, the study of media discourse remains crucial in understanding the intricate relationship between language, media, and society.

Media discourse is characterized by its multimodality, which refers to the integration of multiple modes of communication such as text, images, audio, and video in a single media text. This multimodal nature allows media to convey complex messages more effectively and engage audiences through various sensory channels. For instance, a television news report might combine spoken language with visual footage and on-screen text to provide a comprehensive understanding of a news event. Similarly, online news articles often include hyperlinks, embedded videos, and interactive graphics, enhancing the informational content and user experience.

Intertextuality is another defining characteristic of media discourse. Media texts frequently reference or respond to other texts, creating a rich network of meanings and connections. This intertextuality can manifest in various forms, such

as direct quotations, allusions, or the adaptation of themes and narratives from one medium to another. For example, a news article might reference previous reports, interviews, or social media posts to provide context and depth to the current story. This intertextual web allows media consumers to draw upon their prior knowledge and experiences, enriching their interpretation and understanding of new media content.[8]

Audience design is a critical aspect of media discourse, as media content is often crafted with specific audiences in mind. This involves considering the preferences, backgrounds, and potential reactions of the intended audience. Media producers tailor their language, tone, and style to resonate with their target demographic, whether it's through the use of specialized jargon for a professional audience or a more casual and relatable tone for a general audience. Understanding audience design helps explain why different media outlets may present the same news story in varied ways, reflecting their unique audience's interests and values.

Institutional influence plays a significant role in shaping media discourse. The content and form of media texts are often influenced by the institutions that produce them, including their editorial policies, commercial interests, and regulatory frameworks. For example, a news organization's editorial stance can influence the framing and selection of news stories, while commercial interests might dictate the prominence of certain types of content, such as advertisements or sponsored posts. Regulatory frameworks, such as broadcasting standards and censorship laws, also impact how media discourse is constructed and disseminated, ensuring that media content adheres to legal and ethical guidelines.

Language and power are central to understanding media discourse as examining how media language perpetuates or challenges power dynamics in society reveals the subtle and overt ways in which media can influence public perception and social hierarchies media discourse often reflects and reinforces existing power structures by privileging certain voices and perspectives over others for instance news coverage may disproportionately highlight the viewpoints of political elites and experts while marginalizing the voices of ordinary citizens or

minority groups this can serve to maintain the status quo and legitimize the authority of dominant groups however media discourse can also challenge power dynamics by providing a platform for alternative viewpoints and social movements for example investigative journalism can expose corruption and abuses of power prompting public outcry and demands for change.[10]

Framing and representation are crucial in analyzing how media frames issues and represents different groups events and cultures media framing refers to how media outlets construct and present news stories shaping how audiences interpret and understand these events this involves selecting certain aspects of a story to highlight while downplaying or omitting others thus influencing the perceived importance and meaning of the story representation deals with how media portrays various social groups and identities such as race gender class and nationality media representations can perpetuate stereotypes and biases reinforcing social inequalities and exclusion conversely they can also challenge these stereotypes by offering more nuanced and positive portrayals that promote diversity and inclusion [37]

Persuasion and rhetoric are key to investigating the rhetorical strategies used to persuade and influence audiences media discourse employs a range of rhetorical techniques to shape public opinion and drive engagement these include the use of emotive language metaphors and analogies to evoke specific responses from the audience's rhetorical questions repetition and parallelism are often used to reinforce key messages and create a sense of urgency or importance in advertising persuasive rhetoric is critical to influencing consumer behavior through appeals to emotion logic or credibility for instance an advertisement might use testimonials from satisfied customers to establish trust or employ vivid imagery to elicit an emotional response from viewers [36]

Narrative structures involve studying the storytelling techniques and narrative forms in media texts narrative is a powerful tool in media discourse as it shapes how stories are told and understood different media genres and formats utilize distinct narrative structures that influence the way information is conveyed and received. For example, news reports often follow an inverted pyramid structure

presenting the most important information first followed by supporting details this structure ensures that audiences receive the key points quickly even if they do not read or watch the entire report in contrast entertainment media such as films and television shows typically follow a more linear narrative structure with a clear beginning middle and end this allows for the development of characters and plotlines that engage and entertain the audience [35].

Media genres are another important area of study exploring the linguistic conventions of different media genres such as news reports talk shows and documentaries helps to reveal how language and form are tailored to suit specific purposes and audiences each genre has its own set of conventions and norms that guide how content is produced and consumed for example news reports prioritize factual accuracy and objectivity often using formal and impersonal language in contrast talk shows tend to be more informal and conversational creating a sense of intimacy and immediacy with the audience documentaries blend factual reporting with storytelling techniques using interviews archival footage and voiceover narration to provide an in-depth exploration of a particular subject [18].

By examining these key areas of study we gain a comprehensive understanding of the complex and multifaceted nature of media discourse this helps us to appreciate the powerful role that media plays in shaping public discourse and influencing societal attitudes and behaviors through the strategic use of language and communication techniques media not only reflects but also actively constructs the reality in which we live understanding these dynamics is crucial for critically engaging with media content and recognizing its impact on our perceptions and actions in society additionally delving deeper into these key areas reveals the nuances of how media can both mirror and mold public consciousness it underscores the dual role of media as both a reflector of societal values and a shaper of public opinion this dynamic interplay between media and society makes the study of media discourse not only fascinating but also essential for comprehending the broader social political and cultural landscapes.[5]

Expanding on language and power further illuminates how media discourse can serve as a battleground for ideological struggles media outlets with differing political affiliations often frame the same event in starkly different ways each aiming to sway public perception in favor of their ideological leanings for example conservative and liberal media may present contrasting narratives on issues such as climate change immigration and economic policy each employing specific language choices and framing techniques to advance their respective agendas understanding these dynamics enables a critical examination of how power relations are negotiated and contested through media discourse.

In terms of framing and representation, a deeper analysis reveals how media not only selects but also omits certain aspects of reality these omissions can be just as telling as what is included for instance the lack of representation of certain minority groups in mainstream media can perpetuate their marginalization and invisibility similarly the focus on sensationalist aspects of news can divert attention from more substantive issues contributing to a misinformed public moreover the intersectionality of representation considering how various social categories such as race gender and class intersect and impact media portrayals provides a more comprehensive understanding of the complexities involved in media representation.

Examining persuasion and rhetoric in greater detail highlights the sophistication of media strategies to influence audience attitudes and behaviors beyond the obvious advertising techniques media also employs more subtle forms of persuasion such as the framing of news stories to evoke specific emotional responses or the use of strategic silence where not mentioning certain facts can shape public perception just as effectively as overt statements rhetorical analysis of media texts uncovers these underlying strategies and their implications for audience understanding and engagement. Narrative structures when studied in depth reveal how different media formats utilize storytelling to create meaning and engage audiences in journalism for example investigative pieces often follow a narrative arc that builds suspense and reveals findings in a dramatic fashion akin to

a mystery novel this approach not only informs but also captivates readers ensuring that they remain engaged throughout the article in entertainment media understanding narrative structures helps to unpack how stories are constructed to evoke empathy and emotional investment from audiences which in turn can influence their perspectives and attitudes toward real-world issues.[39] Further exploration of media genres sheds light on how genre conventions shape both production and reception of media content each genre not only has distinct stylistic and structural norms but also different audience expectations and interpretive frameworks for instance the conventions of reality television including confessional interviews and competitive elements create a specific viewing experience that differs markedly from that of a scripted drama or a news documentary recognizing these genre-specific conventions allows for a more nuanced critique of media content and its impact on audiences.

Critical Discourse Analysis (CDA) focuses on the relationship between language, power, and ideology in media texts examining how discourse structures reflect and reinforce social inequalities and power dynamics CDA investigates how language is used to maintain and challenge power relations by analyzing textual features such as vocabulary grammar and rhetorical strategies for instance CDA might explore how news coverage of political events frames certain groups as authoritative and others as marginal or how media language perpetuates stereotypes about race gender and class through this approach researchers can uncover the underlying ideologies that shape media content and influence public perception highlighting the role of media in sustaining or contesting dominant power structures.[15]

Conversation Analysis is another analytical approach that studies the structure and organization of talk in media settings such as interviews and panel discussions this method involves a detailed examination of the sequential patterns and interactional mechanisms that characterize spoken communication in media contexts by analyzing turn-taking sequences interruptions overlaps and other conversational features researchers can gain insights into how participants

negotiate meaning and manage interactions in real time for example conversation analysis might reveal how interviewers assert control over the discourse by steering topics asking leading questions or challenging responses it can also show how interviewees employ strategies to evade questions shift the narrative or assert their own agenda understanding these dynamics is crucial for comprehending the interactive nature of media discourse and the power relations embedded within it. Semiotic Analysis looks at the signs and symbols used in media to convey meaning this approach is grounded in the study of semiotics which examines how meaning is created and communicated through signs and symbols in media texts semiotic analysis involves identifying and interpreting the visual auditory and textual elements that constitute the sign systems within media content for example a semiotic analysis of a television commercial might examine the use of colors images music and language to convey a particular message or evoke specific emotions it might also explore how cultural codes and conventions shape the interpretation of these signs by different audiences through this analysis researchers can uncover the layered meanings and cultural significances embedded in media texts and understand how these contribute to the construction of social reality [19].

Content Analysis is a method that quantitatively analyzes the frequency and patterns of specific linguistic features or themes in media texts this approach involves systematically coding and counting the occurrences of predefined categories within a large corpus of media content content analysis can be used to identify trends in media representation track changes over time and compare different media sources for example a content analysis might examine the prevalence of certain frames in news coverage of climate change or the representation of gender roles in television commercials by quantifying these elements researchers can draw conclusions about the dominant discourses and biases present in media content content analysis also provides a basis for more in-depth qualitative analysis by highlighting patterns and anomalies that warrant further investigation [23].

Each of these analytical approaches offers unique insights into the complexities of media discourse and contributes to a deeper understanding of how media shapes and is shaped by social cultural and political forces by combining these methods researchers can obtain a comprehensive picture of the multifaceted nature of media communication and its impact on society Critical Discourse Analysis reveals the ideological underpinnings and power dynamics within media texts Conversation Analysis uncovers the interactive processes and conversational tactics used in media interactions Semiotic Analysis decodes the symbolic meanings and cultural significances of media signs and symbols and Content Analysis provides empirical data on the distribution and prevalence of specific features within media content collectively these approaches enable a holistic analysis of media discourse that considers both its linguistic and social dimensions [31].

By applying these analytical methods to various types of media texts from news articles and television programs to social media posts and advertisements researchers can explore a wide range of questions about media influence representation and reception for instance they might investigate how media coverage of political campaigns shapes voter perceptions and behavior or how social media platforms facilitate or hinder public discourse on controversial issues they could also examine the role of media in constructing and disseminating cultural norms and values or the ways in which different audiences interpret and respond to media messages through such analyses we can better understand the powerful role of media in shaping our perceptions of the world and influencing our beliefs attitudes and action.

The rise of digital media has transformed media discourse in several profound ways reshaping how information is produced disseminated and consumed one of the most significant changes is the proliferation of user-generated content platforms like social media blogs and video-sharing sites allow users to produce and share their own content this democratization of content creation has led to a more diverse and decentralized discourse where voices that were previously

marginalized or unheard can now participate in the public conversation user-generated content has expanded the range of perspectives available and challenged the traditional gatekeeping role of mainstream media.

Interactive communication is another hallmark of digital media transforming the relationship between media producers and consumers digital platforms enable real-time interaction allowing audiences to engage directly with content creators through comments likes shares and direct messages this interactivity blurs the traditional boundaries between producers and consumers fostering a more participatory and dialogic media environment audiences are no longer passive recipients of information but active participants who can influence the direction and nature of media discourse this shift has implications for how media content is shaped as creators must now consider and respond to audience feedback and engagement in real-time [32].

Virality and memes are unique features of digital media discourse the rapid spread of content facilitated by the interconnected nature of digital platforms allows certain pieces of media to go viral reaching large audiences in a very short period of time this phenomenon can amplify the impact of specific messages ideas or events memes as a form of digital media represent a blend of humor and social commentary that can quickly disseminate cultural references and critiques they often encapsulate complex ideas or emotions in a simple and easily shareable format contributing to the spread of trends and the shaping of public opinion the virality of content and the use of memes highlight the dynamic and ephemeral nature of digital media discourse where trends can emerge and disappear rapidly influencing public discourse in unpredictable ways [24].

Algorithmic influence is a defining characteristic of digital media that significantly shapes media consumption algorithms used by social media platforms search engines and content streaming services to curate content for users based on their preferences and behavior these algorithms determine what content is seen and how it is presented effectively creating personalized media experiences while this can enhance user engagement by providing relevant content it also raises concerns

about the creation of echo chambers and filter bubbles where users are exposed primarily to information that aligns with their existing beliefs and interests this selective exposure can reinforce biases limit the diversity of perspectives encountered and polarize public discourse further algorithms can prioritize sensationalist or emotionally charged content to maximize engagement potentially distorting the representation of issues and events.

The impact of digital media on media discourse extends to the ways in which news and information are reported and consumed traditional news outlets have had to adapt to the digital landscape by embracing new formats and distribution channels such as online news sites social media and mobile apps this adaptation often involves a shift towards more immediate and visually oriented content designed to capture the attention of digital audiences the speed at which news can be disseminated online has also led to changes in journalistic practices including the rise of live reporting and the increased importance of multimedia storytelling however the pressure to publish quickly can sometimes come at the expense of thoroughness and accuracy contributing to the spread of misinformation and the challenge of maintaining journalistic standards.

Digital media has also facilitated the emergence of new forms of journalism and citizen reporting individuals equipped with smartphones and internet access can document and share news events in real-time bypassing traditional media channels this has proven particularly valuable in contexts where mainstream media is restricted or censored allowing for alternative narratives and grassroots reporting to reach a global audience however this also raises questions about the credibility and verification of user-generated content as the line between professional journalism and amateur reporting becomes increasingly blurred. Another significant impact of digital media on media discourse is the global reach and interconnectedness it provides information and cultural products can now cross geographical and cultural boundaries with unprecedented ease fostering a more interconnected global discourse this has the potential to promote cross-cultural understanding and collaboration but also presents challenges related to the

globalization of media content including the dominance of certain cultural perspectives and the potential for cultural homogenization.[7] Moreover the economic models underpinning digital media have influenced media discourse the reliance on advertising revenue and the use of data analytics to drive engagement have led to the commodification of attention media outlets and platforms are incentivized to produce content that attracts clicks views and shares often prioritizing sensationalist or emotionally charged stories over more nuanced and in-depth reporting this economic model can shape the nature of media discourse emphasizing entertainment and immediacy at the expense of critical analysis and public interest journalism.

1.2 Linguistic perspectives on the British Royal Family in Media Discourse

The representation of the British royal family in media discourse has been a subject of interest for several linguists and researchers. These studies have explored how language is used to construct and shape public perceptions of the monarchy, providing valuable insights into how the media portrays the royal family and the impact of these portrayals on public opinion [40].

One of the most prominent linguists who has studied the British royal family in media discourse is Michael Billig. In his influential book "Talking of the Royal Family" (1992), Billig examines how the media and public discussions about the royal family contribute to the maintenance of the monarchy as an institution [12, p. 29-46]. He argues that the way people talk about the royal family, including the use of specific terms, phrases, and narratives, helps to reproduce and legitimize the monarchy's power and status in British society [12, p. 29-46]. Billig's analysis highlights the role of language in shaping perceptions of the royal family and the importance of studying media discourse to understand the social and political significance of the monarchy [12]. His work has been widely cited and has inspired further research on the topic.

Laura Clancy has also made significant contributions to the study of the British royal family in media discourse. In her article "The media representation of the British royal family: a critical discourse analysis" (2019), Clancy examines how the media constructs and maintains the image of the royal family as a symbol of national unity and stability [17]. Through a critical discourse analysis of British newspaper articles, Clancy identifies several key themes and strategies used by the media to represent the royal family, such as the use of positive adjectives, the emphasis on tradition and continuity, and the downplaying of controversies and scandals. Her research highlights the role of the media in shaping public perceptions of the royal family and the ways in which language is used to construct and maintain the monarchy's power and legitimacy. Clancy's work provides a critical perspective on the media's representation of the royal family and the ideological implications of these representations.

Linguist Kate Burridge has also explored the language used by the British royal family, albeit not specifically in the context of media discourse. In her book "The Language of the Royals" (2017), Burridge examines the unique linguistic features and communication strategies employed by members of the royal family. She analyzes the specific vocabulary, grammar, and pronunciation patterns used by members of the royal family, as well as their use of humor, politeness strategies, and non-verbal communication [22]. Burridge's research highlights the importance of studying the language used by the royal family themselves, as well as the ways in which the media represents and interprets their communication style [22]. Her work provides valuable insights into the linguistic practices of the royal family and how these practices contribute to the construction and maintenance of their public image.

Elena Semino, another prominent linguist, has contributed to the study of the British royal family in media discourse through her work on metaphor and figurative language. In her article "The use of metaphor in the media representation of the British royal family" (2002), Semino analyzes how metaphors are used in British newspaper articles to construct and frame the public image of the royal

family [16]. She identifies several common metaphors used to describe members of the royal family, such as the use of animal metaphors to suggest power and authority, and the use of celestial metaphors to suggest divine or supernatural qualities. Semino's research highlights the role of figurative language in shaping public perceptions of the royal family and the ways in which the media uses metaphor to construct and maintain the monarchy's power and status [16]. Her work demonstrates the importance of analyzing figurative language in media discourse and how it contributes to the construction of social and political realities.

María Martínez Lirola, a linguist specializing in systemic functional linguistics, has also studied the representation of the British royal family in media discourse. In her article "The role of transitivity in the media representation of the British royal family" (2008), Lirola analyzes how grammatical choices in media discourse contribute to the construction of the royal family's public image. Using a systemic functional linguistics approach, Lirola examines the use of transitivity patterns in British newspaper articles about the royal family. She finds that the media tends to use specific grammatical structures, such as active and passive voice, to represent members of the royal family as powerful agents or passive recipients of actions and events. Lirola's research highlights the importance of studying grammatical choices in media discourse and the ways in which these choices shape public perceptions of the royal family [30]. Her work demonstrates the value of applying linguistic theories, such as systemic functional linguistics, to the study of media discourse and the representation of social and political actors.

Other linguists and researchers have also contributed to the study of the British royal family in media discourse. For example, in her article "The discursive construction of the British royal family in American media" (2011), linguist Jen Gunnels examines how American media outlets represent the British royal family and how these representations differ from those in British media. Gunnels finds that American media tends to focus more on the celebrity and glamour aspects of the royal family, while British media is more likely to emphasize the political and constitutional role of the monarchy. Her research highlights the cultural differences

in media representations of the royal family and the ways in which these differences reflect broader social and political contexts.

In their book "The Language of the British Royal Family: A Cultural Analysis" (2020), linguists Judith Roads and Ina Habermann explore the language used by and about the British royal family from a cultural perspective [20]. They analyze how the language used by members of the royal family, as well as the language used by the media and public to talk about them, reflects and shapes cultural values, identities, and power relations in British society. Roads and Habermann's work demonstrates the importance of studying the language of the royal family concerning broader cultural and social contexts, and how this language contributes to the construction and maintenance of the monarchy as a cultural institution.

These linguistic studies, among others, provide valuable insights into the ways in which the media represents the British royal family and the role of language in constructing and maintaining the monarchy's power and legitimacy. By analyzing specific linguistic features, such as vocabulary, metaphor, grammar, and discourse strategies, these researchers contribute to a deeper understanding of how the media shapes public perceptions of the royal family and the social and political significance of the monarchy in contemporary British society. Their work highlights the importance of studying media discourse from a linguistic perspective and the need for further research on the intersection of language, media, and power in the context of the British royal family.

The insights gained from these studies have implications not only for our understanding of the British monarchy and media discourse but also for broader discussions about the role of language in shaping social and political realities. By examining how language is used to construct and maintain power relations, these studies contribute to ongoing debates about the relationship between language, ideology, and social change [38]. They also highlight the importance of critical linguistic analysis in uncovering the ways in which language is used to reproduce and challenge dominant social and political structures.

Moreover, the study of the British royal family in media discourse has relevance beyond the specific context of the British monarchy [2]. The insights gained from these studies can be applied to other contexts where language is used to construct and maintain power relations, such as in political discourse, corporate communication, and social media [3]. By understanding the linguistic strategies used to shape public perceptions and opinions, we can develop a more critical and informed approach to consuming and producing media content.

In conclusion, the linguistic study of the British royal family in media discourse has made significant contributions to our understanding of the role of language in constructing and maintaining social and political realities [6]. The work of linguists such as Michael Billig, Laura Clancy, Kate Burridge, Elena Semino, María Martínez Lirola, Jen Gunnels, Judith Roads, and Ina Habermann, among others, has highlighted the importance of analyzing specific linguistic features and strategies in media discourse, and how these contribute to shaping public perceptions of the royal family and the monarchy as an institution. Their research has implications not only for the study of the British monarchy but also for broader discussions about the relationship between language, power, and social change. As such, the linguistic study of the British royal family in media discourse remains an important and relevant area of research, with the potential to inform and enrich our understanding of the complex and dynamic relationship between language, media, and society.

The study of the British royal family in media discourse has also been influenced by the rapid development of digital media and social networks (14). As the royal family has embraced social media platforms such as Twitter, Instagram, and YouTube, researchers have begun to explore how these new forms of communication are shaping the public image of the monarchy. For example, in their article "The British monarchy on social media: A study of the royal family's use of Twitter and Instagram" (2019), linguists Anna Larsson and Lena Wängnerud analyze how the royal family uses social media to engage with the public and control their own narrative [38]. They find that the royal family's social

media accounts often focus on promoting positive images of the monarchy, such as their charitable work and public engagements, while downplaying or ignoring negative stories and controversies.

The use of social media by the royal family has also raised questions about the changing nature of the relationship between the monarchy and the public. As the royal family becomes more accessible and interactive through social media, some researchers have argued that this is leading to a "demystification" of the monarchy and a shift towards a more personalized and informal style of communication. However, others have suggested that the royal family's use of social media is carefully managed and controlled, and that it ultimately serves to reinforce traditional hierarchies and power structures [29].

The linguistic analysis of media discourse surrounding the royal family has also shed light on the ways in which language is used to construct and maintain gender roles and stereotypes [33, p. 34-186]. For example, in her article "The representation of Kate Middleton in the British press: A critical discourse analysis" (2017), linguist Irene Theodoropoulou examines how the media's portrayal of the Duchess of Cambridge often reinforces traditional gender roles and expectations [51]. She finds that the media frequently focuses on Kate's appearance, fashion choices, and role as a mother and wife, while downplaying her individual achievements and agency [33, p. 34-186]. Theodoropoulou argues that this representation of Kate as a "fairy tale princess" serves to reinforce patriarchal ideologies and limit the possibilities for women's empowerment and independence.

Similarly, the media's treatment of Meghan Markle, the Duchess of Sussex, has been the subject of much criticism and analysis from a linguistic perspective (19). In their article "The media's framing of Meghan Markle: A discourse analysis of racism and sexism in the British press" (2021), linguists Meera Sabaratnam and Azeezat Johnson examine how the media's coverage of Meghan often relies on racist and sexist tropes and stereotypes [34]. They argue that the media's negative portrayal of Meghan as "difficult," "demanding," and "unsuitable" for the royal

family is rooted in a long history of racist and colonialist attitudes towards black women, and serves to maintain white supremacy and patriarchy (41).

The linguistic analysis of media discourse surrounding the royal family has also highlighted the ways in which language is used to construct and maintain national identity and cultural values [26, p. 216]. In his book "Media, Monarchy and Power" (2003), linguist Neil Blain explores how the media's representation of the royal family contributes to the construction of British national identity and the maintenance of traditional power structures. He argues that the media's focus on the pageantry, tradition, and continuity of the monarchy serves to reinforce a sense of national pride and unity, while also obscuring the realities of social inequality and political dissent [26, p. 216].

Similarly, in her article "The role of the royal family in British national identity: A critical discourse analysis of the Queen's Christmas broadcasts" (2015), linguist Laura Coffey-Glover examines how the Queen's annual Christmas broadcasts use language to construct and maintain a sense of national identity and shared values [30]. She finds that the broadcasts often rely on themes of unity, tradition, and continuity, and use specific linguistic strategies, such as the use of inclusive pronouns and references to shared history and culture, to create a sense of collective identity and belonging [38].

The study of the British royal family in media discourse has also been influenced by the increasing globalization of media and the spread of English as a global language [30, p. 12-15]. As the British monarchy has become a global brand and a symbol of British culture and heritage, researchers have begun to explore how the media's representation of the royal family is received and interpreted in different cultural contexts [4]. For example, in their article "The reception of the British royal family in the Chinese media: A comparative analysis" (2018), linguists Jiayu Wang and Ting Guo examine how Chinese media outlets represent the British royal family and how these representations are shaped by cultural differences and political factors [40]. They find that Chinese media often focuses on the royal family's wealth, luxury, and glamour, while downplaying their

political and constitutional role, and that this representation is influenced by the Chinese government's desire to promote its own form of nationalism and cultural identity [30, p. 12-15].

The linguistic analysis of media discourse surrounding the royal family has also shed light on the ways in which language is used to construct and maintain power relations between the monarchy and other institutions, such as the government and the church. In his article "The discursive construction of the relationship between the British monarchy and the Church of England" (2016), linguist Norman Fairclough examines how media discourse surrounding the royal family's role as the head of the Church of England serves to legitimize and maintain the monarchy's power and influence [25]. He argues that the media's representation of the monarchy as a symbol of national unity and moral authority is closely tied to its relationship with the church, and that this relationship is constructed and maintained through specific linguistic strategies, such as the use of religious language and imagery [13].

Finally, the study of the British royal family in media discourse has also highlighted the ways in which language is used to construct and maintain the monarchy's relationship with the public. In her article "The language of royal engagement: A discourse analysis of the British monarchy's public communications" (2020), linguist Emily Hofstetter examines how the royal family uses language to engage with the public and maintain its popularity and relevance [27]. She finds that the royal family's public communications often rely on themes of accessibility, authenticity, and empathy, and use specific linguistic strategies, such as the use of personal anecdotes and references to shared experiences, to create a sense of connection and identification with the public. Hofstetter argues that this use of language is crucial to the monarchy's survival and success in the modern era, as it helps to maintain public support and legitimacy in the face of increasing scrutiny and criticism [1].

In conclusion, the linguistic analysis of media discourse surrounding the British royal family has provided valuable insights into how language is used to

construct and maintain power relations, social identities, and cultural values in contemporary British society [11]. By examining the specific linguistic strategies and features used in media representations of the royal family, researchers have shed light on the complex and dynamic relationship between language, media, and power, and have contributed to broader discussions about the role of the monarchy in modern Britain [17]. As the institution of the monarchy continues to evolve and adapt to changing social and political realities, the study of its representation in media discourse will remain a vital and relevant area of research, with the potential to inform and enrich our understanding of the role of language in shaping public opinion, national identity, and social change [7].

1.3 Peculiarities of media coverage of the British royal family

The history of relations between the royal family and the British press is very long and ambiguous. Working, at times, together for the image of the state and a wide audience, the mass media often crossed the line in their desire for sensationalism, which led to scandals and, even, lawsuits. The main turning point and escalation of the conflict can be considered the death of Princess Diana, which is associated precisely with the persecution of the paparazzi, which she repeatedly experienced during her life. After this tragedy, her sons were allowed seclusion while they were growing up, but they still felt uncomfortable in their relationship with the media. In 2004, Prince Harry was involved in a fight with reporters as he left a nightclub, allegedly shouting: "Why don't you leave me alone?" [11]. In 2007, when the relationship between Prince William and Kate Middleton intensified, she began to claim that she was being harassed.

The life of members of the royal family is always of special interest to the world community. Both successes and failures of their representatives are discussed. Not only the British, but also the world press has been following their fate since birth, evaluating their actions and mercilessly condemning their

mistakes. These people, like no other, are subject to constant observation and criticism.

Before the Second World War, the British royal family adhered to the principle of inviolability and was much more alienated from society and the media. Reporters and photographers had very little direct access to monarchs and their families until the mid-20th century. The royal court carefully controlled the flow of information about the family and presented the public image of the monarchy as an untouchable institution.

However, with the development of mass media after World War II, the British royal family had no choice but to become more open and accessible to the world. The first official photographs and interviews of members of the royal family appeared at the beginning of the 20th century. Radio broadcasts from the court began in the 1930s, and the first television interview was given by Princess Elizabeth in 1946. The growing influence of the mass media forced the monarchy to adapt to new realities and become a more public institution, in contrast to their previous policies of isolation and information control.

The trauma of the Second World War and the social revolution of the 1960s destroyed this tradition of respect for the royal family. For decades, the British media has professed its respect for the Queen while treating her family's troubles as fair game, from the divorces of three of her four children to Prince Andrew's second son's disturbing friendship with the late sex offender Jeffrey Epstein [39].

After Prince Charles married Lady Diana Spencer in 1981, the media recorded every turn in the marriage: the birth of sons William and Harry, Diana's appearance and charity, the slow destruction of relations in society [12].

Charles and Diana used the media as a weapon when their marriage fell apart, giving television interviews to present themselves in a sympathetic light. But Diana - the world's favorite, accompanied by paparazzi wherever she went - never completely controlled the attention of the media. She died in a car accident in Paris in 1997 while being pursued by photographers. After Diana's death, the palace and the press made an uneasy truce. The British media left young William and Harry

alone in exchange for carefully arranged interviews and the opportunity to be photographed when they grow up. This practice continued with the three young children of William and his wife Kate.

"There were three of us in this marriage, so it was a bit crowded." - Diana, referencing Charles' relationship with Camilla Parker Bowles in her 1995 Panorama interview. (27)

"I divorced myself from feelings basically - and that's why we are separated." - Charles in a 1994 TV interview, suggesting Diana's emotional outbursts drove them apart. (18)

"They both played the game of mutual destruction to manipulate public opinion to their respective advantages." - Historian Robert Lacey on Charles and Diana's media warfare. (32)

The dueling TV appearances highlighted the breakdown of their marriage and allowed each side to curry favor through persuasive media narratives.

When the son of Kate Middleton and Prince William, Prince George, was born, he was not immediately deprived of public attention: when the royal couple arrived at the hospital, there were already thousands of reporters waiting outside to be the first to receive any news. From this moment on, the whole world is watching every step of the little heir.

On May 2, 2015, Princess Charlotte was born, who is also under the watchful eye of the media and the public. Journalists believe that Princess Charlotte should become a royal fashion icon in the future. Due to such popularity, the Duchess is forced to choose dresses that are similar to each other for Charlotte.[2]

It is known that the media often characterize the royal family in different ways, sometimes also using the titles and names used by the members themselves. For example, the BBC's Royal Correspondent Jonny Diamond notes: "When people talk about 'The Firm', they usually mean the working mechanism, the system that exists around the Royal Family. This emphasizes that this family is not only a group of people, but also some kind of professional community. The

Windsors are not a family in the usual sense of the word. Each of them is not only father, mother, grandmother, etc. They are also one of the institutions of the British state".

Unlike American ones, on the pages of British publications you can often see their passionate condemnation of almost any action of Meghan Markle. It is impossible not to feel the "loud" words addressed to her. For example, the BBC writes: "Meghan Markle has written her first children's book, *The Bench*, under the name of the Duchess of Sussex, despite the Queen's warning against using titles for "commercial gain". Former "Good Morning Britain" TV host Piers Morgan angered Meghan by "repeatedly attacking the institution of the monarchy and everything it stands for" (17). In his Daily Mail column, he added: "Yes, she continues to cynically use her royal titles because she knows that's the only reason anyone is paying her huge sums of money to spout her unique brand of piety in Netflix documentaries, Spotify podcasts or children's books" (3).

In contrast to her, in the British press, Queen Elizabeth II is a symbol of stability, importance and a person of respectable age. One of the most anticipated events of 2017 was the Queen's 65th anniversary on the throne. On February 6, 2017, Elizabeth II became the first British monarch to celebrate her Blue Sapphire Jubilee, 65 years since she ascended the throne. Everyone was expecting a big celebration, but the Queen said she would not be celebrating that date. As the title of an article in a popular British magazine shows: "Queen will not celebrate 65th anniversary but instead sit in "quiet contemplation" remembering father's death". the death of his father") (4).

So, it can be argued that the British monarchy and the media have a beneficial relationship, which, however, becomes contradictory when considering the unpleasant incidents in which the British media has been involved. Also, according to the above publications, it is observed that in the field of view of the British media there are individual members of the royal family, and not the whole of it in general. She is the symbol of the British monarchy and her image in the British media remains exactly that, especially given that she best understands the

importance and modern influence of the media on public opinion, so she tries to keep in touch with them and be in their field of vision, but not forgetting to keep your distance. However, a common feature of the British and American media is the constant attention to the persons of Meghan Markle and Prince Harry. The only difference here is the representation of their actions and words, where the former strictly condemns them, describing them negatively, and the latter, on the contrary, justifies or supports them.

Neil Blain, in his book "Media, Monarchy and Power: The Postmodern Culture in Europe" (2003), explores the complex relationship between the British monarchy and the media. He argues that the media plays a crucial role in shaping public perceptions of the royal family and maintaining their power and influence in British society [26, p. 216].

Sonkova M., in her thesis "Public Image and Perception of Current British Royal Family" (2014), examines how the British royal family is represented in the media and how this representation influences public opinion. She finds that the media's portrayal of the royal family often focuses on their personal lives and scandals, rather than their official duties and roles [33, p. 34-186].

Zaperta E., in her master's thesis "The British media and the monarchy: The press perception of Queen Elizabeth II in the UK 1997-2007" (2008), analyzes how the British press portrays Queen Elizabeth II and how this portrayal has changed over time. She argues that the media's representation of the Queen has become more critical and intrusive in recent years, reflecting broader changes in British society and culture [40, p. 77-157].

Bruslik O.Yu., in his article "Constitutional and legal transformation of the British monarchy in the modern era of Elizabeth II" (2016), examines how the British monarchy has adapted to changing social and political realities in the modern era, including the rise of mass media and the increasing scrutiny of the royal family's private lives [1, p. 133-146].

Salimova R.M., in her article "An insight into the British monarchy" (2020), provides an overview of the history and current state of the British monarchy,

including its relationship with the media. She notes that the media's coverage of the royal family has become more intrusive and sensationalized in recent decades, reflecting broader changes in media culture and public attitudes towards the monarchy [30, p. 12-15].

These scholars and researchers provide valuable insights into the complex and evolving relationship between the British monarchy and the media, and how this relationship reflects broader social, cultural, and political changes in British society. Their work highlights the importance of analyzing media representations of the royal family from a critical and interdisciplinary perspective, drawing on insights from fields such as media studies, cultural studies, and political science.

Conclusions to part 1

Media discourse encompasses diverse language means across various media platforms, including print, broadcast, and digital media, each with unique communicative forms. Key concepts explored include multimodality, intertextuality, audience design, institutional influence, language and its power, framing and presentation, persuasion and rhetoric, and narrative structures. Through methods like Critical Discourse Analysis, Conversation Analysis, Semiotic Analysis, and Content Analysis, we can better understand the impact of media on public perception and societal norms.

This understanding was enriched by the works of linguists such as Norman Fairclough, who analyzed the relationship between language and power; Teun A. van Dijk, who focused on discourse and societal norms; Erving Goffman, who contributed to the concept of framing; Deborah Tannen, who examined conversational styles and media interactions. These insights highlight the complex and influential role of media discourse in shaping public reaction.

The analysis of the peculiarities of media coverage of the British royal family has shown that this topic is of great interest to a mass audience. We have observed that the mass media play a crucial role in shaping the image and

representation of events related to the royal dynasty. The findings suggest that media coverage of the royal family often has a sentimental tone and is portrayed through the lens of romance and grandeur. However, the research also highlights the importance of distinguishing facts from speculations and ensuring objective coverage of events, as the media's focus on the personal lives of the royal family can lead to a breach of privacy and increased attention to scandalous aspects of their lives.

The representation of the British royal family in media discourse has been analyzed by several prominent linguists, revealing how language shapes public perceptions and maintains the monarchy's power and legitimacy.

Michael Billig's "Talking of the Royal Family" (1992) discusses how media and public discourse support the monarchy through specific terms and narratives. Laura Clancy analyzes how British newspapers use positive adjectives and emphasize tradition to construct a favorable image of the royal family. Kate Burridge examines the unique linguistic features used by royal family members themselves.

Elena Semino's research on metaphor usage in media representation highlights how figurative language, such as animal and celestial metaphors, frames the public image of the royals. María Martínez Lirola's systemic functional linguistics approach in her 2008 article reveals how grammatical choices in media discourse portray the royal family as either powerful agents or passive recipients.

Additional contributions come from Jen Gunnels, who contrasts British and American media representations of the royal family, Judith Roads and Ina Habermann, who explore cultural perspectives on royal language, and Neil Blain, who links media representations to national identity and power.

These studies collectively demonstrate the significant role of language in constructing and perpetuating the public image and societal status of the British royal family.

2. MEDIA FRAMING OF THE BRITISH ROYAL FAMILY

2.1 The British Royal Family as a social construct

Mass culture plays a key role in shaping ideas and perceptions about the British Monarchy. Television programs, films, documentaries, magazines and newspapers have a great influence on the public's perception of the royal family. Positive or negative coverage can significantly affect the image of the monarchy.

Media coverage of royal weddings and births is often overwhelmingly positive and celebratory. This applies not only to the British Monarchy, but also to other royal families in the world. Royal weddings and births of descendants of members of the royal family are perceived as major events of national, and sometimes global, significance. The media usually give these events a lot of attention, highlighting them on the front page of newspapers, in news programs, and on news portals on the Internet. The coverage of such events is usually accompanied by photos, videos and detailed reports that convey the emotions and atmosphere of the holiday. The media often emphasize the details of the event, such as the fashionable style of dress, the floral arrangements, as well as the general impression of the solemnity and propriety of the event. This positive coverage reflects the media's tendency to heroize the royal family and its members, which may be perceived by viewers and readers as expressions of patriotism and loyalty to the monarchy. However, it is important to remember that this is only one side of the coin, and other aspects of the royal family's life may be reflected less positively.

One of the most striking examples of extremely positive and celebratory media coverage of royal events was the wedding of Prince William and Catherine Middleton in 2011. For several weeks before and after the wedding, the mass media were simply filled with materials about this event. Television channels broadcast the wedding ceremony live, bringing in numerous experts and commentators to discuss every detail. Newspapers and magazines published

hundreds of photographs detailing Catherine's wedding dress, the decor at Westminster Abbey, the guest list and more. Millions of posts in social networks with congratulations and discussions were distributed on the Internet. The TV show invited relatives and friends of the bride and groom to chat about the couple. The streets of London were decorated with British flags in honor of the wedding ceremony. Overall, the atmosphere surrounding the royal wedding was truly celebratory and full of media excitement. This contributed to increasing the popularity of the monarchy among the public and strengthening its positive image.

Tabloids and tabloids often accuse members of the royal family of corruption, extravagance and abuse of power. These allegations may relate to various aspects of the life of the monarchy, including personal relationships, finances, lifestyle and performance of duties. For example, some tabloids may publish scandalous articles or unconfirmed rumors about the private lives of members of the royal family, including marriages, separations, scandals or other scandalous events. They may also criticize the royal family's spending, including lavish gifts, travel and renovations to royal estates. Some tabloids may also criticize the actions of members of the royal family for using their status to gain certain advantages or influence, including in business, politics or public life. These accusations may be an attempt to gain public attention and increase the circulation of newspapers or websites. However, it is important to distinguish between true news and speculation, as it is not always possible to confirm the authenticity of information published in tabloids and tabloids.

The marriage of Prince Harry and Meghan Markle has become the object of intense attention from tabloids and tabloids. After the couple's wedding, the tabloids did criticize them for their lavish lifestyle and the expense of renovating Frogmore Cottage. These allegations related in particular to the renovation of the Frogmore residence in Windsor Park, where Prince Harry and Meghan Markle lived. The cost of the renovations, estimated at around £2.4m, has sparked outrage from some citizens and criticism from tabloids, particularly given that part of the cost has come from taxpayers' money. Such critical articles may reflect different

public views on the royal family's spending and their actions. Some people may support the royal family and their expenses, believing that they are a necessary part of supporting the monarchy and the work of the royal family. Others may argue that spending, particularly on repairs to personal estates, should be critically reviewed and limited.

Prince Andrew has been at the center of a scandal over his ties to businessman Jeffrey Epstein, who was convicted of sex crimes, including sex trafficking of minors. The tabloids and mass media widely covered these circumstances and accused Prince Andrew of relations with Epstein, as well as abuse of power and sexual affairs with underage girls. Prince Andrew openly denied any impropriety or wrongdoing in his dealings with Epstein and immediately publicly denied any wrongdoing or indecent relationships. However, he also became the object of investigations and inquiries in connection with these circumstances. This scandal had serious consequences for the image of Prince Andrew and the royal family as a whole. It led to the cancellation of a number of the prince's work duties and distancing himself from public activities. In addition, he violated the public's trust in the royal family and caused serious discussions about the need to reform the monarchical institution.

The press actively speculated on the topic of Prince Charles' relationship with Camilla Parker-Bowles during his marriage to Princess Diana. These speculations and rumors provided the basis for various scandalous headlines and articles that sought to expose and imagine the possible corruption and disorder in the prince's relationship. Prince Charles' relationship with Camilla Parker-Bowles has long been the subject of public discussion and heated debate, particularly following the split in his marriage to Princess Diana. The press heavily covered any mention or meeting between Prince Charles and Camilla in an attempt to create scandal and public reactions. This led to considerable strain in the relationship between Prince Charles, Princess Diana and Camilla Parker-Bowles. These circumstances also played a role in subsequent developments, including the

divorce of Prince Charles and Princess Diana, and the associated consequences for the royal family and its image in the global community.

Online communities such as Twitter, Instagram, Facebook, etc. also play an important role in shaping views of the royal family. The opinions, comments and feedback of social media users can influence the general mood towards the monarchy.

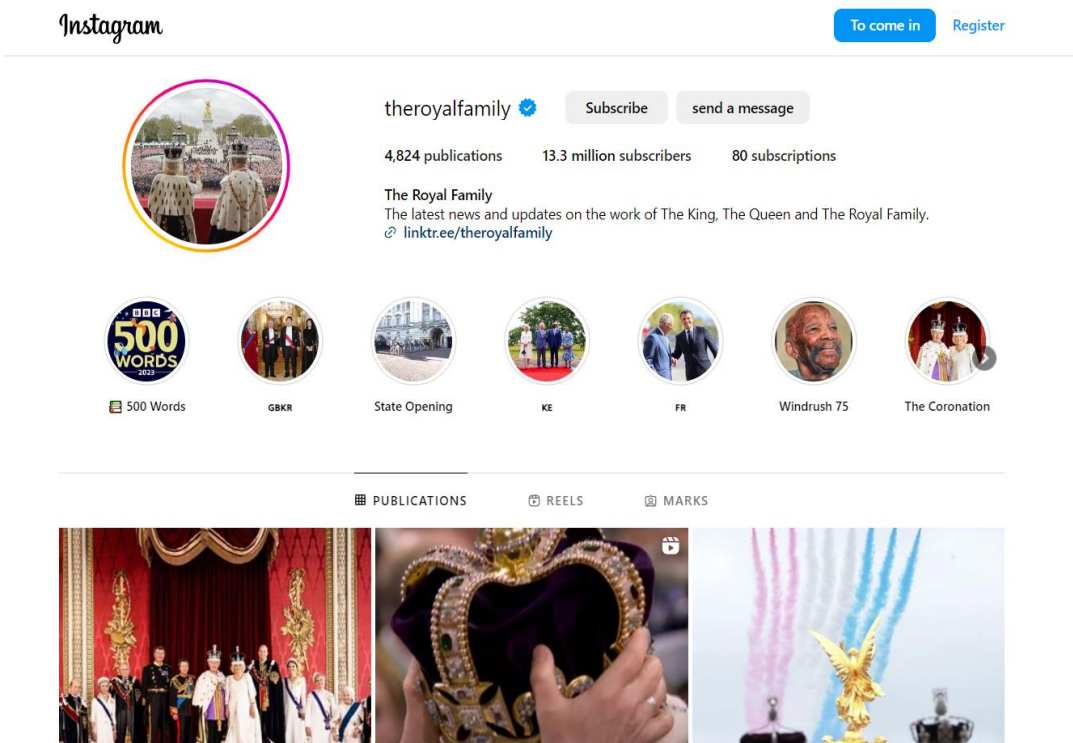
Having official royal family accounts on various social media platforms allows them to maintain a direct connection with their audience. These accounts create the ability to broadcast official messages, photos and videos of events involving the Royal Family directly to millions of followers. On platforms such as Twitter, Instagram, Facebook and YouTube, the royal family can regularly update their followers on their activities, events, visits and other important events. This creates a direct channel of communication between the monarchy and the public, allowing official information messages to be received directly from the source. This direct connection allows the royal family to control its public image, providing an opportunity to cover events and initiatives from its own perspective. At the same time, it allows the public to receive direct official announcements and updates from the royal family without the media.

Official Instagram account @theroyalfamily. This account is regularly updated with photos and videos from official events, ceremonies and travels of members of the royal family. For example, recently they broadcast the solemn procession of the Queen to Westminster Abbey. This is a great example of how the royal family's official accounts are using social media to connect with their audience. Broadcasting the Queen's solemn procession to Westminster Abbey through a stream on the Instagram account @theroyalfamily allowed viewers to feel part of this important event directly, without leaving the social network. It is also an example of how social media allows the royal family to interact with audiences in real time, giving viewers a behind-the-scenes look at official events. This approach ensures transparency and availability of information about the

actions of the royal family, which can contribute to increasing public interest and support.

Picture 2.1

Official Instagram account of the Royal Family



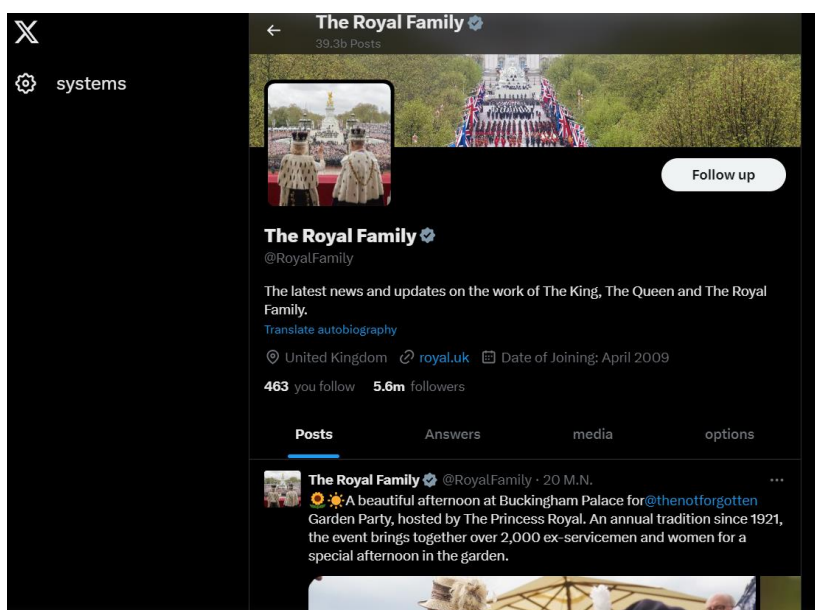
"Twitter account @RoyalFamily. Important announcements, statements from the Queen, holiday greetings and more are published here (4). This is a great example of how the Royal Family is using Twitter to communicate with the public and support important causes. Many people have been looking for support and reassurance during the COVID-19 pandemic, and motivational posts like these from the royals could be an important source of hope and gratitude for many (29). For instance, on March 19, 2020, the @RoyalFamily account tweeted: "At times such as these, I am reminded that our nation's history has been forged by people and communities coming together to work as one, concentrating our combined efforts with a focus on the common goal"(4). This message of unity and resilience during a challenging time demonstrates how the Royal Family can use social media to connect with the public and offer support.

Another example of the Royal Family's use of Twitter for public engagement and communication is their annual Christmas Day message. On December 25, 2020, the @RoyalFamily account tweeted: "In this particularly poignant Christmas, I hope that we can all take comfort from the fact that, even in the darkest of times, there is hope. Jesus Christ was born into a world full of fear, but the angels' message on that first Christmas night was 'Be not afraid'" (4). This message, which combines religious themes with a sense of hope and reassurance, shows how the Royal Family can use Twitter to share important messages and connect with the public on a personal level.

Holiday announcements, announcements and greetings posted on the @RoyalFamily Twitter account allow the public to feel connected to the Royal Family and stay informed of important events and announcements (39). It also provides an opportunity for the Queen and other members of the family to express their views on issues that are important to them and the public [28]. This approach is an important element of the royal family's modern communication strategy, as it allows them to maintain transparency, openness and access to information for their supporters and the public at large (14)."

Picture 2.2

Official Twitter account of the Royal Family

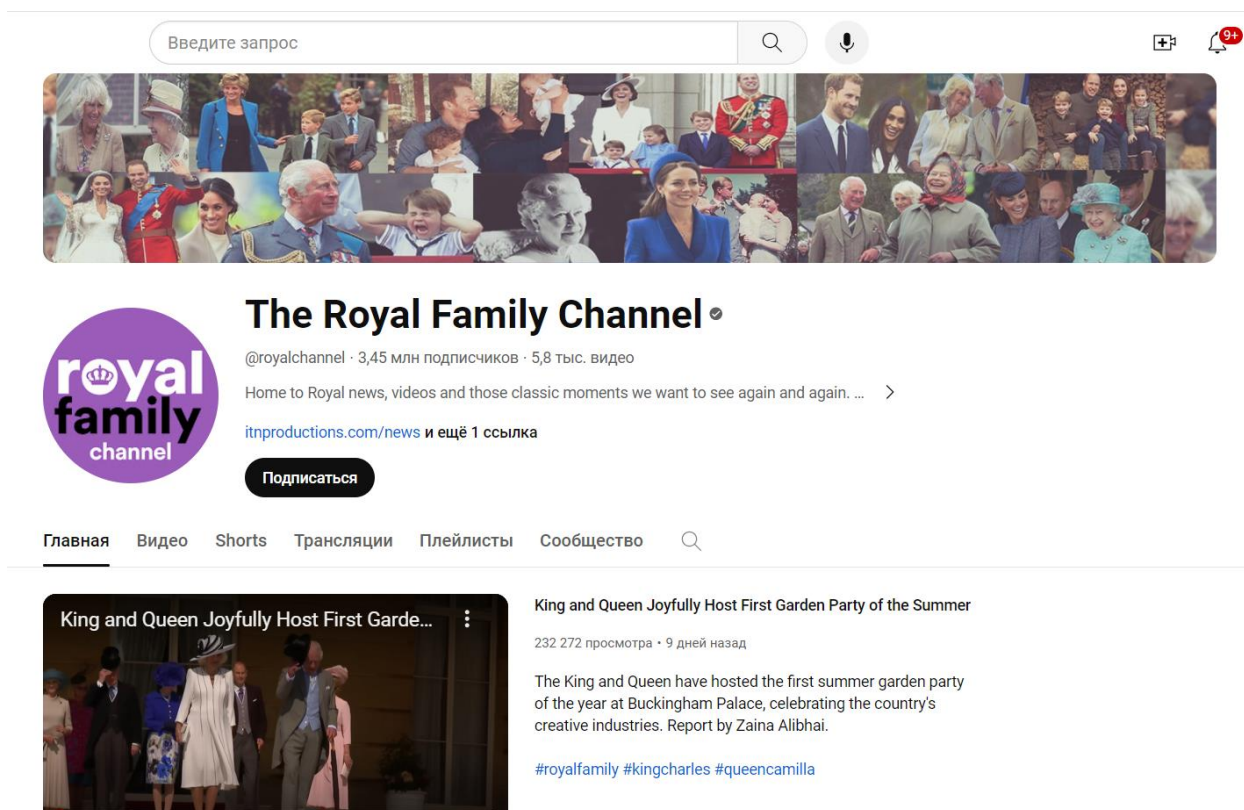


The Clarence House Instagram account is an important channel for fans of Prince William and Kate Middleton who want to know more about their personal lives and travels. These photos show an intimate side of the royal couple's life, allowing them to share moments of happiness, joy and emotion with their fans. Posts on the account can include photos from various events and activities, as well as personal moments from their everyday life, such as family dinners, walks with children or vacations. This allows fans to feel closer to Prince William and Kate Middleton and see how they spend their time outside of official duties. This approach allows the royal couple to maintain a close relationship with their supporters, and also shows their naturalness and approachability, which can be important for increasing sympathy and support among the public.

The Royal Family YouTube channel is an essential resource for viewers interested in the life and events of the Royal Family. Live broadcasts of ceremonies, solemn events, as well as archival videos are available here, allowing viewers to immerse themselves in the history and culture of the monarchy. During the COVID-19 pandemic, The Royal Family channel played an important role in communicating with the public by broadcasting the Queen's weekly talks (41).

These talks aimed to provide support and hope to the public in difficult times, and to explain important issues and initiatives of the Queen during the crisis. Such a YouTube channel allows the royal family to communicate with their fans around the world directly through video format. This provides an opportunity for a more personal and direct connection with the audience, and contributes to increasing interest in the royal family and its activities.

Official Instagram account of the Royal Family



The Sussexes' Instagram account is an important means of communication between Prince Harry and Meghan Markle with their fans and the general public. Even after they decided to leave the senior royal family, Prince Harry and Meghan successfully continue to run their page, giving fans a behind-the-scenes look at their lives and activities. On their Instagram account, the Sussexes share photos, videos and messages reflecting their activities, initiatives and personal moments from their lives. This may include photos from official events, as well as achievements in the areas of charity, education and social causes they support. An account like this allows Prince Harry and Meghan Markle to keep in touch with their fans and helps support their initiatives and ideas. It also allows them to express their views and opinions directly, bypassing traditional channels of communication with the media or through official statements. This may include photos from official events, as well as achievements in the areas of charity, education and social causes they support. For example, in January 2020, the

@sussexroyal Instagram account shared a post about the couple's visit to Canada House in London, where they met with young people and discussed issues related to mental health and youth empowerment (6). The post included photos from the event and a caption that read: "The Duke and Duchess of Sussex were welcomed to Canada House yesterday to celebrate the diverse community of young Canadians living in the UK and around the world. Through their work with The Queen's Commonwealth Trust, The Duke and Duchess have met many young people from across the Commonwealth, to hear first-hand about the challenges they face, and the work they are doing to create positive change in their communities" (6).

In today's world, social media has become an integral part of the royal family's communication strategy. Official accounts on platforms such as Instagram, Twitter and YouTube allow the royal family to communicate directly with their supporters and the public at large, sharing updates, photos and videos from official events, as well as personal moments from their lives. This creates an opportunity for more direct and accessible communication, helps to maintain the image of the royal family and strengthens its connection with the public. This approach reflects modern trends in public affairs and allows the royal family to remain relevant and accessible to their supporters.

2.2. The Royal Spotlight: Media Coverage of Celebrations

The coverage of royal events in the press always arouses increased interest both among the public and among the mass media. These events reflect not only scale and luxury but also cultural traditions, and they often become the object of analysis and discussion.

For instance, an article from the Sunday Telegraph notes the significance of Prince Harry and Meghan Markle's wedding and highlights several key moments of the ceremony. First of all, the article draws attention to Bishop Michael Curry's sermon, which took place during the ceremony. What stands out is the conversational tone of the sermon and the phrase about the couple's "marriage",

which the author says reflects the spirit of the modern royal wedding, which was open, inclusive and joyful. Next, the article describes the atmosphere of the ceremony, noting moments of laughter, gospel music and a performance by a 19-year-old cellist that added their own unique touch to the event. An important aspect is also the composition of the guests, where American celebrities are visible alongside the English aristocracy, reflecting the modernity and diversity of British society. All this contributed to the fact that the wedding ceremony and the young couple became symbols of modern, multicultural and open Great Britain. This wedding and its organization better reflects modern British society than any other royal wedding in the past (35).

On the other hand, an article from "The Guardian" looks at an interesting aspect of Prince Harry and Meghan Markle's wedding, which is that the minor guests of said wedding were asked to bring food with them. The author of the article draws attention to the fact that this decision may cause concern and criticism, especially in the context of the huge funds spent on the royal family from the country's budget. In addition, the article notes that the distinguished guests invited to the wedding will have the opportunity to enjoy six canapés before the buffet begins, making the contrast between the service of noble and non-noble guests more apparent. The author also mentions the fact that Meghan Markle will become the first member of the royal family with African-American ancestors, which is an important step in the history of the royal dynasty. In general, the article brought to light an interesting aspect of the wedding ceremony, which became the object of discussion among readers and the public (43).

An article from the "Sunday Times" provides interesting information about the future plans of Prince Harry and Meghan Markle after the wedding. It notes that although for many couples a honeymoon is an obligatory tradition, for this couple it is not a priority. Instead, they will immediately attend to their royal duties. It is said that Meghan Markle has already expressed her desire to take up her duties as a member of the royal family and that on Tuesday they will join Prince Charles and Camilla for a reception in honor of charities supported by the

Prince of Wales. However, the couple is still going to spend their honeymoon in Namibia, in the valley of the Hoanib River, in the middle of the desert. The author of the article provides a detailed description of how to travel to this remote location, noting that it is not that easy and requires preparation and special equipment. In addition, the article notes that despite the rest, after returning to Great Britain, Harry and Meghan will immediately resume their royal duties. In conclusion, the article notes that although the couple has already expressed their desire to have children, the date and circumstances of their birth remain open questions (31).

Royal anniversaries also attract significant media attention. An article from the BBC describes the celebration of the Platinum Jubilee of Queen Elizabeth II, which is a unique event in British history - 70 years of the Queen's reign. The celebrations included a variety of activities such as military parades, a church service, street parties and a concert held outside Buckingham Palace. The whole day was dedicated to this holiday, with the announcement of a long weekend in the country. The article states that all members of the royal family attended the ceremony, including the Dukes of Cambridge, Prince Charles and Camilla and other family members. It is emphasized that the Duchesses of Cambridge and Cornwall also arrived at the celebration with their children. The arrival of the Dukes of Sussex, Meghan Markle and Prince Harry, was also mentioned, although they did not appear in public. The article also notes that Queen Elizabeth II felt uncomfortable for some time while watching the parade, so she did not attend the later service at St. Paul's Cathedral. Various events are described, including the raising of the flag, an air parade, and picnics and concerts throughout the country. The finale of the celebrations will be the Jubilee Show with the participation of many artists and celebrities, in which Ed Sheeran will also perform. The article details the various events that took place during the celebration and highlights the importance of this event in the history of Great Britain (10).

A plan for events to celebrate the 70th anniversary of Queen Elizabeth II's reign on the throne has been *announced, according to* an article from the BBC

(22). The organizers *plan to hold* a variety of events over four days, from Thursday to Sunday, in June 2022. The celebrations will *commence* on the first day with a military parade, *including* the *raising* of the Trooping the Colour, and the *lighting* of commemorative beacons across Britain and its overseas territories. The second day *involves holding* a thanksgiving prayer service in St. Paul's Cathedral. On the third day, the Queen and members of the royal family will *attend* the derby at Epsom Downs, and in the evening, a live concert will be *held* at Buckingham Palace, with participants yet to be *announced*. The fourth day will *conclude* with a grand anniversary lunch for communities across Britain and street parties. Additionally, the organizers *intend to hold* a platinum anniversary competition, *featuring* the participation of 5,000 people from Britain and the Commonwealth of Nations. The competition will *combine* various types of art and entertainment. Despite the Queen *having slowed down* in recent years, she *plans to attend* most events, apart from the big jubilee dinner. The organizers *express* hope that these celebrations will *provide* an opportunity to *demonstrate* respect and support for the monarchy on the part of citizens of Great Britain and Commonwealth countries (23).

Royal funerals also attract significant media coverage. Prince Philip, husband of Queen Elizabeth II, died on April 9, 2021 at the age of 99. This important event was widely covered by the media around the world. Immediate reports of his death appeared in all leading news agencies, newspapers, television and online resources. Journalists covered in detail the details of his life, his role as the queen's husband, his military career and public activities. Considerable attention was paid to the procedures surrounding his burial, including eight days of mourning and state events in his honor in Great Britain. Leaders from around the world expressed their condolences to the family and people of Britain on his death. Many media have analyzed his legacy, character and role in the royal family for decades. Television broadcast solemn funeral processions and ceremonies live. Prince Philip's death has received a great deal of reaction and media attention as a tribute to his long life in the service of the British royal court (44).

BBC News Ukraine announces the death of Prince Philip, husband of Queen Elizabeth II. Prince Philip died at the age of 99 in Windsor Castle. His death was announced at Buckingham Palace, where it is noted that Queen Elizabeth II is deeply saddened to announce this loss. The article quotes Prime Minister Boris Johnson, who expressed his condolences and noted that Prince Philip was a source of inspiration for many young people and an important figure for the British monarchy. Prince Philip, born in Greece, married Princess Elizabeth in 1947. He was the longest serving prince consort in the history of the United Kingdom. He and Queen Elizabeth II had four children, eight grandchildren and 10 great-grandchildren. This article breaks the sad news of the death of Prince Philip and provides general information about his life and achievements [4].

The British edition of The Independent examined the character of Prince Philip, who was sometimes quick-tempered and had a tendency to speak bluntly. Examples of his humor and directness are given, including a joke before a Scottish students' trip to China and a comment during a factory visit in Glasgow. It is also noted that some observers believe that this very quality of his was useful to the Queen, as he always told her the truth, even if it was not always pleasant to hear. The tone of the text is expressive, the authors use the words "hot-tempered", "inappropriate joke", "tendency to say what he thought" in order to convey the character of the hero (33).

The British newspaper The Guardian published a number of articles and materials about the death of Prince Philip, covering various aspects of this event. The Guardian has published an in-depth obituary of Prince Philip, describing his life, career in the Royal Navy, marriage to Elizabeth II and role in the royal family. The newspaper covered the reaction of the British and people around the world to the death of the prince. They quoted people's memories of meeting him and his uncompromising character. The Guardian detailed the protocols and procedures followed after Prince Philip's death, including the announcement, mourning period and plans for the funeral. In its analysis, The Guardian looked at Prince Philip's legacy, his contribution to the monarchy and British public life over the decades.

The newspaper has published numerous photo galleries and videos from different periods of Prince Philip's life to illustrate his long service to Queen and country. Overall, The Guardian covered Prince Philip's death respectfully, but also tried to objectively analyze his sometimes controversial role and statements during his lifetime (43).

The death of Queen Elizabeth II on September 8, 2022 at the age of 96 was a historic event that attracted unprecedented media attention around the world. All major media immediately reported the Queen's death, interrupting regular broadcasts. The news was broadcast live from Buckingham Palace. Journalists covered in detail the life and 70-year reign of Elizabeth II, her significant contribution to world history as the youngest and longest-reigning British monarch. Leaders from around the world expressed sympathy and admiration for Elizabeth II, noting her resilience, wisdom and dedication to service. Great attention was paid to the detailed coverage of the protocols and official ceremonies associated with the death of the monarch, including the period of state mourning. Experts analyzed the queen's extraordinary legacy and the process of passing the throne to her son, King Charles III. Mass media published huge photo and video archives, illustrating all the key moments of Elizabeth II's long reign. Overall, the media covered the Queen's death with great respect, emotion and attention to detail, reflecting her unique role in world history and culture (10).

A BBC News World article provides information on Queen Elizabeth II's cause of death and the details on her death certificate. According to an extract from the certificate, she died of "old age". The document states that she died at 15:10 local time (14:10 GMT) at Balmoral Castle, Scotland, on September 8. She was 96 years old. The reference was released by the National Archives of Scotland this Thursday. The document was signed by his daughter, Princess Anna. The death was recorded on September 16 by the Registrar General of Scotland. The death certificate also names her father, King George VI, and mother, Elizabeth Bowes-Lyon. The BBC confirmed the Queen's death at 6.31pm local time on September 8,

after a statement from the Royal Family said: "The Queen died peacefully at Balmoral today" (10).

Deutsche Welle (DW), Germany's state-owned international broadcaster, has devoted considerable attention to its coverage of the death of Queen Elizabeth II in September 2022. DW immediately suspended its regular broadcast and began emergency special newscasts dedicated to the announcement of the Queen's death and her biography. Given its global audience, DW covered the event in English, German, Spanish, Arabic and many other languages. DW invited experts and commentators from various countries to analyze the significance of the Queen's reign, her role on the world stage and the implications of her death. DW correspondents reported live from London, Buckingham Palace, Windsor Castle and other places connected with the royal family. DW used a lot of historical material and archival footage to illustrate the life and reign of Elizabeth II, as well as the events that took place during her 70-year reign on the throne. DW used its digital platforms to engage viewers and readers in discussing the Queen's legacy, sharing stories and expressing their opinions. Overall, DW covered the death of Queen Elizabeth II from a global perspective, trying to communicate the significance of the event to a global audience and provide context for her historic reign [4].

These examples demonstrate the extensive and varied media coverage of royal events, ranging from joyous occasions like weddings and anniversaries to somber moments like funerals. The press plays a crucial role in shaping public perception and documenting these events for historical record, offering a mix of factual reporting, analysis, and commentary. The level of detail and the tone of the coverage often reflect the significance of the event and the public's interest in the royal family.

2.3. The 'conflict' scenario in British media

The impact of scandals and rumors on the image of the monarchy's family can be significant and usually depends on the specific circumstances and how they are resolved and managed. First, such scandals can disrupt the general image of the royal family as a symbol of stability and decency, which can shock public opinion and undermine confidence in the monarchy. For example, if members of the royal family get into unpleasant situations or are associated with controversial events, this can lead to a loss of support among the public and power structures. Secondly, it is important how the royal family reacts to scandals. Public statements, justifications or even apologies can have a huge impact on society's perception of events. If the response appears to be adequate and responsible, it can help reduce image damage. Finally, the role of mass media in such situations is also important. Their headlines and comments can significantly deepen or reduce the impact of the scandal on the image of the monarchy family. In general, scandals and rumors can have a serious impact on the image of the monarchy's family, but the response to them and the way they are resolved play an important role in maintaining public trust and support.

When talking about the royal family of Great Britain, a few words first come to mind: Elizabeth II, Princess Diana, Meghan Markle, "split". If the first two can be considered eternal symbols of the monarchy of the state and the favorites of the public, then the name of the former Duchess of Sussex is inextricably linked with a loud scandal, as a result of which the so-called "split" took place, when she and her husband Prince Harry were removed from all royal duties, moved away from the family and moved to the United States of America. It should be noted that one of the main reasons for such a decision was cited as excessive harassment of the mass media. At the beginning of 2020, the couple announced that they want to be financially independent from the budget of the British royal family, limit contacts with the media, create a charitable foundation and continue to support the queen. Family members said they were disappointed by Prince Harry and his wife's decision, especially given that the couple did not consult the Queen, or even Harry's brother and father. Therefore, it is not surprising that from the next day and

for a long period of time, discussions and negotiations continued in Buckingham Palace. In the end, Queen of Great Britain Elizabeth II supported the decision of Prince Harry and Meghan Markle to give up royal privileges.

The British press dubbed this event "Mexit" and this once again emphasizes their bias against the duchess, who was unequivocally called the culprit of the conflict. After getting married in 2018, Prince Harry and Meghan Markle repeatedly complained about the intrusive attention of the press. Harry considered the media's treatment of his wife to be bullying and compared it to what his mother, Princess Diana, had to go through before her death.

Due to this, the media image of the royal family significantly worsened, and on the pages of various publications (Daily Express, BBC, The Guardian e.t.c.) you could find loud statements about the situation when "Megxit" happened. So, The Guardian writes that before making their announcement, Prince Harry and Meghan Markle did not consult other members of the royal family. *"It is clear that before the decision was announced on Wednesday evening, no one consulted the other royals, and Buckingham Palace was disappointed by this news,"* the article says (43).

It was also mentioned that the "starting point" of the conflict was the attempt of the dukes to hide the details of the birth of their son. *"Trying to hide Archie's birthplace and refusing to name his godparents, they alienated the public in a way that no other members of the royal family did,"* - believes "Daily mirror" [37].

The host of the show "Good Morning Britain" Piers Morgan, known for his critical statements against Meghan Markle, explicitly accused her of a split in the royal family. *"People say I'm too critical of Meghan Markle - but she abandoned her family, she abandoned her father, she abandoned most of her old friends, she separated Harry from William and now she has separated him from the royal family,"* he said. (22)

The British media often criticize the situation and its perpetrators, creating a not too positive impression of the members of the royal family. Thus, the Daily Mirror said in an editorial that the couple's failure to tell Harry's grandmother

Queen Elizabeth II about their plans "*shows a shocking disregard for a woman whose whole life was guided by a sense of public duty and honor.*" (14) The Times of London accused Harry of being irritable and short-tempered, while the Daily Mail said the couple wanted the status of "high-ranking" members of the royal family, but the privacy and freedom of being private citizens.

Also, the British press compared Harry and Meghan's shocking statement with the abdication of the Queen's uncle, King Edward VIII, who abdicated in 1936 to marry an American divorcee, Wallis Simpson (10). And again, as commentators noted, the American caused a scandal in the British royal family. Last year, the couple sued the Mail on Sunday newspaper over the publication of Meghan's letter. Harry said he was afraid of "history repeating itself": "I lost my mother and now I'm watching my wife *fall victim* to the same powerful forces" (14).

Using such a phrasal verb, he intensifies the harmful and painful influence of mass media on the Royal Family.

In her interview, Meghan said she was "very naively" unprepared for the intense media attention she received after marrying a member of the British royal family. "I never thought it would be easy, but I thought it would be fair," she said. (19)

Harry and Meghan now want to use the media on their terms, excluding the "royal rotation", which organizes media coverage of the royal family's public events. On a newly launched website, they said the system does not allow them to personally share moments of their lives directly with members of the public through social media. They stated that in the future they will interact with grassroots mass media and young, promising journalists (31). They also refuted the "*misconception*" that royal correspondents in the British media were "reliable sources" of information.

Freddie Mayhew, the editor of the Press Gazette, claimed that the royal couple wanted a "much more controlled, much more private" approach to the media, drawing on Meghan's experience as a US television star (19).

“I think they may have seized the opportunity to break away from the print media. This is something they could not do before when the papers were in full swing. But now that so much of it is moving online, people like Harry and Meghan have the ability to control what they put out there” (13).

Mass media attention to the royal family not only increased after the "split" of the monarchy, but also gained scale in an intercontinental sense. Now that the Dukes of Sussex live in the United States, the American audience has become interested in them with renewed vigor. Quite often, the media of the state began to comment on the contradictions and accusations between the royal family, as well as those put forward by the British media.

For example, as commented by The New York Times:

“The relationship between the British royal family and the media is uncomfortable, distrustful and seemingly inevitable. But now Meghan and Harry want to leave. After years of escalating tensions with the press, the prince and his wife have announced plans to step down from their senior royal duties, move part-time to North America, achieve financial independence and step away from regular media attention (19)”.

The couple, who have complained about intrusive media coverage and accused some British journalists of racism, are said to have criticized the country's long-standing arrangements for royal media coverage, saying they prefer to communicate directly with the public via social media. The British press was appalled by the snub and on Thursday responded with articles, columns and editorials ranging from disappointment to fury.

The main know-how and at the same time the strength of the inviolable British monarchy lies, paradoxically, in its flexibility and readiness for change. Most of them take place in an evolutionary way, but sometimes "revolutions" happen, and from the inside, which was just confirmed by the history of the actual abdication of royal duties by Prince Harry and his wife Meghan, Duke and Duchess of Sussex.

One of the most famous scandals is the divorce of Prince Charles and Diana, Princess of Wales. This was due to their marital problems, intrigues and even betrayals. BBC Director General Tim Davy said: "*While the report suggests that Diana, Princess of Wales was enthusiastic about the idea of being interviewed by the BBC, it is clear that the process of securing an interview is far from what audiences have a right to expect. We deeply regret it was clearly flawed by Lord Dyson. Even though the BBC has much more sophisticated processes and procedures in place at the time, the BBC should have made more of an effort to understand what happened at the time and to be more transparent about what she knew. Although the BBC cannot turn back time a quarter of a century later, we can offer a full and unreserved apology*" (8)

Princess Diana's interview with Martin Bashir for Panorama was a huge sensation for the BBC - in which the princess said: "*There were three of us in this marriage.*" It was the first time a member of the royal family spoke so openly about life in the royal family. The BBC commissioned an independent investigation - and it was these findings that were published on Thursday. Corporation chairman Richard Sharpe said the BBC "unreservedly accepted" the report's findings. "The BBC board welcomes the publication of Lord Dyson's report, which it wholeheartedly accepts. There were unacceptable failures. We are not comforted by the fact that they are historic." (9).

The Guardian has often highlighted the difficulties Princess Diana faced in her marriage to Prince Charles. They emphasized her humanitarian work and active participation in charity projects, expressing support for her activities and the decision to divorce. (11)

In the article "Diana Finds Her Voice and Makes a Choice" (1996), the newspaper writes: "*For the first time, Diana began to speak openly about the problems in her marriage and life in the royal family ... Her decision to divorce shows that she will no longer be silent, when suffering from injustice.*"(15)

Columnist Polly Toynbee wrote: "*Diana remains popular for her humanity and compassion for those who suffer... She brought a touch of normality to the royal family, in contrast to her rigid and aloof reputation.*"(20)

"Diana's Path to Divorce" reads: "*No woman deserves the disrespect and betrayal that Diana faced in her marriage. Her decision to leave him is smart and admirable.*" (12)

The newspaper quoted sources close to Diana as saying: "*She wants to maintain her dignity and independence after years of humiliation and disagreements in her private life with Prince Charles.*" (36)

Daily Mail - is British newspaper known for its sensational journalism and often-published articles that could contain speculation and scandalous details about the private lives of Princess Diana and Prince Charles. Here are some examples of how the British tabloid Daily Mail covered the divorce of Princess Diana and Prince Charles in its typical sensational style:

"*Diana rejects £20m settlement: Charles shocked by her decision to leave marriage*" - This article speculated on the details of their financial settlement at the time of the divorce, suggesting that Diana turned down a significant cash settlement (26).

The Daily Mail provides "horrifying details" of the final days of Princess Diana and Prince Charles' marriage in typical tabloid sensational style:

"DIVORCE FROM HELL: "Charles indifferently abandoned Diana to her own devices" (28).

Our sources reveal the chilling details of the final, terrifying days of the Princess and Prince of Wales' unhappy marriage. "*Diana was devastated when Charles abruptly turned his back on her and left her to sort through the wreckage of their broken union,*" says a close friend of Lady Dee. "*She wailed in pain and despair, begging him to stay.*" However, the insensitive Charles allegedly cold-bloodedly packed his belongings and abandoned his wife in burning agony without looking back. "*He moved out of Kensington Palace, leaving Diana broken and devastated after years of emotional betrayals,*" the insider continued. According to

other accounts, Diana spent several nights in a row sobbing on the floor until her eyes swelled with tears. *"She was completely destroyed by Charles' selfish indifference to her suffering,"* the source said... The Daily Mail actively used sensational headlines, anonymous "sources" of information, emotional details and dramatic wording to make this story look as scandalous and shocking as possible for readers.

"Final days of marriage in horrifying detail: Charles left Diana to fend for herself," the publication claimed to contain intimate details of their breakup, including quotes from anonymous sources. *"Why is it so easy for Diana, but not for Charles? The prince's secret diary reveals his mental anguish"* - the publication was allegedly based on a leak of confidential information from Charles's entourage about his emotional state. (34)

As a liberal-leaning newspaper, The Guardian can be critical of the royal family and focus on institutional reform and modernization of the monarchy following the divorce of Princess Diana and Prince Charles. An article in The Guardian from a liberal perspective expresses the need to reform and modernize the British monarchy after the divorce of Princess Diana and Prince Charles. "Obsolete traditions", "anachronistic rituals" are described, and it is characterized as an "ossified institution" experiencing a "deep institutional crisis". The monarchy is described as "out of touch with reality", with "archaic rules" and as an "outdated institution". She was "trapped", experienced "emotional exhaustion" and "mental disorders", and was the subject of "bullying". Diana's "humanitarian activity" is compared with her "decorative role" at court, as well as "humanity" versus "contempt." The author emphasizes the "values of a democratic society", "empathy", "authenticity", and "humanism". It asserts the "urgent need for reforms", "to modernize in order to survive", and emphasizes the "careful process of reforms and modernization". Phrases like "broken love that shattered illusions" and "burning in agony" are used to reinforce the critical tone. A contrast is established between "decency" and "public scandal", as well as between "titles and traditions" and "outdated institution"(37) (33).

Thus, through emotional, critical vocabulary and the use of various stylistic techniques, The Guardian expresses a position on the need to transform the monarchy in accordance with modern values and realities.

These media can present different views and opinions about the royal family and its role in British society, and analyze the implications of the divorce of Princess Diana and Prince Charles for the future of the kingdom.

2.4. The image of the Family's members made by Mass media

Comparing the representation of different members of the royal family can reflect various aspects such as public image, communication style, public influence and role in power and culture.

A key figure in Britain is Queen Elizabeth II of England, a world-renowned monarch who worries about contemporary issues ranging from family to environmental issues. That is why the adjective "royal" is perceived by society as a certain sign of quality, evoking a feeling of respect and significance in British society. In the English-language press, articles that are neutral in nature predominate. The number of positive publications depicting the monarch in a positive light prevails over articles with a negative characterization.

The most important image presented by newspaper publications is Elizabeth II as an official representative of the state, located in a formal environment. Thus, in the newspaper "The Guardian" the epithets "dignified" (majestic), "dutiful, a glamorous figure" (faithful to duty, captivating personality), as well as the paraphrase "symbol of an old ascendancy" (symbol of old dominance) make it clear to the reader that that the Queen only appears in a positive light in the public eye.

1. Comparisons: "the coronation was like a Phoenix-time" b. "be as glorious as that of her great predecessor, Queen Elizabeth I"
2. Phraseology: "raised from the ashes" (rise from the ashes)

- Used to express expectations regarding the future reign of the queen, hoping that it would be as long and outstanding as that of her predecessor, Queen Elizabeth I.
3. Epithets: "the modern Elizabethan era" (new Elizabethan era) b. "a glorious Elizabethan era" (glorious Elizabethan era) ("Our Queen is a relentlessly eulogistic account" (our queen is a tirelessly laudatory report on the execution of the state budget) (7)
- These epithets are used to describe the achievements associated with the active transformation of the country and the reign of the queen.
 - The impressive names given to the queen's reign reflect the considerable hopes placed on the shoulders of the new queen by British society.

By structuring the linguistic means in this way, we can clearly see how comparisons, phraseology, and epithets are employed to characterize Queen Elizabeth II's coronation, express expectations for her future reign, and describe the achievements and hopes associated with her role as the monarch.

The British have a special relationship with the monarchy, as it is an integral part of their history and national pride. The political face of Great Britain, Queen Elizabeth II, is a symbol of the greatness, constancy and integrity of the country. This assessment is expressed in the text through the use of contextual synonyms "the young, beautiful sovereign" in the sentence "It is first worth recalling the metaphysical aspirations invested in the young, beautiful sovereign for postwar Britain" and "Her Majesty" (her Majesty), speaking about the veneration and greatness of the monarch (14).

All these examples show that Elizabeth II is presented in the texts as a public figure with influence in society, whose private life, however, is hidden from public view. It is noteworthy that the analyzed texts evaluate not only the personality of the Queen of Great Britain, but also the Elizabethan era as a whole (7).

The Queen's husband, the Duke of Edinburgh, Philip, resigned in autumn 2017 at the age of 96 and now only appears at events of his own volition.

Previously, he was also one of the official representatives of the monarchy. The Sunday Times reported, "Prince Philip, who has been the Queen's steadfast companion for more than seven decades, has retired from public life at the age of 96" [40, p. 1]. The Guardian noted, "The Duke of Edinburgh's decision to step down from public duties has been met with widespread praise and support, as he prepares to end a life of royal service that has lasted more than 60 years" (43).

The second son of the queen, Prince Andrew, temporarily abandoned his duties at the end of November 2019 - the reason was his former friendship with businessman Jeffrey Epstein, accused of human trafficking and forcing minors to engage in prostitution. The Independent reported, "Prince Andrew has stepped back from public duties for the 'foreseeable future' over his links to convicted sex offender Jeffrey Epstein" (25).

The Telegraph stated, "The Duke of York has been forced to withdraw from public life after a disastrous Newsnight interview about his friendship with convicted paedophile Jeffrey Epstein" (24).

Prince Andrew's daughters Beatrice and Eugenia could also be included in the list of official representatives of the crown, but they decided before they came of age that, having retained the titles of princesses, they would earn a living on their own. The Guardian mentioned, "Princess Beatrice and Princess Eugenie, the daughters of Prince Andrew, have taken on full-time jobs in the private sector, breaking with royal tradition" (43). The Daily Mail reported, "Princess Beatrice has taken a job at a software company in New York, while her younger sister Princess Eugenie is working at an art gallery in London" (16).

Like other members of the royal family, Prince Charles has been involved in public activities throughout his life. After all the scandals related to Diana, the heir had to make considerable efforts to win back the sympathy of the British. The Sunday Times noted, "Prince Charles has worked tirelessly to rebuild his reputation following the death of Diana, Princess of Wales, and has become a champion for environmental causes and youth empowerment" [40, p. 3]. The Guardian reported, "The Prince of Wales has been a vocal advocate for interfaith

dialogue and understanding, particularly in the wake of the September 11th attacks in the United States" (43).

The Duchess of Cambridge, or Kate Middleton in the world, also devotes a lot of time to the duties of the royal family, but she does not forget about her family either. The Telegraph stated, "The Duchess of Cambridge has been praised for her hands-on approach to parenting, often seen cooking with her children and enjoying outdoor activities as a family" (35). The Daily Mail mentioned, "Kate Middleton has been hailed as a role model for modern motherhood, balancing her royal duties with a commitment to raising her three children" (16).

Affection for members of the royal family can change several times a year, as sociological research shows. The leaders, of course, remain Elizabeth II, the Cambridge couple and their children, Charles and Camilla, but Harry and Meghan Markle have forever gone down in history with a not-so-pleasant aspect of their lives. The Guardian reported, "The Duke and Duchess of Sussex have faced criticism and a decline in public support following their decision to step back from their roles as senior members of the royal family" (43). The Independent noted, "Prince Harry and Meghan Markle's departure from the royal family has been met with mixed reactions, with some praising their desire for independence and others accusing them of turning their backs on duty" (33).

January 8, 2020 will forever go down in the history of the British monarchy - on this day, Prince Harry and Duchess Meghan officially announced that they are giving up their privileges as "senior" members of the royal family in order to become financially independent and take a more progressive position. The Sunday Times reported, "The Queen has reluctantly agreed to allow Prince Harry and Meghan Markle to step back from their roles as senior members of the royal family, following a series of crisis meetings at Sandringham" [40, p. 1]. The Telegraph noted, "The Duke and Duchess of Sussex's decision to forge a new path for themselves outside of the traditional confines of the monarchy has sent shockwaves through the institution and the public" (35).

After the death of Queen Elizabeth II, the focus of the press has shifted to the new monarch, King Charles III, his wife, Queen Consort Camilla, and the next generation of royals, particularly Prince William and his wife, Kate Middleton. The media has been closely following the transition of power and the new roles assumed by the royal family members.

King Charles III has been the subject of numerous articles and editorials, with the press examining his vision for the monarchy, his plans for modernization, and his ability to fill the void left by his mother's passing. The Guardian reported, "King Charles III has pledged to serve the nation with 'loyalty, respect, and love' in his first address to the nation as monarch, following the death of his mother, Queen Elizabeth II" (43). The Telegraph noted, "The new King has made it clear that he intends to slim down the monarchy and focus on a core group of working royals, while also seeking to modernize the institution" (35).

Queen Consort Camilla has also been in the spotlight, with the media discussing her role in supporting the new King and her growing popularity among the public. The Sunday Times mentioned, "Camilla, the Queen Consort, has been praised for her unwavering support of King Charles III and her dedication to charitable causes, particularly those related to literacy and domestic violence" [40, p. 2].

Prince William and Kate Middleton, now the Prince and Princess of Wales, have been the subject of increased media attention as they take on more prominent roles within the royal family. The Daily Mail reported, "The Prince and Princess of Wales have been hailed as the future of the monarchy, with their modern approach to royal duties and their commitment to raising their children in a nurturing environment" (16). The Independent noted, "Prince William and Kate Middleton have been praised for their ability to connect with the public and their dedication to charitable causes, particularly those related to mental health and early childhood development" (33).

Conclusions to part 2

The analysis of the representation of the British royal family in the press, as presented in Chapter 2, has yielded several key findings that contribute to our understanding of the media's influence on the monarchy's image:

We have observed that the influence of mass culture on the monarchy's image is significant, with popular culture, including film, television, music, and literature, playing a crucial role in shaping public perceptions. While mass culture can contribute to the romanticization and affirmation of a positive image of the monarchy, it can also reproduce stereotypes and negative ideas, particularly in the context of scandals or criticism.

The examination of press coverage of royal events, such as weddings, anniversaries, and funerals, has revealed the extensive and often emotionally charged nature of the media's portrayal. These events reflect the public's fascination with the monarchy's personal lives and the symbolic importance of these occasions. The media's representation of these events can shape public opinion, document historical moments, and reflect the cultural significance of the royal family.

The investigation of the impact of scandals and rumors on the image of the royal family has shown that such events can significantly influence public perception. Scandals and rumors often violate the idealized image of the institution and can lead to a loss of trust and increased criticism. However, the royal family's response to scandals and the media's framing of these events can influence public perception and the long-term impact on the monarchy's reputation.

The comparative analysis of the representation of various members of the royal family has highlighted the diversity and complexity of their portrayal in the media. Each member has a unique public image and role, with the Queen being portrayed as a symbol of stability and tradition, while other members, such as Prince Charles, Prince William, and their respective spouses, have been the subject

of increased scrutiny and discussion, particularly in light of their future roles within the monarchy.

The study has also revealed a significant shift in the media's focus following the death of Queen Elizabeth II, with attention now being directed towards King Charles III, Queen Consort Camilla, and the younger generation of royals, particularly Prince William and Kate Middleton. As the monarchy enters a new era, the press will continue to play a crucial role in shaping public perception and documenting the ongoing evolution of the institution.

In conclusion, this research has provided valuable insights into the complex and dynamic relationship between the British monarchy, the media, and public perception. By examining the role of media discourse, the influence of mass culture, the impact of scandals and rumors, and the representation of individual members of the royal family, we have identified key trends and patterns in the media's portrayal of the monarchy. These findings contribute to our understanding of the media's power in shaping the image of the royal family and highlight the importance of critical analysis when consuming media content related to the monarchy. As the institution continues to evolve and adapt to changing social and political realities, the study of its representation in the media will remain a vital area of research, offering valuable insights into the interplay between language, power, and public opinion.

CONCLUSION

The comprehensive study of the representation of the British royal family in the media has yielded several significant findings and insights, which contribute to our understanding of the complex interplay between the monarchy, the press, and public perception. The following key conclusions can be drawn from this research:

This study has demonstrated the pivotal role of media discourse in shaping public opinion about the British monarchy. Through the linguistic analysis of media coverage, we have uncovered how language is strategically employed to construct and maintain power relations, social identities, and cultural values. The contributions of linguists such as Michael Billig, Laura Clancy, Kate Burridge, Elena Semino, and María Martínez Lirola have underscored the significance of examining specific linguistic features and strategies in media discourse. Their work has shed light on how these elements collectively contribute to molding public perceptions of the royal family and the monarchy as an institution.

Our investigation has revealed the substantial influence of mass culture, including film, television, music, and literature, on shaping public perceptions of the monarchy. While mass culture has the potential to contribute to the romanticization and affirmation of a positive image of the monarchy, it can also perpetuate stereotypes and negative ideas, especially in the context of scandals or criticism. This study emphasizes the importance of critical thinking and analysis when consuming media content related to the royal family, as mass culture plays a significant role in forming the public's perception of the monarchy.

Through the analysis of press coverage of royal events, such as weddings, anniversaries, and funerals, we have identified the public's fascination with the monarchy's personal lives and the symbolic importance of these occasions. The media's portrayal of these events has the power to shape public opinion, document historical moments, and reflect the cultural significance of the royal family. However, we have also observed that press coverage can focus on scandals and rumors, which can have a detrimental impact on the image of the royal family,

often violating the idealized image of the institution and leading to a loss of trust and increased criticism.

Our study has revealed that the representation of individual members of the royal family varies, with each member having a unique public image and role. Queen Elizabeth II, as the longest-reigning monarch, has been consistently portrayed as a symbol of stability and tradition. In contrast, other members, such as Prince Charles, Prince William, and their respective wives, have been subjected to increased scrutiny and discussion, particularly in light of their future roles within the monarchy. This finding highlights the media's tendency to focus on specific members of the royal family and the potential impact of this selective representation on public perception.

The death of Queen Elizabeth II has marked a significant shift in the media's focus, with attention now being directed towards King Charles III, Queen Consort Camilla, and the younger generation of royals, particularly Prince William and Kate Middleton. As the monarchy enters a new era, we anticipate that the press will continue to play a crucial role in shaping public perception and documenting the ongoing evolution of the institution. This transition period presents an opportunity for further research on how the media's representation of the monarchy may change under the reign of a new monarch.

The insights gained from this study have broader implications beyond the understanding of the British monarchy. The findings can be applied to other contexts where language is used to construct and maintain power relations, such as in political discourse, corporate communication, and social media. The study of the British monarchy in media discourse remains an important and relevant area of research, with the potential to inform and enrich our understanding of the complex and dynamic relationship between language, media, and society. By recognizing the trends and patterns in the media's representation of the royal family, we can develop a more critical and informed approach to consuming and analyzing media content related to the monarchy and other influential institutions.

SUMMARY

Британська королівська родина є однією з найвідоміших і найбільш обговорюваних монархій у світі. Її діяльність та особисте життя постійно перебувають у центрі уваги мас-медіа. Вивчення образу королівської родини в засобах масової інформації дозволяє зрозуміти, як формується громадська думка, які посили передаються суспільству, а також як медіа використовують цей образ для власних цілей.

Мета дослідження полягає у вивченні особливостей висвітлення діяльності та особистого життя британської королівської родини в мас-медіа, а також у аналізі впливу медійного образу королівської родини на суспільну думку.

Об'єктом дослідження є британська королівська родина, її члени, події та діяльність, представлення в різних засобах масової інформації.

Предметом дослідження є вивчення мовних засобів, що використовуються ЗМІ для представлення членів королівської сім'ї, їхніх стосунків та подій.

Дослідження висвітлення британської королівської родини в мас-медіа свідчить про ключову роль, яку відіграють засоби масової інформації у формуванні образу цієї родини та впливу на громадську думку щодо неї. Таблоїди та жовта преса, часто зосереджуючись на сенсаційних і скандальних аспектах, можуть створювати спотворене уявлення про королівську родину, викриваючи лише негативні аспекти їхнього життя та діяльності.

Однак офіційні канали комунікації та соціальні мережі надають королівській родині можливість безпосередньо взаємодіяти з громадськістю, що сприяє формуванню більш контрольованого і позитивного образу. Зокрема, через соціальні мережі королівська родина може самостійно публікувати звернення, поділитися фотографіями та особистими

враженнями, що дозволяє їй більш ефективно впливати на сприйняття громадськістю.

Вивчення впливу медійного висвітлення на суспільну думку показує, що медіа можуть як зміцнювати, так і підривати авторитет королівської родини в очах громадськості. Позитивний або негативний образ королівської родини, сформований в мас-медіа, може мати значний вплив на їхній статус і відношення суспільства до них. Таким чином, вивчення медійного висвітлення королівської родини має важливе значення для розуміння динаміки громадської думки та формування образу цієї важливої інституції.

Медіа здатна формувати думку суспільства та змінювати її за лічені хвилини. Дослідження показало декілька випадків про те, як засоби масової інформації контролюють реакції людей на британську родину. Якщо Єлизавету II постійно висвітлювали лише у гарному світлі, то пару Меган та Гаррі неодноразово критикували, що приводило до постійної ненависті суспільства до їхнього вибору. Слова мають великий вплив в нашому світі і різна преса досить вміло користується цим знанням, показуючи родину саме так, як вони цього бажають. Різні члени королівської родини зображуються в медіа по-різному. Королева сприймається як символ стабільності, тоді як інші, як-от принц Чарльз та принц Вільям, піддаються більшій увазі, особливо щодо їх майбутніх ролей.

Після смерті королеви Єлизавети II увага медіа перейшла до короля Чарльза III, королеви-консорт Камілли та молодшого покоління королівської сім'ї, зокрема принца Вільяма та Кейт Міддлтон. Це свідчить про постійну роль преси у формуванні суспільного сприйняття під час цього переходу.

Отже, дослідження підкреслює складні відносини між британською монархією, медіа та суспільними сприйняттям. З розвитком соціальних мереж та цифрових технологій, британська родина намагається контролювати потік інформації щодо її членів, комунікуючи напямучу з суспільством за допомогою використання офіційних сторінок та соціальних мереж. Проте журналісти та жовта преса не перестають вносити свої

корективи, поглиблючись більше, ніж потрібно у життя королівської родини (як це було з принцесою Діаною коли медіа в буквальному сенсі не давало їй спокій до останнього її подиху), тому важливо аналізувати інформацію, яку подають засоби масової інформації та не піддаватись чужій думці, маючи на все своє власне бачення.

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