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## **Political events in Ukraine in Western mass media (2013-2020)**

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## INTRODUCTION

Modern trends on globalization and information society are leading to the dominance of a certain discourse type in communication. Discourse studies, in general, are one of the most widely discussed and researched areas in linguistics. Yet, there is room for further and further investigations of different aspects of discourse. Besides, even the term itself can be explored from different perspectives.

Most prominent linguists such as T. van Dijk, N. Fairclough, T. Dobrosklonskaya, M. Zheltuhina, V. Karasyk, and many others have tried not only to interpret and investigate discourse but also paid particular attention to one of the most critical types of it – mass media discourse. The so-called information society was the main reason of mass media discourse appearing. Years ago, mass media was viewed only as a source of spreading news but now linguistic and sociological studies conduct deep researches into it as a powerful manipulative tool and a generator of public collective opinion. With the influence of that type of discourse, people are able to form a certain portrait of not only personalities discussed but also of the whole countries. It is now in the process of modern scientific investigations whether such effect can be identified as positive or rather negative. All in all, what are these crucial factors that are making such global changes in people's outlook after reading this or that news source?

Therefore, this research looks deeper into a particular sphere of news reporting in the media. Chosen sources provide their view on political events in Ukraine during the last almost 10 years. This period was particularly turbulent for the country because the discussed events have caused complete turmoil not only in politics and in the lives of average citizens but also on the international arena. Countries should decide which side to take, whom to support and how to present the news to their nations. Political events in Ukraine assisted ordinary people in striving for liberty, in choosing real friends, in realizing who is ready to sacrifice their lives for better future of next generations. However, the fight is not still

finished. Ukraine is facing more and more challenges each year. Therefore, **the relevance** of this research paper is determined by the deep interest and necessity of further investigation of the specific approaches of Western mass media to transmitting news about the current Ukrainian state of affairs.

**The aim** of this research paper is to conduct the investigation into discourse studies in modern linguistics and, according to the results, to classify common and different linguistic and extralinguistic tendencies of the chosen materials.

**The object of the research** is Western mass media discourse and its main peculiarities depending on the source country.

**The subject of the research** is indication, systematization of linguistic and non-linguistic features and their classification according to the main tendencies of their usage in the chosen sources (texts and video materials) of Western mass media.

**The objectives of the research** are the following:

- To survey the literature concerning discourse studies;
- To distinguish main approaches to conducting critical discourse analysis;
- To identify the interpretation of mass media discourse and its typology;
- To investigate rhetoric and manipulative strategies in mass media discourse;
- To conduct critical discourse analysis of British and American mass media sources which report on political events in Ukraine;
- As a result of CDA, to reveal and highlight the main tendencies of abovementioned sources.

**The novelty of the research** lies in the fact that this research attempts to generalize the most prominent of existing theoretical approaches to (mass media)discourse analysis in order to formulate the most complete and modern one.

**The theoretical significance of the research:** collecting, summarizing different viewpoints on the specifics of mass media and assembling the portrait of the most distinctive Western mass media peculiarities.

**The practical significance of the research:** it may be used further in not only precisely linguistics (especially in discourse studies) but also in closely interconnected sciences and spheres, such as journalism, psychology and sociology.

**Methods of the research:** they can be divided in theoretical and empirical.

To the first type, one should classify: *generalization* (making conclusions from particular observations); *classification* (is used in both theoretical and empirical research; i.e. grouping the results of the research according to one or more distinctive features); *prediction* (drawing conclusions based on tendencies of development of a subject of research);

Second (empirical) type includes: *analysis* (decomposition of research subjects into constituent parts and their further research); *comparative method* (establishes similarities of subjects of research, defines their differences, reveals the general tendencies); *classification*; *generalization*.

**The structure** includes the introduction, the main body (which includes correspondingly 2 chapters of theoretical and practical research), the conclusion, references and appendices with supporting illustrative materials.

**Supporting materials** for the research are the most influential mass media sources (mostly articles and videos) of the UK and the USA, namely: *BBC News*, *The Guardian*, *The Times*, *TIME*, *The New York Times*, *NBC News*, *Atlantic Council* and *NETFLIX*.

# **1. MASS MEDIA DISCOURSE AS A LINGUISTIC PHENOMENON**

## **1.1. Discourse Studies in Modern Linguistics**

First and foremost, it is worth mentioning that the term “discourse” in modern linguistics has partially lost its former interpretations and nowadays possesses numerous new explications through its re-exploring in interdisciplinary consideration of language. However, according to M.Makarov and O.Mendzheritskaya, the modern study of discourse has its roots in the 1960s [26]. The beginning of the discourse theory was initiated in the works of Russian formalists (in particular, the research of the morphology of Russian fairy tales by V.Propp [72] ), in studies of the language use of the German linguistic school by P. Hartmann and P. Wunderlich, in Fers's functional structuralism, in the sociolinguistic analysis of communication by American linguists E. Scheglof and Sachs, J. Hampertz's anthropological research, in the logical-semiotic description of different types of texts and modeling of speech generation of French poststructuralists, in the sociology of language by Erwin Hoffman, in analytical philosophy, in cognitive psychology, psycholinguistics [26].

The term "discourse analysis" was first introduced by the American linguist Zellig Harris. He used this term as a method of analyzing coherent speech. Later, this term was associated with the German term "Textlinguistik", as well as with the term "linguística del texto" by E. Koceriu [71], i.e. the terms "text" and "discourse" corresponded to one another. The distinction between these terms begins in the late 70's - early 80's of the XX century [73]. The text was identified as a formal construction, and the discourse acted as an actualization of this construction in connection to the extralinguistic factors [1]. Discourse at this time was analyzed using only experimental and descriptive methods. According to S.Mills, the term "discourse" has more interpretations than all other terms in literary studies and cultural theory [27].

The well-known researcher of discourse T. van Dijk points out that the term "discourse" can be used in the following meanings:

- 1) discourse in a broad sense can be written, spoken, as well as have a verbal and nonverbal component;
- 2) discourse in the narrow sense is defined as a written or spoken product of communicative action;
- 3) discourse as a specific conversation is always connected with specific conditions and context;
- 4) discourse as a type of conversation is related to the types of verbal products, not to specific communicative actions;
- 5) discourse as a genre, namely, scientific discourse, political discourse, etc .;
- 6) discourse as a generalized idea of a certain historical period, culture, community.

Modern approaches to researching discourse can be classified according to the basic scientific orientation of the scholar. So, Debora Schiffrin in her work *Approaches to Discourse* provides the discourse classification based on three principles [32].

The first one is based on fundamentals of the formally and structurally oriented linguistics. Based on this approach, discourse can be defined as a language that is of higher level than a sentence or phrase: "language above the sentence". This definition was supported also by such scholars as Borbotko, van Dijk, Kinch, Koch, Makarov, Moskalskaya, Nikolaeva, Palek, Stenstrom and Stubbs. V. Zvegintsev within this approach emphasizes the semantic connection, claiming that the discourse is "two or more sentences that are connected in meaning" [62]. A similar definition is found in the fundamental work by David Crystal *A dictionary of linguistics and phonetics* [5], who believes that discourse is "a continuous stretch of language that is larger than a sentence." The researcher also claims that discourse has a pre-theoretical status in linguistics and contains a set of behavioral features. T. Nikolaeva points out that "discourse is a polysemic term in the text linguistics, which is used by many authors in almost homonymous meaning." [77] This concept is equated to a coherent text, an oral-spoken form of

a text, a dialogue, a group of expressions that are interconnected in meaning, speech production (oral or written) as a given. However, T. van Dijk and W. Kinch later note that discourse is "not just a given of the text, but the systemic linguistic structures of the whole text." The basis of this approach is building a hierarchy of components and relationships between them that form a single whole [55]. Therefore, V. Karasyk argues that this approach combines structural-syntactic and communicative interpretation of discourse [74].

So, according to the first approach, the discourse is equated to a fragment of the text or the expanded meaning of the text from the addressee's perspective. It can be a supra-phrase unity, a paragraph, or a group of lines in a dialogue. In the communicative approach, discourse is perceived as verbal communication, dialogue, dialogic expression, a speech. The disadvantage of this approach is the extremely high level of abstraction.

The second approach in the understanding of discourse is functionally based, where discourse is understood as the use of language: "the analysis of discourse is, necessarily, the analysis of language in use", where the functions of discourse are directly related to the functions of language. This approach is close to the ideas of the Prague School, whose representatives believed that "linguistic analysis should be approached from a functional perspective" [51]. Therefore, a language is a system of means of expression that serves a specific purpose.

Deborah Shifrin's third interpretation of discourse is based on the interaction of form and function, where discourse is equated to expression ("discourse as utterance" [67]) and is a set of functionally organized, not just formal units of language.

In the linguistics apart from the approaches mentioned above there are also other understandings of discourse. For example, in the works of the scholar van Dijk, discourse is interpreted from a cognitive perspective [1; 6; 8; 9], where it appears as an interaction between language and reality, which is the key to understanding the world. Defining characteristics of such a discourse are goals and interests, and what is important is not just the situation, but the idea of it or the

participants' interpretation of the situation. Kubryakova supports this idea and claims that the discourse is associated with the creation of speech behavior [65].

Karasyk in his works defines two more approaches to discourse analysis, which are structural-stylistic and socio-pragmatic [74]. In the first one discourse is understood as a non-textual organization of spoken language, characterized by division into parts, the dominance of associative connections, spontaneity and high context. Meanwhile from the socio-pragmatic perspective, Arutyunova observes it as a coherent text combined with extralinguistic-pragmatic, socio-cultural, psychological and other factors; it is a text in the situation; it is speech, which is considered as a determined social action, as a component involved in the interaction of people and the mechanisms of their consciousness (cognitive processes) [76]. Thus, according to these interpretations and approaches to studying discourse it can be concluded that the main characteristics of discourse are the coherence of the text, the situational aspect, the conditionality of extralinguistic factors and the determination of social action.

In addition to the importance of extralinguistic and verbalized speech and thinking activities, the other scholar Krasnykh considers text as a basic unit of discourse, i.e. discourse is defined through text or text through discourse [78].

In a conclusion, it should be said that despite the large number of interpretations of the term and approaches to the study of discourse, it remains ambiguous. Based on this, one can attribute this concept to the linguistic universals, because the range of its interpretations continues to expand. Since the understanding of the term "discourse" in the modern tradition is closely related to cognitive research, there is a kind of triad: the addresser of the information, the addressee and the text by means of which this information is transmitted. The prospect of further research in this direction is the study of the relationship of discourse with the basic linguistic concepts of "text" and "speech".

## **1.2. CDA (Critical Discourse Analysis)**

A key place in the modern methodology of studying the interaction of language and society belongs to critical discourse analysis (CDA), which conducts

a research into relations between discursive and socio-cultural dimensions. This is the most general interpretation of CDA. Moreover, different scholars provided their own understandings of this type of discourse analysis. T. van Dijk suggested that Critical Discourse Analysis is a type of discourse analysis that primarily studies how the abuse of power, domination and inequality are established and reproduced in texts and conversations of a political and social context [4]. The main principles of critical analysis, according to Van Dijk, Fairclough and Wodak, are the following:

1. Critical discourse analysis addresses social issues;
2. Power relations are of a discursive nature;
3. Discourse creates society and culture;
4. Discourse takes part in the creation and functioning of ideology;
5. Discourse can be considered from a diachronic perspective;
6. The link between text and society is established;
7. Discourse analysis is interpretive and explanatory;
8. Discourse is a form of social practice [16; 48].

Despite the similarity of issues and the generality of the system of categories such as tense, deixis, metaphor, attribute, argumentative topos used by CDA scholars, the theoretical basis and methodology of different schools of CDA have some differences.

Some linguists prefer deductive methods, the research of others is dominated by experimental approaches. The former construct their theories using a relatively small number of examples; the latter base on reliable and objective data obtained because of a large number of experiments. According to these tendencies in CDA, one can distinguish some dominating approaches in this sphere:

- 1) Dialectical-Relational Approach by N.Fairclough;
- 2) Socio-Cognitive Approach by T. van Dijk;
- 3) Discourse-Historical Approach based on the ideas of Frankfurt school and J. Habermas.

The first Dialectical-Relational approach was developed by one of the founders of CDA N. Fairclough. The central point is the examination of the relations between discursive practice and social structures, which are complex and changeable over time. Discourse contributes to the formation of social identity, social relations and systems of knowledge and meanings. Therefore, it has three following functions: the function of identity, relational and ideational functions. The scientist operates with terms such as "dominance", "resistance", "hybridization of discursive practices", "technologisation of discourse" and "conversationalization of public discourse". The pragmatic aspect of this approach is that language is considered as a form of social practice, closely related to the mechanisms for the implementation of power, during which power agencies construct, reproduce and change the surrounding reality, while simultaneously experiencing its influence, which, according to N. Fairclough, forms the basis for Linguodidactics.

The scholar distinguishes two dimensions of discourse in critical discourse analysis:

- communicative event (the example of language use, e.g. an interview, a speech),
- the order of discourse (the configuration of all types of discourses that are used in any social institution or social area). Discourse types are composed of styles (discourses) and genres. Genre – the use of the language, which is part of a separate social practice such as, for instance, an interview genre.

According to N. Fairclough, three dimensions of a particular communicative event should be distinguished as following [13]:

1. The object of analysis (including verbal, visual or a combined text).
2. Discursive practice composed with the processes of creating, producing and consumption of the text (reading/speaking/planning and reading/listening/looking).
3. Social practice i.e. socio-historical conditions that guide these processes.

[See Figure 1]

Each of them should be studied in the most suitable manner accordingly. For the first of them it would be text analysis, i.e. decryption, description, highlighting its linguistic features; for the second dimension - the analysis of the processes (interpretation), and for the third one - social analysis, which while using non-discourse means allows to explain the results obtained in the previous steps [31].

Therefore, the main aim of CDA is to observe the connection between language use and social practice. In addition, the purpose of Fairclough's three-dimensional model is to provide an analytical scheme for discourse analysis. The model allows suggesting that a text cannot be analyzed in isolation, instead, the social context and other texts should be taken into consideration. N. Fairclough offers three stages of the analysis accordingly.

The first stage is the consideration of a social problem closely related to the text analysis. The reason for that is the fact that texts are indicators of social change. Discourse is organized, according to N. Fairclough, by social structures and practices, as well as social agents - people involved in social events [14]. Discourse and social structures are mutually constitutive entities; social structures create a discursive event, and it forms social and political reality [12]. The second stage of the CDA is a structural analysis of the context and positions of social actors, taking into account the timing of the sentence, transitivity, modality, as well as other semiotic systems, for example, body language and visual images. At the third stage, the study of interdiscursiveness is conducted in order to determine the role of discourses in the processes of social change.

One of the advantages of the Dialectic-Relational Approach is its interdisciplinarity. CDA deals with the interpretation of discourse in terms of pragmatics, conversational and narrative analysis, rhetoric, stylistics, sociolinguistics [12]. From the standpoint of Dialectical-Relational Approach to CDA, the integrative goal of research determines its interdisciplinary methodology, namely: the establishment of the ideological functions of language in the production, reproduction and changes of social structures, connections, subjects, disclosure of backbone of power and domination, as well as the analysis of implicit and at the

same time obvious exposure of discrimination, domination, power and control expressed through a language.

Another significant approach to CDA is Socio-Cognitive Approach by T. van Dijk. It is based on the interrelation between cognitive structures, discourse and society. The central point in this method is occupied by such notions as discursive reproduction of stereotypes, ethnic prejudices, power abuse by elites, resistance by dominated groups. In his work *A new agenda in critical discourse analysis*, Van Dijk points out that by coding information in discourse dominating structures not only form new collective knowledge about the world stored in short-term and long-term memory, but also renew existing one. Linguistic mechanisms “embedded” in the text reproduce power relations in society through discourse. The process of decoding information in discourse, in turn, forms our outlook, structuring social reality (and therefore future discourses). T. van Dijk singles out structural knowledge (so called “K-device”) as a tool for production and better understanding of discourse. This concept, which is the ratio of personal, interpersonal, group, institutional, national and cultural knowledge, is used for self-presentation of the group and separating it from others [7].

Discourse is interpreted as a set of a text and socio-cognitive factors. According to T. van Dijk, firstly, it should be studied as a text using analysis at the syntactic, semantic, stylistic and communicative levels. Secondly, the production processes, receiving and understanding of information by the interlocutors must be considered. Thirdly, discourse should be understood as a sequence of contextualized, controlled and purposeful actions performed in society, i.e. discourse is a form of social actions taking place in a context [11; 56]. An obligatory stage of research is to determine the relationship and interdependence of semiotic structures of discourse and social structures. The latter, according to N. Fairclough and R. Wodak, are introduced, established, legitimized, approved or disputed by text and speech [12].

T. van Dijk believes that while conducting a CDA it is necessary to take into account the category of context in terms of *S. Moscovici's social representation*

*theory* [23] according to which with the help of social representations a person, as a member of a social group reconsiders all phenomena and processes that occur in their social context. Contexts are the subjective constructs of the discourse participants and include the cognitive, social, historical, cultural and political components of the communicative situation, from which the conceptual model of textual or conversational structures is derived [10]. T. van Dijk argues that each context controls a specific type of discourse and each discourse depends on a specific type of context. The researcher introduces the concept of “a contextual model”, which is defined as a mental model represented in episodic memory. Contextual models control many features of discourse generation and perception, speech acts, style, choice of lexical means, format, rhetoric, semantic strategies [56]. T. van Dijk supports the idea of the analysis of semantic macrostructures, meanings of words in a specific text, formal structures, global and local structure of discourse, specific linguistic implementations and context. He pays special attention to coherence, the choice of vocabulary and topics, rhetorical figures, speech acts, propositional structures, implications and implicatures, hesitation and changing of communicative roles.

The third Discourse-Historical Approach conducts the analysis, the main aim of which is to observe the way how powerful elites use a language in order to maintain their domination. Nowadays, scholars consider issues of power, the potential of political discourse as an instrument of social supremacy for creating identities and particular strata. J.Habermas’s theory is one of the main basement for this approach. This scholar suggests the rational action to be one of the key concepts, and strategic and communicative action aimed at success is opposed to the communication focused on gaining understanding. According to R. Wodak, discourse is a product of communicative action, expressed in speech form (text form or conversation), a socially constitutive and socially generated form of social actions [12].

An obligatory stage of the research is to carry out textual and contextual analysis. Meanwhile, the context model is considered as a complex phenomenon

that includes four levels: 1) linguistic co-text, 2) intertextual and interdiscursive level, 3) extralinguistic level, 4) sociopolitical and historical level.

The Discourse-Historical Approach has contributed to the emergence of a number of analytical and descriptive tools, which are based on linguistic models of analysis and the theory of argumentation. In particular, its key concepts are associated with the establishment of the following discursive strategies: 1) referent of social actors; 2) predication of their social actions; 3) argumentation and argumentative schemes based on certain topos, through which social actors try to justify and legitimize political inclusion or exclusion, discriminatory or preferential treatment; 4) creating perspective - perspectivization, by which a social actor or group is characterized from the point of view of the speaker/writer; 5) intensification/mitigation, modifying the illocutionary effect of an utterance in order to increase or decrease the intensity of its incentive charge [2].

One of the strengths of this approach is the combination of observation, theory and practice, as well as orientation towards finding and integrating information in relation to different levels of written and spoken text. In addition, an important part of the Discourse-Historical methodology, in particular, in the study of genres, are historical, political and sociological analyses, aimed at defining the number of effective methods of providing a pragmatic impact on the audience, contributing to the creation of prejudice in discourse.

These were three approaches that are the most important and widely used in CDA. Apart from them, three more frameworks are worth mentioning: CDA by Duisburg School, System-Functional by M. Halliday and Mediated DA by the Scollons.

Significant influence on the first of them was made by the works of M. Foucault, the main idea of which is that it is discourse that determines the content. According to S. Jäger, the leader of Duisburg School Approach, the perception and understanding of discourse by an individual depend on their position in the system of historically conditioned connections and represent an institutionalized model of behavior, thinking and speech. Discourse is viewed as an institutionalized manner

of speech that regulates the action of certain relations and thus creates the preconditions for the emergence of power asymmetry. Social actors should be characterized as subjects woven into socio-historically given "discursive contexts" [2]. During CDA, special attention is drawn to the topical relation of a certain discourse fragment to a particular public discourse and discursive practices, i.e. verbal means of communication [21].

System-Functional Theory is fundamentally based on Systemic functional grammar by Michael Halliday who suggests that different linguistic descriptions of the same fragment of social reality construct this fragment in different ways. The scientist considers language as a system of "potential meaning", or a set of tools that affect the process of speech activity in a certain social context [18]. Therefore, the same historically occurring event can be characterized, for example, as a riot, demonstration or protest, while social actors can be presented either as active social figures, or as victims depending on the speaker's choice of appropriate grammatical structures.

Mediated DA has a lot in common with Discourse-Historical Approach and focuses on the diachronical study of discourse, while texts are viewed as situational discourse [33]. In addition, the Scollons refer to the ideas of French sociologist Pierre Bourdieu in particular, to the notion of habitus - a system of solid acquired dispositions designed to function as special structures, i.e. principles that, integrating past experience, determine perception, judgments and actions, generate and organize practices and representations objectively adapted to achieve certain results but does not imply a conscious focus on these results [54]. According to R. Skollon and S. Skollon, discourses are always present where a person is a social actor involved in various social groups [33]. Therefore, one of the aims of Mediated Discourse Analysis is to find a connection between the action of the individual and the public discourse.

The variety of theoretical and methodological directions of the CDA proves the fact that it is constantly developing and improving in accordance with the tasks set, as well as its feasibility and empirical value. Critical understanding of the

capabilities of CDA and the practice of its application in linguistic research lead to the emergence of a whole series of new directions that accentuate certain aspects of communication.

### **1.3. Mass Media Discourse (MMD)**

A distinctive feature of modern linguistics is its focus on the human factor in language, on understanding the linguistic conceptualization of the world. Therefore, anthropocentrism, the basic idea of which is that scientific objects are studied, first of all, according to their role for a person [50], has become the most important methodological principle. Discourse is the central category of “human life in language” (E. Benveniste), which “inscribes” the diverse social and communicative practice into cultural texts. Its most significant form, which implements the most important processes of social self-cognition and forms a person's worldview and their conceptual picture of the world, is presented by mass media. The concept of mass media discourse in scientific research practice was established thanks to the works of T. Dobrosklonskaya, and, according to whom, means a message with all other components of communication (a sender, a recipient of a message, a channel, feedback, a communication situation or context) [57]. Apart from this definition, Mass Media Discourse has another interpretations. Mass Media Discourse is a functionally underpinned type of discourse, a set of diverse and interactive processes and products of speech activity in mass communication [58]. I. Kozhemyakin considers this term as a thematically focused, socio-culturally conditioned speech-thinking activity in the mass media sphere [64]. Mass Media Discourse is viewed as a reality created by the mass media, which mediates the production, accumulation and distribution of socially important information [66]. The importance of Mass Media Discourse as a significant and popular means of communicative action nowadays, the presence in the scientific community of numerous approaches to the interpretation of this term allows researchers to identify its semantic, structural and functional features.

M. Zheltuhina suggests that the main features of Mass Media Discourse are: group correlation (addresser shares the views of their group); publicity (openness

and focus on the public); dissent orientation (creating a contradiction with the following discussion); wide-scale orientation with the simultaneous impact on several groups [61]. An important principle of Media Discourse is its focus on the recipient. The addresser must take into consideration a large number components of the addressee's background (age, gender, professional, social, cultural and other factors), which help to clarify and supplement the concept of "addressee factor". Some media focus on a specific recipient, their picture of the world and language consciousness. In this way, the audience keeps the same expectations regarding the form and content of communicative actions [69].

In discourse studies there are a huge number of different approaches to the typology of Mass Media Discourse. The most general classification is based on the means/channels of transmitting the information and is supported by such famous above mentioned scholars as T. van Dijk, T. Dobrosklonskaya, D. Crystal, M. Zheltuhina and others. It distinguishes the following MMD types: print media discourse; radio discourse; television discourse; Internet discourse. Scholars also classify Mass Media Discourse according to the form of media texts: oral mass media discourse and written mass media discourse. According to the social sphere where the action takes place, linguist A. Golodnov distinguishes such types MMD as political MMD, economical, scientific, sport and educational MMDs. O. Mendzheritskaya pays attention to different strategies of presenting information and different ways of cognitive reflection of reality and suggests the following MMDs: discourse of "quality press"; discourse of popular press (tabloid press and glossy magazines separately); discourse of specialized publications, such as scientific and popular science publications. The linguist notes that all these publications differ from each other both in the cognitive attitudes of the addressers and the ability to perceive them by the target audience, and therefore different ways of transmitting information (linguistic and extralinguistic) in the text [68]. Considering a great variety of genres in mass media, O. Shiryayeva distinguishes: news discourse (genres: news note, news with expert comments); reportage (genre: reportage); information-analytical (genres: analytical article, editorial article,

correspondence, analytical review, analytical interview); essay (genres: essay, editorial column); advertising (genres: slogan (microgenre), advertising article, advertisement); PR-discourse (genre: press release) [79]. The typology of mass media discourse uses the approaches of the general theory of discourse analysis, sociocultural, linguistic, cognitive, pragmatic studies. Scholars base various criteria and components of this discourse based on their classifications: channels of information transmission, form of communication, socio-functional orientation, information presentation strategies, tone of communication, etc. Although for modern linguistics these approaches to the classification remain ambiguous because in many of them similar or the same criteria are used and/or because of the presence in its structure of a large number of different factors: process and result, cognition and communication, dynamism and concentration, influence and resistance, cause and effect, the interests of the addresser and the addressee.

In regard to the structure of MMD, one may imply that in discourse studies this issue is still unsolved. Some scholars suggest adhering to the idea of the process and result of speech activity of a person who has already some background knowledge. According to this principle, three levels of such an individuality in the mass media sphere are distinguished: media-oriented, linguo-cognitive and motivational levels. The first one is related to various access means of the person to the world and their perception of it. Media-oriented considers the perception as a creative process of how one draws their attention to particular objects, collects only pieces of information that are needed. The next level is represented by a general picture of the world, the division of which is conducted using mental structures such as binary oppositions, concepts and frames. Conceptual worldview determines the place of addressee in the world and discourse; concepts structure a picture of the world and construct referents; mental schemes of their interaction reflect a communicative situation. Motivational level of language personality refers to the needs which determine personal development and behavior, the texts construction, establish a hierarchy of meanings and values in the language model of the world [70].

Speaking about main functions of MMD, one may distinguish the following: informative; regulatory (combines the ideological function, the functions of social control and manipulation of public opinion); educational; entertaining; phatic (establishing contact between the publisher and audience); advertising.

On the one hand, the key value of MMD is information which appears in different contexts such as the right of the person to obtain objective information, meeting information needs and information society, but on the other hand nowadays information production and its management are becoming an ideological, cultural and marketing project. Accordingly, MMD takes an active part in the implementation of public thought and the formation of a conceptual picture of the world of the individual [60].

To conclude, means of MM are not only tools for the exploring of the world and keeping public balance, but also can manipulate the individual and collective consciousness according to what is dictated by powerful parties.

#### **1.4. Rhetoric, Persuasion, Manipulation in Mass Media Discourse**

It's the matter of fact that in the post-industrial society power can be found not in physical strength or weapons, but in information. The modern era may well be called informational because of a paradigm shift in collective values, such as traditions, social stereotypes and ethical standards. Nowadays mass media have become not only a transmitter of information, but also provided a wider range of new instruments for managing the facts presented according to the requirements of the individuals or legal entities interested [25].

Media discourse is dialogical. Its main purpose is to form a special model of the world in the mind of the addressee, while the functional purpose of language units is focused on the content that should be received by the addressee. Understanding the content of the media text message by the recipient occurs with the usage of their social experience. The author of the media text simulates the conditions of communication in such a way that it supports closeness to the recipient. The reference directly depends on the intentions of the speaker and the

expectations of the listener. Besides, it was experimentally proven that there is a link between the degree of message simplicity and its perception. Since the media are mostly focused on the public, certain criteria have been developed for journalistic materials that regulate the complexity of lexical items and grammatical constructions. The media have become the main tool for disseminating texts and messages that affect the public consciousness. Materials given by and through the mass media conduct psychological effect on people. Recently, all the spheres related to information and influence on collective and individual consciousness have enormously developed, and the knowledge bases especially in psychology, sociology and PR have become deeper. All the mentioned tendencies led to the creation of the term “manipulation” [80].

Since manipulation techniques purposefully and successfully affect a significant part of information consumers, information generators in democratic societies completely replace the former undemocratic methods of governance. Information communication is carried out by someone and with a particular aim. Everything that happens within is directed to the achievement of certain goals of social groups or individuals. The gradual stages of interaction can be presented in the form of certain phases, each of which is based on the state of information and the nature of the relationship:

- 1) Contact - there is contact with the basic fact that appears in the process of human activity. This is a necessary requirement for the beginning of information exchange.

- 2) Conduct – during this stage, information is conducted, and the received information, which acts as content, is given one or another symbolic form, thereby creating a message. To this stage, one should also include all procedures related to the organization of information and its formation arrays for further transmission.

- 3) Transmission - the one who transmits and the one who consumes are indicated only by the corresponding potential, which is actualized at this stage. Here is the transfer of information using the correspondent technical system.

4) Consumption - a complex process characterized by the active involvement of psychological mechanisms. Changes in the system of attitudes and value orientations begin finally here.

5) Post phase - the effect of information on the consciousness can occur not only once, at that moment, but also characterized by a temporary duration. Information, therefore, can continue to affect the psyche for a long time, regardless of whether this process is realized by the consumer or not.

Specifically, the inclusion of mechanisms that implement manipulative action, takes place in the phases of transmission and consumption. In the post phase there is an accumulation of involuntarily assimilated information that can have a hidden effect on consciousness, which is a good basis for the following series of manipulative actions on the consumer [81].

According to A. Moles, manipulative information may be delivered in two forms: esthetic and semantic information. Esthetic information, in direct contrast to semantic information, does not obey the general laws of logic. Semantic information engages people to act according to their beliefs and interests. Semantic information out in the open motivates a person to do certain actions. It appeals to the logic and common sense of an individual. Esthetic information is the one that prevails in messages and stories transmitted by/through the media. Unlike semantic information, it is not obvious. Esthetic information does not so much reflect the real state of affairs, as it causes certain mental states, reactions and emotions in the audience. The information transmitted this way becomes more stable for the audience than the facts and arguments expressed in the form of semantic information. Because of esthetic information, people often vote against their beliefs and interests, and this is a direct result of the media manipulating through the esthetic information they transmit [28].

In mass media, scholars distinguish certain manipulative techniques, one of the most common of which is the distortion of information. For example, professor Ye.Dotsenko explores such specific techniques as facts falsification or a shift in the semantic field of the concept. The other researcher S. Kara-Murza identifies a

wider range of such techniques as fabrication of facts, manipulative semantics, simplification, stereotyping [63]. Almost always distorted information is used with the appropriate method of presentation. Here one should note such techniques as assertion, repetition, fragmentation, urgency, sensationalism, as well as the lack of alternative sources of information (or lack of alternative information). First and foremost, fabrication of facts, or in other words, direct deception, the most often used technique is carefully implemented in the media. While the general facts stay untouched, some small details that cannot be noticed at once by an average consumer, lead to polarization of the whole message [59].

Another method of manipulation is information silencing, the main aim of which is to create in the addressee's consciousness the illusion of independence, the illusion of pluralism of information channels, provided that the whole system is subjected to a single orientation established by the addresser. In addition to silencing "unnecessary" information and thus creating a "virtual" world instead of reflecting reality, the media widely use the principle of so-called noise democracy, i.e. the inevitable concealing of the message in a chaotic flow of meaningless, empty information. Manipulative semantics appeals to changing the meaning of words and concepts. It means to "create" a message from fragments of a statement. This changes the context, and the same words make a completely different meaning. The individual "pieces" of the message do not seem to be a lie, but the result of their mixing may not correspond to the reality [59; 63].

Moreover, the press has played a crucial role in the process of "crowd formation" in the society. The man of the masses was mainly created by the press. The media, in contrast to high culture, is aimed at the collective, not individual. Since people subconsciously tend to primitive explanations, the media deliver facts in intentionally simplified form. A person must accept the message effortlessly, without struggling and critical analysis. This principle of influence is called simplification [63].

Assertion and repetition are also widespread techniques in the press and can be classified as the subtypes of simplification. The first one allows addressers to

express the main idea in a "short, energetic and impressive form" - in the form of a statement or assertion. It also means asking the audience to accept the idea without discussing what it is, without weighing all the pros and cons, and answering "yes" without critical thinking. Repetition incorporates into assertions additional amount of persuasion and turns them into compulsive thoughts. Hearing them repeatedly, in different versions and for different reasons, you finally start to be overflowed with them. Being compulsive, repetition becomes a barrier against opposite opinions. Thus, it minimizes reasoning and quickly turns the thought into an action to which the masses have already formed a conditioned Pavlov's reflex.

Dividing the whole problem into separate fragments (fragmentation), so that the reader or viewer could not connect them together and comprehend the problem is one of the special and important aspects of simplification as well. H. Schiller refers to the example of fragmentation in talk-shows where whatever is said, everything is completely dissolved in commercials, comic tricks, intimate scenes and gossip [53].

One of the criteria for successful and justified fragmentation is the urgency, immediacy of information. This is one of the most important principles of the American mass media. It is believed that the sense of urgency that is pumped up dramatically enhances their manipulative capacities. Daily or even hourly updating of information deprives it of any permanent structure. People simply do not have time to comprehend and understand the messages which are replaced by others, newer ones. From Schiller's point of view, the brain turns into a sieve into which a bundle of sometimes important but mostly empty messages falls every hour [53].

The use of sensations allows to fragment information so that a person never receives a complete idea. It is a message about events, to which such high importance is added that almost all the public's attention is concentrated on them. Under a sensation, the addresser can conceal important events or information that the public should not pay attention to.

The media have become the main tool for disseminating messages that affect the public consciousness. Strategy of "closeness to the people" has two planes of

expression. On the one hand, it is the creation of a positive impression on certain ideas or personalities by emphasizing their closeness to the people, and on the other hand - the creation of a simplified, stereotypical and biased viewpoint of a recipient. This tactic is implemented at different functional levels: grammatical, syntactic, lexical-semantic and stylistic. Simplicity and one-sided presentation of information are very important in terms of forming in society stereotypical thinking. This is especially important in the formation of attitudes to the problematic issues of the country.

### **CONCLUSION TO CHAPTER 1**

Discourse studies began already in the middle of XX century in the works of British, American and Russian scholars of different areas, from functional structuralism and anthropology to sociology and cognitive psychology. At first the term “discourse analysis” was closely associated with text linguistics but later on there were many other interpretations. One of the most famous linguists T. van Dijk considers discourse not only as a text under the influence of extralinguistic factors, but also it can be a genre, or even an idea about a certain historical period. Deborah Shiffrin made her own classification of discourse in which she explores it with the use of three main approaches. Discourse is a higher structure than a sentence, the components of which help the addressee to understand the meaning of this fragment. This approach can be called structural-stylistic. The second one is based on the functional use of language, i.e. each element has a particular aim. And the final approach investigates the interconnection between structure and meaning that is formed with functional units in the text. In later researches, there are tendencies of paying particular attention to coherence of the text and, as a consequence, cognition. The scholars consider discourse in relation to the extralinguistic factors – the situation, psychological factors of the speakers’ behaviour and socio-cultural factors. The key role in the discourse is taken by the perception of the message by the addressee, the interaction between interlocutors and their background.

Among different types of discourse analysis there is Critical Discourse Analysis (CDA), which is often used for research into the relation of discursive elements to social factors. T. van Dijk points out that CDA is to be used for analysis of the widespread usage of these relations in the establishing global social issues, such as creating ideologies, power abuse, inequality in texts. The main categories of this type of analysis are argumentative elements, deixis, metaphor, tense, attribute. CDA researchers choose different approaches from deductive with hardly any examples to experimental that find the necessary unbiased data through a large number of experiments. According to the main tendencies in CDA three main approaches can be distinguished, such as Dialectical-Relational Approach by N. Fairclough, Socio-Cognitive Approach by T. van Dijk and Discourse-Historical Approach based on the ideas of Frankfurt school and of J. Habermas. The first one considers discourse from a diachronic perspective, as a social structure which influence building an identity, interpersonal relations and a system of knowledge in general. T. van Dijk in his approach investigates the connection between discourse, society and cognition. He believes that a person has some mechanisms in their consciousness which predetermine their thoughts, actions and obviously their perception of messages. The scholars preferring the third approach, research discourse as a tool for social domination, influence on the public, and, as a result, leading to emerging of certain prejudices in the society. Still, these are not final methods, because nowadays one can find more and more perspectives from which discourse can be analyzed.

Discourse affects social behaviour and is historically, culturally and, as well, socially predetermined. The cognition of its elements can be used in the implementation of certain ideas, messages in the public consciousness. For all these procedures, mass media is the mostly used instrument. Mass Media Discourse is always addressee-oriented and must take into consideration all the necessary background information about the recipients. MMD texts can be classified according to the medium they use for transmitting their messages, to the genre and also to the specifics of the MM text. The structure of MMD stays

ambiguous, however some scholars distinguish three levels of an individual perception of the mass media which are media-oriented, linguo-cognitive and motivational accordingly. Their principle idea is how a person chooses a medium to find out new information, how they perceive the given message and what triggers people to establish some social relations, to create texts with a certain aim, etc. Considering main functions of MMD, it should be noted that now mass media texts have not only a goal of providing the information, but also to conduct certain influence on the consciousness and decisions of the recipients.

This influence is often called manipulation because of its hidden effect. An average person can never notice such widely used manipulative techniques as fragmentation, sensations, silencing of important information, facts fabrications and many others. Through these methods, mass media substantially contributes to avoiding critical thinking and turning individuals into people of masses.

## **2. CDA OF MASS MEDIA DISCOURSE**

Mass Media Discourse has a lot of different genres, as was mentioned above. But, from our point of view, when one commences conducting the analysis, there is no better option than the press in all its forms. Having researched and classified the main tendencies and approaches in discourse studies, we concluded that one should summarize the titanic work of previous generations and use the methods proposed in order to analyze in the most objective and versatile manner.

For the analysis, established and influential British and American periodicals and their video materials have been chosen. Their topic touches upon political events in Ukraine in the period of 2013-2020. These mass media discover such important events in Ukraine history as protests on Maidan, War conflict in the eastern part of the country and the international viewpoint on that, Ukrainian President Elections 2019 and Coronavirus pandemic in Ukraine.

Two main stages of the analysis should be conducted: the analysis of the text together with the extralinguistic factors influencing it, and the next stage is how the provided material is to be perceived by the reader, what its main message is, and by whom to whom it is conveyed.

The final point to be discussed is the comparison of similar and different tendencies in providing information by two different leading countries mass media, i.e. in what way the material is organized, where the focus is pointed to, the personal factor of a writer and its effect on the audience.

### **2.1. Linguistic peculiarities of British mass media sources**

First and foremost, detailed research into distinctive features of the headlines of British articles should be conducted. The headline plays the main informational role of any article, as by means of correctly picked up headline it is possible to involve the reader before reading the article. Headlines help the reader to get acquainted with content of the article, quickly receive the principal idea of the material. Whether the article will be consumed or not, it depends mainly on the nature and proper design of the headline. According to the scholar O. Fadeeva, the headlines of Anglophone newspapers perform four fundamental functions:

informational, evaluative, motivating, intriguing which are embodied by certain stylistic means at phonological, morphological, lexical-semantic and syntactic levels [75].

If one takes into consideration British mass media, their headlines differ according to the prints. In *BBC* headlines, there is a prevalence of precise information, usually transmitting the main idea of the article. This source aims at providing news in the natural light, usually not catching reader's attention with subjective mechanisms. At the same time, *The Times* is inclined to use stylistic means more than pure facts. After the analysis of these and several more sources that provided their vision on the situation in Ukraine during the given period, one can claim that there are three main tendencies among their headlines. The first one is concerning the usage of geographical names there. British articles often mention the toponym "*Ukraine*" accompanied by an eye-catching phrase associated with the topic. For instance, such headlines as "*Ukraine's revolution: Making sense of a year of chaos*" [42], "*Ukraine's revolution and the far right*" [41], "*Ukraine: violent clashes...*" [39]. This technique is usually implemented in European mass media texts for their readers to find the required information more easily whereas drawing their attention to possibly shocking news by using emotional lexis. The British sources used in the research also tend to use specific background information concerning key political figures of Ukraine. But the main point here is that these pieces of news are provided in a metaphorical or, sometimes, satirical manner. This tendency can be vividly illustrated in the following headlines: "*The chocolate king* (here the author refers to Ukrainian ex-president P.Poroshenko) *sweet talking his way to power in Ukraine*" [35], "*Ukraine's TV president*(i.e. current president V.Zelensky) *prepares for the real thing*" [40], "*Volodymyr Zelensky, Ukraine's fictional president within reach of real power*" [44]. As a result, Western mass media show their skepticism towards new players in Ukrainian politics and engage the audience to remain cool-headed. Apart from the abovementioned tendencies, there is particular attention to the historical background of the discussed nation as well. If one takes into consideration British

articles about the Revolution of Honour in Ukraine, for example, here are references to the Cossacks period in Ukrainian history. For instance, “*Spirit of the Cossacks rides high for both sides in Ukraine fight*” [34]. In such a way, mass media draw a parallel between these two influential periods and show Cossacks as a symbol of national unity and striving for liberty. The analysis shows that British mass media focus the attention of the potential consumers in the headlines by not only providing general precise information there but also implementing wide stylistic techniques that mainly represent the author’s own attitude or the vision of the print.

Moreover, structural organization is crucial when identifying the perceiving mass media texts. In general, they are always reader-oriented, i.e. their authors have in mind the way in which it would be most suitable for the audience to consume the created piece of writing. If one takes into consideration British press, it may be highlighted that it allows the reader to consume articles quickly by organizing them into small paragraphs. In addition, they often have one or two dramatic topic sentences in the beginning in order to involve the audience in reading and to provide some background important information or for summarizing the main idea. For example, “*A year has passed since the start of Ukraine's "Revolution of Honour*” [42], “*The comedian Volodymyr Zelensky has spent four years playing the leader of Ukraine*” [40]. Apart from topic sentences, the articles always start with an impressive big image relevant to the main idea of the text. Then, there are other pictures according to the contents. Often they show politicians with some particular emotions on their faces. In such a way, the author refers to their (the author’s) positive or negative attitude towards these people. So, there is always some subjectivism in mass media texts.

The introduction and conclusion are the main influential parts in the articles. In the beginning, the authors always indicate national-scale issues or pre-politician life of the personas described. In this part, the journalist can easily represent the European viewpoint on that. In general, despite possible subjectivism, they do not support the ruling party and instead, show solidarity to Ukrainian nation. In a

conclusion part, correspondents often express their personal opinion and provide general statistics. For example, with phrases like *“it is unclear how... I do believe...”* [42]; *“...nationals from Belarus, Kazakhstan, Argentina, Ecuador...”* [39]. Peculiar structural organization proves the interest of British mass media to wider consumering of their articles. Generalizing is the main strategy in key parts of the article. However, there is room for some personal viewpoints of the authors or the prints themselves. If British mass media texts are observed on a general scale, one may argue that this country is quite careful describing European and American reaction to the Ukrainian turbulent period. However, the British do not avoid using specific and, sometimes, abusing metaphorical expressions concerning Ukrainian political figures and movements.

Furthermore, mass media discourse cannot be constructed without certain linguistic and rhetorical mechanisms. Therefore, the next step of the research will be the discourse analysis at the text level. For better perception of the results, one should classify them according to the main branches of linguistics. So, the first peculiarity to be dwelled upon is grammatical and syntactic features. Grammar of British mass media texts is unique because of active usage different transformations. Specifically, they can be identified as subject-object relations, the mood change, modal phrases and reported speech utilizing. Subjects of the sentences are primarily politicians, particular movements or countries, e.g. *“Russia which needs Ukraine...”* [42], *“Vitaly Klitschko tried...”* [41], *“the far right helps patrol Kiev's streets...”* [41], *“Russia backs separatists...”* [38], *“Ukraine will not be able”* [42]. There is also a tendency that an object (an inanimate noun) becomes a subject of the sentence or the passive mood appears, i.e. the author draws attention not to the actors, but to the actions themselves. For instance, *“the same policy had been practiced...”* [42], *“his campaign focused on...”* [38], *“all passengers on board had been screened”* [39]. Sometimes, it's made in order to highlight the event, but in most cases, it is for sounding more objective and avoiding direct pointing at real agents. Furthermore, mass media texts apply a huge variety of different modal phrases. Among them, in the analyzed materials the

most frequently used are those containing *should, must, be allowed to, might, need, would*. This technique is implemented in the analyzed texts in order to call for action (if the author describes particular countries, unions or politicians), to provide a hypothetical scenario or current state of affairs, e.g. *“Ukraine will not be able”* [42], *“Russia which needs Ukraine...”* [42], *“there would be no war...”* [42], *“Ukraine’s president should house them himself...”* [39]. Almost 70% of all the British mass media texts used in the research have indirect speech which is presented with summarizing/reporting verbs such as *say, urge, suggest, deny, realize, insist, weigh in*, etc. Prevalence of this way of providing the information allows the author to, on the one hand, refer to someone’s words not using quotes and save the space, on the other hand, there might be some percentage of subjectivism while choosing this or that reporting verb. This completely depends on the author’s intentions. 30% of the texts include small quotations at the end of them. These are mostly slogans, e.g. *“Glory to Ukraine!”* [41], proper names of particular historical movements, e.g. *“Banderites”* [41], or Western experts viewpoint on the situation, e.g. *““The extreme right, although a minority, was a highly effective minority,” says Tarik Cyril Amar, a professor at Columbia University and expert on Ukraine”* [41]. In addition, British mass media prefer using inversion instead of conditional clauses in order to put some amount of emphasis, e.g. *“Had the revolution not succeeded, President Putin would not have annexed Crimea, there would be no war in Donbas”* [42], *“...had it not been for the barricades on Grushevsky Street..., the revolution would not have succeeded”* [42]. The grammar analysis shows that in the press of the UK the focus is put on specifying the agent of the action as not a person but more significant units, such as states or movements. By rare using of quotes, British journalists are allowed to summarize the main idea in the way they see it and the reader is to see it. Syntactic variations are the instrument of mainly attracting the attention, so they manipulate the consciousness of the consumer.

Apart from grammar and syntactic units, lexical peculiarities also are able to provide a certain effect on the perceiving the given information. The analysis of

the chosen sources illustrates the following tendencies in lexis. Compound noun phrases and adjectives is the most widely used technique of building new noun phrases in British mass media. For example, “*Euromaidan-led; bomb-wielding activists; a boxer-turned-politician; self-defence units*” [41], “*first-hand account*” [42], “*the run-off vote; the comedian-turned-president; on-screen persona*” [38], “*virus outbreak; riot police; far-off area; nuclear disaster*” [39]. Compounding neologisms with adjective+noun, noun+noun, noun+preposition, noun+participle combinations allows the author to create a certain background effect or situational condition of the events or personas. Moreover, in the analyzed materials there were a lot of collective nouns, especially those concerning movements, e.g. *the Nazis, the far right, the Euromaidan*, geography and ethnicity, e.g. *the Donbass, the West, the Kremlin* that refer to them as actors on the political arena or symbols of certain periods or (mostly) negative experience. This can be called a psychological approach because mass media know which topics would be the most shocking and can definitely catch readers’ attention and help them draw parallels with the provided symbols. Apart from combining certain parts of speech, British mass media tend to use negative prefixes, such as *anti-, un-, dis-*, intensifying prefixes like *ultra-, de-, per-*. These elements assist the writer in creating new lexical units which identifying certain phenomena, not only in social and political life but also referring to history. When mass media text describes the events, especially those of a particular sphere of life, they need to use appropriate specific vocabulary. For example, vocabulary units from the military sphere: *tents; barricades and self-defence units; truncheons; snipers; echelons* [58], political sphere: *to annex, to sign the treaty, a revolution, nationalists, activists, a protest, the election campaign, riot police*, etc. [38; 39; 41; 42]. Implementing a common contextual background technique attracts the attention of the audience and allows non-professionals (i.e. ordinary, average readers) to understand the main idea and, perhaps, in the future to express curiosity about the described events. In addition, this specific vocabulary serves as a method of staying unbiased and providing news as they are, without simplifying, in the natural light. Since the chosen

materials are about political events, therefore in the articles there were found a huge number of lexis from the different contextual background. Particular attention is paid to utilizing titles. Through all the articles, there are many references to different political figures by their titles. It is implemented so that the author could avoid tautology and, instead, be more precise. For instance, “*President Putin*” [42], “*UK Foreign Secretary, European Council President*” [38], “*Ukraine’s president*” [44]. Often, in order not to use professional titles and according to Longman Dictionary to sound polite [24], British mass media use abbreviation Mr and the name. For example, “*Mr Yanukovich*” [42], “*Mr Zelensky, Mr Poroshenko*” [38]. Moreover, using a lot of proper names is a usual tendency in mass media texts. They can point out that the author refers not only to some places, names of events but also to vitally important historical periods of the described country allowing the reader to compare the current state of affairs with those events that happened before. E.g. *the Euromaidan, Holocaust, a Celtic cross, World War Two, Revolution of Honour, the Orange Revolution, the Kremlin, Maidan, Anti-Terrorism Operation*, etc. While providing news to the audience, the author has not only to do it as precise as possible but also with the help of toponyms can coin a certain image. For that reason, writers always identify places where the events occur with toponyms. British mass media are not an exception. For example, *Ukraine, Russian Federation, the Donbass, Kiev, Grushevskiy’s Street, European Union, Soviet Union (USSR), Chernobyl*, etc. However, still, in modern British mass media Russian version of pronunciation is actively used to transliterate the capital of Ukraine – Kyiv. One can never claim whether it is just the most common way in Europe to refer to the city in this way, or there is some additional hidden meaning by that. Lexical analysis has demonstrated that British mass media in particular tend to implement a row of key vocabulary features to help the reader not only to receive necessary general background but also to build their opinion on the described events by evoking particular associations.

Rhetorical and literary devices (tropes and figures) are one of the most influential instruments in creative industry. Mass media is not an exception.

Without using proper stylistic mechanisms, the author is unable to fulfill all their creative potential in the article and to influence the audience in a desirable manner. If one considers the most prominent of these devices, then metaphors will obviously take the first place. Metaphors always produce a certain stylistic effect on the audience, depending on the author's intentions. In British mass media about Ukrainian situation, most of them have definitely negative connotation, creating the sense of fear, sorrow, death and war. For example, "*fascists; the ocean of candles and flowers; draconian new anti-protest law; a major player in Ukrainian politics*" [41], "*a line of political dominoes; a path to bloodshed*" [42]. In most cases, British journalists personify countries, often giving them a gender. This approach makes the text sound more poetic and not too formal. E.g. "*Ukraine will maintain her independence*" [42], "*Russia says...; Russia backs...*" [38], "*Maidan...has become an actor*" [41]. Moreover, contrasting notions help to create a sense of diversity in the discussed society or surrounding. For example, "*east and west; gay and straight; Christians, Muslims and Jews*" [41]. At the same time, antithesis provides stark differences between contrasting elements placing them in the same patterns in the text. Such a method allows the readers to obtain and develop their own point of view on the situation and decide what element is good, and what is evil. For instance, "*the peaceful protests - radically-minded participants*" [42]. Mass media implement different symbols for the readers to make a connection with nowadays. Often, they are connected to religion, historical striving for liberty and horrific events of the past. For example, "*a Celtic cross; an American confederate flag*" [41], "*Chernobyl*" [39]. Hyperbole assists the journalist in highlighting a certain action or idea and creating emphasis. In order to transmit the horror which dominated during the described events in Ukraine, British mass media intentionally hyperbolize them, using such phrases as "*chaos*" [39], "*blood-filled melee*" [41]. Journalists apply such opposite techniques as climax and/or anticlimax for putting more tension around the topic. The target audience is highly influenced by the increasing pressure in the sentences and, thus, is more subject to mass media influence. The vivid illustrations of

climax are: “...alongside the political parties, the government and the Ukrainian population as a whole” [41], “...a hatred that roused hundreds of thousands of people from their usual state of political apathy and sent them to Kiev's Maidan to stand under the blows of police truncheons and the deadly aim of expert snipers” [42], and the anticlimax: “Amid the ocean of candles and flowers, at one of the dozens of shrines to dead anti-government protesters, shot during Kiev's horrific violence, there was a small plastic Israeli flag.” [41]. If the news media would like to draw the reader's attention or to highlight a certain subject, then they often use rhetorical questions. Furthermore, they provide additional food for thought to the audience, leaving the question without an answer. For example, “*Did Viktor Yanukovych ever intend to sign the treaty of association with the EU?*” [42]. The analysis of the stylistics of British mass media texts illustrates the fact that apart from general tendency to use stylistic devices for creating certain images, UK journalists implicate their negative attitude towards key political events in Ukraine and especially to those who were a primary cause of that. By emphasizing revolutions, wars and their consequences, they clearly identify them as negative, terrible events which can occur as a result of incorrect political vector of the government.

## **2.2. Extralinguistic factors in British mass media texts**

According to Collins Dictionary, the adjective “*extralinguistic*” refers to that “*not involving language*” [3]. Therefore, it can be claimed that the main extralinguistic factors influencing specifically mass media discourse are non-verbal support: the visual, audio, modes of speech, body language, etc., situational context: social state, the reaction of the world to the situation, etc., and author-reader connection: possible subjectivism/remaining unbiased, personal touches of the writer, skepticism, reader orientation, etc. Non-verbal support plays a crucial role in how the text would be perceived. By the choice of a particular item, the author can easily represent the vision of the print on, for example, the events or politicians. In most cases, negative connotation has the most influential potential here, because people tend to subconsciously focus on something shocking rather

than on smiling happy people in the pictures. Situational context helps the audience to “dive into” the state of affairs, to receive the necessary cultural and social background in order to see the events from a particular perspective, the perspective that is achieved by the authors. Since mass media discourse is addressee-oriented, there is always interconnection between the writer and the reader. Therefore, press authors always provide their personal viewpoint and in such a way can greatly affect building reader’s vision.

If the first point is considered in terms of British mass media texts about Ukraine during the analyzed period, one should distinguish the following distinctive non-linguistic elements there. Such news portals as *BBC* and *The Times* have a tendency to insert big pictures at the beginning of the articles. For example, the priest in front of the riot police (see Image 1 in Appendices) or a shrine to protesters-victims (Image 2), Cossack kissing a girl in traditional clothes (Image 3), Zelenskyi’s victory in elections (Image 4). In the majority of cases, these images either serve as an emotionally striking introduction or transmit the main idea of the headline or the whole text. Not only do the articles start with the pictures or videos, but also they are accompanied by them throughout the contents. Applying this or that image, the author is able to implement their own point of view on the discussed subject. Therefore, some politicians are represented with distinctive body language performing, e.g. Yanukovich talking to Putin and they both have particular facial gestures, perhaps indicating their intentions (Image 5).

Situational context also identifies the presented news materials. If one takes into consideration the fact that at the time of articles publication the UK was a member of the EU, it might well help the researchers to claim that British mass media are very precise while describing European viewpoint on the situation of the non-European country. However, journalists remember Ukrainian politicians’ specific way of approaching managing the country, so the press tries to remain more critical to them, than to average Ukrainians striving for liberty.

As it was aforementioned, mass media are fully reader-oriented. At the same time, they are a powerful instrument of manipulation that can be completed by

adding the author's attitude in the article. Apart from using literary devices, British mass media do not avoid direct mentioning of personal opinions and predictions of the authors. In such a way, media can be closer to the average people, to receive their recognition. However, journalists from the UK still remain very skeptical of Ukrainian historical figures and movements, perhaps due to the lack of knowledge of such details. For example, "...*Stepan Bandera, the Ukrainian nationalist partisan leader during World War Two, who at one point was allied with the Nazis*" [41], "...*boxer-turned-politician Vitaly Klitschko tried to head off the violence*" [41], "*One of its [Svoboda party] parliamentary deputies has described the Holocaust as a "bright period" in European history*" [41], "*I feel it was only in order to take revenge on President Putin*" [42], "*Today, I am sure that this hatred appeared...*" [42], "*He [V.Yanukovich] had never studied Ukrainian history*" [42], "*it was under Yanukovych and other presidents - weak, passive and corrupt*" [42], "...*he [V.Zelenskyi] avoided serious interviews and discussions about policy - preferring instead to post light-hearted videos to social media.*" [41]. The analysis of extralinguistic factors and their role in functioning of British mass media has shown that they are inclined to use non-verbal support, situational context and author-reader connection for achieving their manipulative success. As for Ukraine, they show negative portraits of politicians and support ordinary people.

### **2.3. Linguistic features of American mass media texts**

The first item that catches reader's attention is the proper headline. As was mentioned above, headline are half or even more of the article success. According to I.Galperin, headlines always have a certain stylistic effect on the reader because of the implementing a lot of stylistic features in them. Generally, they are: emotionally coloured words, tropes and figures of speech, various rhetoric mechanisms [52]. After conducting discourse analysis of American mass media texts, one may claim that their headlines possess these distinctive features, which can be classified as the following: active usage of literary devices (metaphors, epithets, emotional lexis, rhetorical questions) in order to attract the reader and

represent the whole idea of the article. For instance, “*Fire and Ice in Kiev...*” [15], “*...Forgotten War*” [36], “*...fairytale is over*” [43], “*...chaos...*” [19], “*Why Arming Ukraine Would Only Make Matters Worse*” [45]; the toponym “Ukraine” and its derivatives. Literally each headline contains a direct reference to the state. This technique is always used by Western media to easily classify news and for the readers to find the necessary information faster. While British mass media tend to use short and striking headlines, American colleagues prefer complete, sometimes, long sentences. For example, “*Ross McDonnell on Ukraine's Front Line*” [15], “*I Don't Trust Anyone at All.' Ukrainian President Volodymyr Zelensky Speaks Out on Trump, Putin...*” [20], “*Pentagon and State Department Said...*” [29], “*Tillerson Says...*” [37]. Such headlines are often built using quotes/mentioning of a key political figure/organisation of international politics or the author.

As the headlines do, proper structural organization is an important part in manipulation strategies. How the text is organized depends its further consuming by the audience. Graber D. in his work *Mass Media and American Politics* points out that for accomplishing higher rankings, the print should establish their texts according to the percentage of importance. In the beginning, there is always general information, then developing of the main idea and in the final part there is conclusion and here is the strongest place for reinforcing manipulative factor on the addressee [17]. The second step in the analysis of American mass media texts has proved such tendencies. As British sources, the American articles are oriented towards the audience. Therefore, they are established into small paragraphs containing usually one or two long complex sentences. This is organized in such a way that readers would consume the material easily and would not lose concentration looking at a big and long text. However, American media do not have strong topical sentences, as the British do. Instead, they have rather long headlines where the main idea is fundamentally transmitted. Moreover, both sources prefer commencing their works with emotion-evoking images, in most cases, big ones. For example, if the article tells about the election, then in the beginning a picture of the person participating there will be inserted. If the text is

about revolutions or wars, we will see images of fighting, clashes or military zones. Such visual support turns on the imagination and association chain in the reader's mind. If the introduction and conclusion are taken into consideration, it should be highlighted that here is the space for the clearest points of the text. The introduction always contains general acquaintance with background information which allows the author to bring the reader up to date. Apart from that, some American newspapers tend to insert a toponym, i.e. a place name where the events of the first sentence occur. Mostly, they are "*Ukraine*", "*Kiev*" or "*Washington*". The next peculiarity is the author mentioning. Although British mass media usually mention their writers below the text, American articles always put the name of the journalist in the beginning. We may only presume that it is rather about cultural specifics than personal attitude to the staff. In conclusion, there is usually a subjective opinion of the author about the current state of affairs and key information about their background which may well help the curious reader understand the way how the writer has formulated their viewpoint. For example, if the journalist is also a photograph or film director, then the whole text will be influenced by their artistic vision. If the author is an ex-military servant, it will be no astonishment to see detailed professional descriptions of everything connected to war topics. The structural analysis of American mass media sources has demonstrated that an author-reader chain isn't less important than in British press. In order to receive higher number of consumers, they can utilize various structural techniques, such as no topic sentences, emotional images for associations, crucial information about the author themselves.

According to the research of H. Rashkin into the language of news, it may be highlighted that using specific language techniques, i.e. changing of the subject, using modals, prevalence of reported speech are the features of so-called subjective press. In case, it would lie to sound more precise, it would use facts and more or less formal register without intensifying or implementing a personal view of the author [30]. American mass media discourse analysis has distinguished the classification of the main linguistic tendencies in the chosen sources. Following the

classification constructed during the analysis of the British sources, one should firstly observe grammar and syntactic features. There are rare animate subjects (generally they are politicians or groups of people). In most cases, subjects are inanimate objects, i.e. countries, powers, organizations, etc. Instead, there can arise a passive mood that is often used in order to sound unbiased, to put focus on the action itself, or, vice versa, deliberately avoid mentioning the agent. For example, “*The police...were cold*” [15], “*The stage was set...*” [15], “*The West and its leaders do look weak...*” [45], “*Russia wants...*” [45], “*Ukraine has long asked...*” [20], “*...no decision has been made...*” [29], “*...Obama ultimately decided...*” [29]. Modal constructions are used, in this case, mainly to express the probability or uncertainty of the author about the situation. In addition, American articles prefer using reported speech and very rarely direct citations (if it is the case of an interview). Most often used are the following reporting verbs: *say, assure, appear, insist, deny, tell*, etc. With the help of summarizing verbs, the author leaves space for personal attitude. In the form of partial quotations, particular phrases or terms/individually coined neologisms are presented. Partial quotations interrupt reported speech in order to provide the effect of a precise approach to presenting news. Mass media of the USA often do not follow the general American way of retelling past events, i.e. Past Simple tense is used more frequently, even in the cases where the British may put Present Perfect. For example, “*...their sanctions against Russia have failed...*” [45], “*...more than 13,000 Ukrainians have died...*” [20], “*...attempts...have been stalled...*” [20], “*...many runoffs have proven...*” [43]. So, the influential US press, however, follows the general grammar rules of the English language using Present Perfect where necessary. American mass media orient themselves to the reader and how they are perceived. Therefore, when the author would like to put some amount of emphasis somewhere in the text and in such a way to highlight this or that part, they use such a pattern as auxiliary + main verb in an affirmative sentence. For instance, “*The West and its leaders do look weak...*” [45].

Lexis is always an important part of creative writing, especially if it is not a simple essay but a text directed to larger audience, even at international level. In general, American mass media sources are inclined to creating their own lexical units. In such a way, they combine the personal opinion of the author and relation of the discussed phenomenon or a person to the other. In American articles, there are a huge number of specialized vocabulary which indicates the connection with particular spheres of life. The analysis of the chosen American mass media sources demonstrates the proofs for aforementioned tendencies. By coining new compound noun phrases American journalists are able to transmit different subjects, such as relation, comparison or origin. “*a glass-like lake; Soviet-era army helmets*” [15], “*NATO-grade kit; Kremlin-owned TV*” [45], “*the comedian-turned-president*” [20], “*rebel-held areas; Russian-made armored vehicles*” [29], “*pro-Kremlin Opposition Platform; head-to-head runoff*” [43]. As British colleagues do, the American correspondents do not avoid showing the relation between two or more things by using particular prefixes, such as *anti-*, *dis-*, *pro-*, etc. As was already mentioned above, in order to sound more precise while describing any events, mass media tend to use thematic vocabulary, i.e. from a common contextual background. For example, from military sphere: “*army helmets and military surplus; comrades; Molotov cocktail*” [15], “*a Kalashnikov rifle; bullets; shells, ceasefire; a grenade launcher*” [36], “*anti-tank missiles*” [29] from politics: “*polarized forces*” [15], “*an alliance; sanctions; invasion; integration; nuclear powers*” [45], “*a quid pro quo; impeachment; corruption*” [20]. Mass media describing political events are impossible without mentioning proper names and titles. As for people, American journalists often call them differently. For example, in the analyzed materials, there were found at least 4 different ways how to call a president avoiding tautology: mentioning their title accompanied with the name of the country: *Ukrainian president, the president of Russia*; using only a name(usually either a surname or a surname with first name abbreviation): (V.) *Zelenskyi, (V.) Putin, Trump*; only the title with a definite article: *the President*. Such addressing is used only for the US president. Proper names are mainly used

to refer to names of military weapons, certain concepts and important political events, such as meetings, conventions. American mass media utilize different geographical names in order to orient the reader where the events take place. Often these toponyms are used in order to avoid tautology (e.g. the usage of a capital name instead of a state name) or to generalize some countries as parts of the whole (e.g. the West means European countries and the USA). However, American mass media still make the same mistake in transliteration as the British, i.e. they write the toponym “Kyiv” like “Kiev” following the Russian version.

American mass media often use rhetorical and literary devices (tropes and figures) in their texts. They are important carriers of author’s own intentions, their vision of the described events. However, these mechanisms are not only transmitters but also may well have a significant manipulative effect on the reader. Writers use metaphors to realize a cognitive function, i.e. they are highly influential on the audience. Since mass media have always been a creative industry, they would never miss the opportunity to insert such poetic elements as metaphors. Vivid illustrations for that would be the following: “*a hellish inferno; the stage was set; the machinery of the state*” [15], “*the West’s wounded pride; Western arms*” [45], “*Ukraine to be...on the chess board of big global players*” [20], “*...to raise the stakes...*” [29], “*Zelenskyy fairytale; a huge gamble; at the heart of Ukrainian politics; the door is wide open...*” [43], “*...a fog of confusion and disinformation...*” [19]. Antithesis is implemented for demonstrating the contrasting state of Ukrainian society. E.g. “*fire and ice; anti-government upstarts versus the machinery of the state*” [15]; *poor and rich*, etc. American mass media engage the reader by putting such constructions at the beginning of the paragraphs. While serving as the introduction to a new subject, rhetorical questions may also persuade one to start thinking on one’s own, to stay critical and reasonable. For example, “*So in the past the negotiators were just pretending?*” [20]; “*What does this mean for Ukraine’s national politics?*” [43]; “*Will the president’s party be able to hang together?*” [43]; “*Are Zelenskyy and his inner circle listening?*” [43]. To avoid telling about negative shocking events directly or to use “labelling”, they

actively use such techniques as periphrasis and euphemism: “*the President*” [20], “*The Pentagon and State Department*” [29], “*Ukraine’s leader; the boss; one of Mr. Putin’s acolytes; the two sides*” [37]; “*Yet as the people look at the West, their leader turns to the East*” [46]. In order to evoke certain associations (they can concern history or critical social events) in the reader’s mind, mass media use simile. “*it was like a scene from the Second World War...*” [15]; “*...defined as defensive weaponry*” [29]; “*the vote was important as an indication...*” [43]. The stylistic analysis of American mass media sources has distinguished the main peculiarities concerning this branch of linguistics. Different stylistic devices are mainly used not only to attract the reader, to evoke some emotions (and in that way to activate the connotative meaning of the items) but also to limit critical thinking by providing “the illusion” of food for thought in the text (as, for example, in case of rhetorical questions).

#### **2.4. Extralinguistic factors and the message of American mass media sources**

Apart from linguistics as an instrument of not only transmitting information to all social strata but also influencing them, mass media discourse could not be powerful to such an extent without implementing certain extralinguistic elements as well. As it was aforementioned, the most crucial ones here are the following: non-verbal support: the visual, audio, modes of speech, body language, etc.; situational context: social state, the reaction of the world to the situation, etc.; author-reader connection: possible subjectivism/remaining unbiased, personal touches of the writer, skepticism, reader orientation, etc.

The analysis of American mass media sources has revealed the following tendencies in extralinguistic factors that influence their texts. First of all, American mass media materials which were chosen for this research have significant visual and audio support. The focus of the articles of such media as *TIME* or *The New York Times* is mainly put in depicting people. There are not so many pictures as in the British sources, they are usually inserted only at the beginning of the text. An interesting point here is the body language of the people described. In most cases,

the American cultural outlook may be traced here. For example, American politicians are always depicted without strange facial gestures, smiling or talking seriously. While the Ukrainian colleagues are presented with critical non-verbal behaviour, e.g. serious and sad face of V.Zelenskyi (Image 6), polite and accommodating gestures of P.Poroshenko towards American politicians (Image 7). In such a way, some people would claim that here the feeling of American dominance and power upon not so powerful countries can be visible. However, this is only the journalistic way of representing two countries, not the general attitude of the US to Ukraine. If the images of ordinary Ukrainians are considered, in this case, American mass media draw attention to the difficulty of life, their liberty and happiness aspirations, their invincible national spirit (these traits are vividly represented in broad images in the article by *TIME* [36]). Apart from the articles, the USA have presented their own vision on *Revolution of Dignity* with a *NETFLIX* documentary *Winter on Fire*. The extensive usage of close-up view video materials, audio tracks depending on the mood needed in a particular shot, personal comments of the participants, the choice of certain colours – all these factors are able not only to touch the emotions of the audience but also represent the position of the creators about the described events. Particular attention was paid to children-protesters and their personal stories of contribution to the dramatic twist in Ukrainian history. Therefore, even in the cover picture of the film, there is a small girl in traditional Ukrainian clothes in front of the riot police (Image 8).

If one takes into consideration situational context on the events, it may be claimed that American journalists highly appreciate and support the strivings of the Ukrainian nation. However, as for parallels, they tend to focus on the US attitude more than, for example, on the historical background of Ukraine (as their British colleagues do). The center of their discussion remains the US-Russia-Ukraine relations leaving Europe out of the primary topics.

Concerning the author-reader connection, American mass media serve as a transmitter of the political viewpoint of the US government on the situation, and as a result, highly influential on average Americans. As the British mass media, the

American press always has a subjective opinion of the author, therefore allowing readers to put themselves under the influence, even subconsciously. Hardly some people can save their critical faculty while reading such prominent nationwide sources.

All factors considered, one may say that in the US articles and documentaries there is a strong emphasis on people rather than events. Their body language, actions and intentions, all of that is demonstrated in the media from American perspective. Still, in contemporary world there is some tension when describing the relations of the US and Russia, so the news about Ukraine performs only representative function for that. Furthermore, in US news one can easily feel the governmental influence because those media never demonstrate US actions or politicians in the negative light.

## **CONCLUSION TO CHAPTER 2**

Mass media discourse of some of the most highly influential Western titles was researched and analyzed according to the guidance of the main CDA approaches presented above in the first chapter. Critical parts of the analysis were the following: headlines peculiarities, structure and linguistic analysis of the written sources, as well as of non-verbal features (especially the influence of the media on the public opinion and how it is conveyed). After conducting the processing of the aforementioned points, one is able not only to highlight the main tendencies of both British and American mass media but also to compare them with one another.

This practical part of the research has demonstrated the following similar leading ideas of mass media of the chosen countries. Firstly, they both have the same distinctive feature of the headlines, i.e. the usage of the toponym “Ukraine”. Secondly, the structural organization is quite similar. Their articles are constructed of many small paragraphs and they all have visual support, which fundamentally puts focus on the events described in the way that is desirable for the article-writer. Pictures that have been used in the sources specifically point at certain emotional contexts which in turn can provide space for the author’s own viewpoint and can

easily affect the audience. As for the linguistic portrait of the sources, they both actively use modals as a way of expressing personal opinion and predictions; compound phrases as a method of coining new words for transmitting different subjects; affixation in order to show relation. In the chosen materials, there is a particular prevalence of rather reported speech than direct one and utilizing vocabulary from a common contextual background. British and American mass media tend to insert titles and proper names in a different manner. However, they both continue making the mistake with transliteration of basic Ukrainian toponyms following the Russian version of pronunciation. Considering the most widely used tropes and figures of speech, those of the top rank are metaphors, epithets, antithesis and rhetoric questions.

In addition to similarities, two chosen vectors of mass media describing Ukrainian political events have, at the same time, certain differences. They concern headlines: British articles usually have a short headline but after that, there is a topic sentence that contains all the necessary background information or serves as the introduction to the main text. Whereas American media texts prefer making rather long headlines that are mostly in the form of a complete sentence or even two with active usage of literary devices to attract the reader's attention; the name of the author: editors of UK newspapers usually mention the writer in the end but also attach background information about them which may be crucial in perceiving the main idea in this or that way, while Americans always identify the creator at the beginning of the text and as a result show personal respect to their work (the possible explanation here is the cultural specifics of the USA and their focus on individuality). As for conclusion, although they both have as a conclusion a general point of view of the author and how they see a probable development of the current events, British mass media are inclined to insert here some statistics as well and American colleagues develop additional information about the author. In addition, putting a strong emphasis on the particular subject is done in a different way. The UK mass media writers utilize inversion, whereas the Americans prefer a particular auxiliary -support pattern for it (i.e. auxiliary + the main verb in an

affirmative sentence). In addition, the latter in order to sound prestigious and non-stigmatized actively use perfect tense forms instead of the nationally widespread American tradition of using simple past. One more difference lies upon the prevalence of different tropes and figures of speech: apart from the top basic ones mentioned above, British mass media tend to insert quite a big number of symbolism, hyperboles and climax elements building in the reader's mind subconscious associations. Nevertheless, American sources more often use periphrasis and simile which allow the consumers to see transparently what is compared to what. The analysis has showed contrasting specifics of visual support: British articles are accompanied by many pictures throughout the contents while in American media texts they are only the "initiators" of the texts themselves. The UK images are more in concern with the event describing, whereas American pictures tell more about particular individuals. Provided that they both present people (often, politicians), they convey not a similar message. British mass media capture specific body language and facial gestures as a representation of the author's attitude towards them, while American journalists are more in favour of their own politicians. At the same time, the latter represent Ukrainian politicians as polite and reasonable towards American colleagues (still, some hidden US dominance can be traced here). As for situational context, one may confidently claim that British mass media present the information bearing in mind Europe and its attitude to Ukraine and its key political figures. Despite the fact that mass media is prominently considered to be the fourth power, the US representatives of this industry may be highly influenced by the government when describing the events of the other, especially not so powerful state as the USA is. Average Americans believe in their government statements and positions therefore they are actively expressed in the mass media.

## CONCLUSION

As a result of this research, discourse studies tendencies were distinguished and critical discourse analysis of British and American mass media was conducted. The principal methods utilized in the investigation were classification, analysis and comparison.

The first chapter of this paper is devoted to the theoretical significance of discourse as such. Modern discourse studies have their roots in the middle of the previous century, providing various interpretations of the term “discourse”. Initially, it was considered as a particular type of text in a certain situation. Subsequently, the idea was getting broader and discourse could be associated as a genre or generalizing concept of a certain historical period or modern times. Therefore, over time, there emerged more and more methods in observing discourse. Some scholars have attempted to classify main approaches to discourse studies. They all were divided on the ground of their basis, either it was structure and stylistics, functional peculiarities of a language use, or interconnection between structure and certain meaning. In later works, the focus was on the social and individual predetermination (socio-cultural and psychological factors) while perceiving the text.

This research has considered Critical Discourse Analysis and among its approaches, it has distinguished three main ones: dialectal-relational with the view on discourse from diachronic perspective, socio-cognitive investigating mainly the connection between society and perception, and discourse-historical claiming that discourse is a leading force for creating general tendencies in the society (especially, ideology, prejudices and so on). In conclusion of this part, one may say that discourse and its perception are historically and socially predetermined.

As discourse can be a powerful instrument of formulating public opinion, the particular attention should be paid for a specific type of discourse – mass media discourse. The latter is classified according to the way and of performing, sphere, genre and specifics. In the result of the research, it has been identified that nowadays it is not only a transmitter of news but also a manipulative tool. In most

cases, it should not be noticed by the average consumers due to its hidden character. Mass media discourse actively implements different manipulative techniques in order to achieve the specific goals of the authors. Among such techniques, the most widely spread are sensation, fragmentation, silencing of important information, facts fabrications, etc. Such ways of presenting new information to consumers do not allow them to develop critical thinking faculties and instead, to perceive information as a given, without turning to other, more reliable sources.

The second section is devoted to the study of the features of the media discourse of Western (namely, British and American) publications that describe the events in Ukraine during the period 2013-2020. For the analysis, the most authoritative prints were selected, such as *BBC News*, *The Guardian*, *The Times*, *TIME*, *The New York Times*, *NBC News*, *Atlantic Council* and *NETFLIX*. The research analyzed the key parts of the media text: headlines, structural and linguistic features, as well as extra-linguistic factors that directly affect the transmitting of the message in the text. As a result of the analysis, both similarities and differences were revealed in the Anglophone media. Examining the general recurring similarities, we can identify specific trends. Firstly, article headlines are an important element of influencing the (potential) reader. For the sake of quick orientation in both of the presented media, almost every headline mentions Ukraine. The structure of articles also falls under a single format - paragraphs of small size, and at the beginning, there is always a photo relevant to the content of the text. The similarity of the selected mass media sources, as well as the characteristic feature of the whole media discourse, is the high percentage of subjectivity in the presentation of news. The variety of language approaches and non-verbal factors creates a large space not only for the realization of the authors' creativity, but also for the manipulative influence of the given information on the consumer.

Regarding the differences between the British and American media, one can identify a number of features. If we take into account the British press, we can

trace the frequent use of so-called "topic sentences", i.e. sentences that carry the main information load and serve as the encouragement the reader to further development the topic in the article itself. American colleagues do not use the tactics of "strong" sentences, but instead prefer long headlines. In addition, the visual support of each of them has its own characteristics. For example, British newspapers often use photos of people with clear emotions, and in such a way publications broadcast their attitude to the people depicted. While in America, on the contrary, body language in the picture is more restrained, the strategies of selection of photographs depend on the foreign policy orientation of the depicted. If there are American politicians in the pictures, the others nearby always look very polite and respectful to them. In the context of the global situation, British journalists focus on Europe's reactions to the events in Ukraine, and American, in turn, on the relations of former Cold War countries.

Despite the differences, the British and American media show a clear political and social viewpoint on the event in Ukraine. They provide (though not always avoiding the subjectivity of statements) their readers with their vision on the position of each country and every politician at the international arena.

Prospects for further research can be seen in a separate consideration of the key components of mass media texts from a divergent perspective, based on the interconnection of linguistics with other areas of scientific knowledge.

## SUMMARY

Сучасні глобальні тренди виступають потужним тригером для розвитку та подальших досліджень різних видів комунікації у межах певного дискурсу. Більшість видатних мовознавців, такі як Т. ван Дейк, Н. Ферклоу, Т. Добросклонська, М. Желтухіна, В. Карасик та багато інших, намагалися не лише інтерпретувати та досліджувати дискурс, але також приділяли особливу увагу одному з найбільш критичних типів з нього - дискурс ЗМІ. Інформаційне суспільство стало основною причиною появи дискурсу у ЗМІ. Багато років тому засоби масової інформації розглядалися лише як джерело поширення новин, але зараз лінгвісти та соціологи проводять детальні дослідження мас-медійного дискурсу як потужного інструменту маніпуляції при формуванні громадської думки. Під впливом такого типу дискурсу люди можуть скласти певний портрет не тільки обговорюваних особистостей, але й цілих країн. Зараз у процесі сучасних наукових досліджень визначають такий ефект як позитивний чи, швидше, негативний.

Підґрунтям для цієї роботи є глибокий інтерес у сучасних трендах глобалізації, сфері міжнародних відносин та зацікавленість реаліями України сьогодення.

Актуальність даного дослідження зумовлена потребою подальших досліджень у сфері мас-медійного дискурсу англomовних ЗМІ, а саме як вони формують та транслюють новини про Україну.

Метою роботи є вияв основних методик у дискурсивних студіях, проведення критичного дискурс аналізу обраних англomовних ЗМІ і, як результат, виокремлення та класифікація головних мовних та екстра-лінгвістичних тенденцій у них.

Об'єктом дослідження виступає мас-медійний дискурс британських та американських видань та їх особливості в залежності від культурної та соціальної специфіки країни.

Предметом дослідження є визначення, систематизація мовних та невербальних особливостей та подальша їх класифікація на основі головних тенденцій їх використання у обраних виданнях.

Основними завданнями дослідження є:

- Виокремити основні підходи до проведення аналізу критичного дискурсу на основі теоретичних матеріалів;
- Дослідити мас-медійний дискурс та такі його аспекти як: типологія, риторика та маніпулятивні стратегії;
- У результаті критичного аналізу дискурсу британських та американських джерел ЗМІ, які повідомляють про політичні події в Україні, розкрити та висвітлити основні вербальні та невербальні тенденції вищезазначених джерел.

Новизна дослідження полягає в намаганні узагальнити найвизначніші з існуючих теоретичних підходів до аналізу дискурсу (засобів масової інформації), щоб сформулювати найбільш повний та сучасний підхід.

Теоретична значимість дослідження: збір, узагальнення різних поглядів на специфіку засобів масової інформації та складання портрета найвиразніших особливостей західних засобів масової інформації.

Практична значимість дослідження: воно може бути використано надалі не тільки, передусім, в лінгвістиці (особливо в дискурсознавстві), але й у тісно взаємопов'язаних науках та сферах, таких як журналістика, психологія та соціологія.

Методи дослідження: генералізація, класифікація, прогнозування, дескриптивний аналіз та порівняння.

Структура роботи включає вступ, основну частину (яка включає відповідно 2 розділи теоретичного та практичного дослідження), висновок, посилання та додатки з допоміжними ілюстративними матеріалами.

Ілюстративними матеріалами для дослідження є найвпливовіші джерела засобів масової інформації (переважно статті та відео) Великобританії та

США, а саме: «BBC News», «The Guardian», «The Times», «TIME», «The New York Times», «NBC News», «Atlantic Council» та «NETFLIX».

У першому розділі дискурс розглядається з теоретичної точки зору. У лінгвістиці дискурс з плином часу розглядався з різних сторін. Спочатку, його тлумачили як певний тип тексту у ситуації, а згодом уже як концепт цілого історичного періоду. Уже ближче до сучасності з'являлось усе більше різних підходів до вивчення дискурсу, а саме з акцентом на соціальну та особистісну зумовленість при сприйманні тексту. Особливим видом дослідження дискурсу вважається критичний аналіз, у якому вчені виокремили три головні підходи: діалектно-реляційний з поглядом на дискурс з діахронічної точки зору, соціально-когнітивний, що досліджує головним чином зв'язок між суспільством та сприйняттям, та дискурсно-історичне твердження про дискурс як провідна сила для створення загальних тенденцій у суспільстві (особливо, ідеології, упереджень тощо). Проаналізувавши ці особливості, можна стверджувати, що дискурс та його сприйняття історично та соціально зумовлені. Через те, що дискурс – це не лише текст у ситуації, окремі його види відіграють ключову роль у формуванні колективної свідомості. Йдеться мова про особливий вид дискурсу – мас-медіа дискурс. Вітчизняні та іноземні науковці пропонують різні підходи до його типології, базуючись на способі/каналі реалізації, сфері, жанрі та специфіці окремої мас-медійної одиниці. На сьогодні, ЗМІ є особливо цікавими для дослідження не через те, що вони виступають основними передавачами та поширювачами нової інформації, а саме завдяки їхнім маніпулятивним стратегіям впливу на адресата. Маніпуляція дискурсу ЗМІ має прихований характер та не може бути поміченою звичайним читачем. Знаючи цей факт, автори мас-медійних текстів використовують різноманітні види такої техніки впливу на людську свідомість, а саме: сенсація, фрагментація, замовчування важливої інформації, вигадкування фактів тощо. Такі способи подання нової інформації споживачам не дозволяють їм розвивати здібності критичного мислення, а натомість сприймати інформацію як даність.

У другому розділі проводиться дискурс аналіз англomовних видань, які транслюють новини про Україну у період 2013-2020 рр. Для аналізу були обрані найавторитетніші, а саме, «BBC News», «The Guardian», «The Times», «TIME», «The New York Times», «NBC News», «Atlantic Council» та «NETFLIX». У роботі окреслюються основні тенденції побудови та формулювання повідомлення під впливом екстра-лінгвістичних факторів з метою впливу на читача на міжнародному рівні. Якщо звернутись до спільних рис обох медіа, можна виділити чіткі тенденції. По-перше, заголовки статей є важливим елементом впливу на (потенційного) читача. Задля швидкої орієнтації у обидвох із представлених медіа майже кожен із заголовків згадує Україну. Структура статей також підпадає під єдиний формат – абзаци невеликих розмірів, і на початку завжди присутнє фото релевантне змісту тексту. Схожість обраних мас-медіа джерел, як і характерна особливість усього дискурсу ЗМІ - це високий відсоток суб'єктивності викладу новин. Різноманітність мовних підходів та невербальних факторів створюють великий простір не тільки для реалізації креативності авторів, а ще і маніпулятивного впливу на споживача поданої інформації. Для наочної ілюстрації «присутності» автора у статтях можна навести наступні приклади: пряме вираження власної думки *“it is unclear how... I do believe...”* [42], вживання модальних конструкцій *“Ukraine will not be able”* [42], *“Russia which needs Ukraine...”* [42], скептицизм щодо професійних здібностей деяких політиків *boxer-turned-politician*” [41], *the comedian-turned-president*” [20] та інші.

В обох видання центр уваги на особистостях, але британські ЗМІ навмисно обирають портретні світлини з чітко вираженою мімікою щоб у такий спосіб транслювати свою позицію щодо дій окремих політиків, у той час як в Америці береться до уваги саме політична орієнтація зображуваних на фото. В американській пресі прослідковується високий відсоток патріотизму та поваги до політичних діячів. На деяких кадрах та у певних частинах статей можна помітити домінацію Америки над іншими державами

(включаючи Україну). На глобальному рівні британські видання беруть до уваги реакцію Європи на події в Україні, а Сполучені Штати нагадують читачеві про напруженість відносин з Росією після Холодної війни. Незважаючи на культурні особливості викладу новин, обрані медіа чітко у своїй громадянській позиції щодо подій в Україні – прослідковується підтримка української нації та постійна критика влади, або ж окремих політиків.

У подальшому дана тема може досліджуватись з різнобічних перспектив у поєднанні з іншими науками, які займаються дослідження колективної свідомості, глобальним прогнозуванням та психологією етносів.

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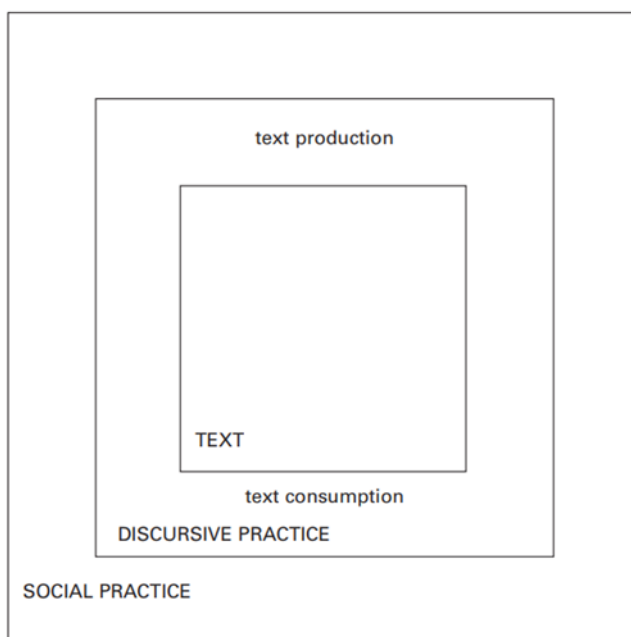
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## APPENDICES



1) Figure 1. Three-dimensional model for CDA of Fairclough

Source: [22] Jørgensen M. Critical discourse analysis. In Discourse analysis as theory and method [Электронный ресурс] / М. Jørgensen, L. Phillips // SAGE Publications Ltd. – 2002. p.68 – Режим доступа до ресурсу: <https://methods.sagepub.com/book/discourse-analysis-as-theory-and-method/n3.xml>.



2) Image 1. The Orthodox priest in front of the riot police.

Source: [42] Ukraine's revolution: Making sense of a year of chaos [Электронный ресурс] // BBC News. – 2014. – Режим доступа до ресурсу: <https://www.bbc.com/news/world-europe-30131108>.



3) Image 2. The shrine to protesters-victims.

Source: [41] Ukraine's revolution and the far right [Електронний ресурс] // BBC News. – 2014. – Режим доступу до ресурсу: <https://www.bbc.com/news/world-europe-26468720>.



4) Image 3. A Cossack kissing a girl in traditional clothes.

Source: [34] Spirit of the Cossacks rides high for both sides in Ukraine fight [Електронний ресурс] // The Times. – 2014. – Режим доступу до ресурсу: <https://www.thetimes.co.uk/article/spirit-of-the-cossacks-rides-high-for-both-sides-in-ukraine-fight-x2lxqm9xkcj>.



5) Image 4. Zelenkyi's victory in President Elections 2019.

Source: [38] Ukraine election: Comedian Zelensky wins presidency by landslide [Електронний ресурс] // BBC News. – 2019. – Режим доступу до ресурсу: <https://www.bbc.com/news/world-europe-48007487>.



6) Image 5. Yanukovich and Putin discussing foreign affairs.

Source: [42] Ukraine's revolution: Making sense of a year of chaos [Електронний ресурс] // BBC News. – 2014. – Режим доступу до ресурсу: <https://www.bbc.com/news/world-europe-30131108>.



7) Image 6. Sad and serious face gestures of V.Zelenskyi.

Source: [20] 'I Don't Trust Anyone at All.' Ukrainian President Volodymyr Zelensky Speaks Out on Trump, Putin and a Divided Europe [Електронний ресурс] // TIME. – 2019. – Режим доступу до ресурсу: <https://time.com/5742108/ukraine-zelensky-interview-trump-putin-europe/>.



8) Image 7. Poroshenko and Tillerson.

Source: [37] Tillerson Says Russia Must Restore Ukraine Territory, or Sanctions Stay [Електронний ресурс] // The New York Times. – 2017. – Режим доступу до ресурсу: [https://www.nytimes.com/2017/07/09/world/europe/tillerson-russia-sanctionsukraine.html?rref=collection%2Ftimestopic%2FUkraine&action=click&contentCollection=world&region=stream&module=stream\\_unit&version=latest&contentPlacement=2&pgtype=collection](https://www.nytimes.com/2017/07/09/world/europe/tillerson-russia-sanctionsukraine.html?rref=collection%2Ftimestopic%2FUkraine&action=click&contentCollection=world&region=stream&module=stream_unit&version=latest&contentPlacement=2&pgtype=collection).



9) Image 8. A cover picture of NETFLIX documentary.

Source: [46] Winter on Fire: Ukraine's Fight for Freedom [Електронний ресурс] // NETFLIX. – 2015. – Режим доступу до ресурсу: <https://www.netflix.com/ua/title/80031666>.