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BRITISH ROYAL FAMILY IN MASS MEDIA

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АНОТАЦІЯ

Попович Т.В. Британська королівська сім'я у засобах масової інформації. Спеціальність 035.041 «Філологія (Англійська філологія та переклад, дві західноєвропейські мови)». Київський національний університет імені Тараса Шевченка, Київ, 2024.

У кваліфікаційній (бакалаврській) роботі розглянуто як Британська королівська сім'я зображується за допомогою засобів масової інформації. Опираючись на лінгвістичні засади, аналізується, як медіа використовують мовні засоби для формування іміджу монархії, зокрема через використання тропів та фігур мови, які допомагають створити образи членів королівської сім'ї. Демонструється, як описується поняття «монархія» у ЗМІ при цьому використовуючи різні заміни до цього терміну та емоційно забарвлену лексику при описі подій та церемоній монархії. Основна увага зосереджена на порівняльному аналізі медіа іміджу чоловіків (короля Чарльза III, принца Вільяма та принца Гаррі) та представниць жіночої статі королівської сім'ї (королеви Єлизавети II, принцеси Діани Уельської, герцогиня Кембриджська Кейт Міддлтон та герцогиня Сассекська Меган Маркл). Крім того, виявлено як змінюється сприйняття монархії відповідно до сучасних стандартів ЗМІ. Робота включає вивчення лінгвістичних характеристик у зображеннях членів британської королівської сім'ї та розглядає конкретні приклади із засобів масової інформації, підкреслюючи різні техніки їхнього представлення.

Ключові слова: Британська королівська сім'я, ЗМІ (засоби масової інформації), тропи, фігури мовлення, медіа імідж, гендерні стереотипи.

68 сторінок, 43 джерела, 54 ресурси ілюстративного матеріалу

ABSTRACT

Popovych T. British Royal Family in Mass Media. Speciality 035.041 'Philology (English philology and translation, two Western European languages)'. Taras Shevchenko National University of Kyiv, Kyiv, 2024.

This qualification (bachelor's) thesis examines how the British Royal Family is portrayed by mass media. Based on linguistic principles, it analyses how the media use linguistic means to shape the image of the monarchy, in particular through the use of tropes and figures of speech that help create images of the royal family. It demonstrates how the concept of "monarchy" is described in the media, using various substitutions for the term and emotionally-coloured vocabulary when describing events and ceremonies of the monarchy. The main focus is on a comparative analysis of the media image of men (King Charles III, Prince William and Prince Harry) and women of the royal family (Queen Elizabeth II, Princess Diana of Wales, Duchess of Cambridge Kate Middleton and Duchess of Sussex Meghan Markle). In addition, the study reveals how contemporary mass media conventions are reshaping public views of the monarchy, reinforcing the portrait of the royal family in the public eye, but also focusing on their mistakes and exaggerating them to increase criticism

The work includes the study of linguistic characteristics in the depictions of the British royal family and examines specific examples from the media, highlighting different techniques of their representation.

Keywords: British royal family, mass media (media), linguistic analysis, tropes, figures of speech media image, gender stereotypes.

68 pages, 43 references, 54 resources of illustrative material

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INTRODUCTION

Relevance of the research topic. The topic of the portrayal of the British royal family in mass media through language is particularly relevant nowadays, as the media image of the royal family plays a key role in shaping public opinion not only within the UK but also abroad. The contemporary media actively create and interpret images of the monarchy using a variety of linguistic means and strategies of information presentation, which requires a deeper analysis of these processes. Media portraits of the royal family include a complex interaction of symbolic meanings, ideological messages and cultural dimensions that the media linguistically interpret and disseminate to a wide audience.

The significance of the research topic is also reinforced by the fact that the media representation of the royal family is often used as a tool for political influence and diplomacy, as well as a mirror for reflecting and critically reflecting on social change. This research provides a deeper understanding of how the use of various linguistic means and strategies of presentation can influence the formation of this image.

The purpose of the research is to identify trends in the perception of the British monarchy and the royal family in the media through language.

The **goal** is to achieve the following objectives:

- To get acquainted with the concept of media image in general and the royal family in particular;
- To analyse in detail the linguistic means used for the media image of the British monarchy and define how it is created;
- To conduct a comparative analysis of the media image of men and women of the royal family;
- To study the role of metaphors, epithets and other tropes in shaping the image of the royal family in the media;
- Analyse the impact of emotionally coloured vocabulary on creating a positive or negative image of the monarchy.

The object of the research is the mass media portrait of the British royal family.

The subject of the research is the linguistic means in the media used to form the image of the British royal family.

The state of the research of the problem: the paper covers a wide range of references, including reliable peer-reviewed academic papers and books, media articles, official speeches, information according to official social network pages, as well as video materials, which indicates a deep and comprehensive approach to the research.

Characteristics of the references. Articles, monographs, analytical reports, as well as articles from online media covering the image of the royal family were used.

Scholarly articles and monographs are the basis for the theoretical analysis of the image of the British royal family in the media. Scholarly sources provide a fundamental understanding of the use of language in the media image.

Analytical reports include an in-depth analysis of media trends and their impact on public opinion, especially in the context of the royal family. The reports allow us to compare linguistic aspects with broader social and cultural trends.

Articles from online media demonstrate the practical application of linguistic tropes and figures of speech in the everyday portrayal of the royal family in the news, as they contain the most recent examples of the use of language and audience reactions.

Research methods: linguistic investigations, content analysis, comparative analysis, media explorations.

Linguistic analysis: Focusing on the study of the language used in mass media to create an image of the royal family, this method helped me analyse the choice of words, the use of tropes and figures of speech, sentence structure, and other aspects of language that contribute to the formation of a certain image in the public mind.

Content analysis: This type of analysis was used to assess how mass media portray the royal family, what topics are emphasised, and how this affects public opinion.

Comparative analysis: This method allowed for a comparison of media images of men and women in the royal family, identifying common and unique trends in the portrayal of the royal family and their impact on public narratives.

Media analysis: Although this type of analysis was less used in the process of writing my thesis, it is still important because it includes an analysis of mass media strategies and technologies used to shape public opinion about the royal family. This helped me to explore the choice of platforms for publishing news about the royal family, the frequency of media references, the tone of communications, and special campaigns that may be aimed at improving or damaging the image of the royal family.

The structure of the qualification (bachelor's) paper. The work consists of an introduction, two chapters (theoretical and practical analysis), conclusions to each chapter, general conclusions, a list of references and a list of illustrative material.

This work is aimed at an in-depth understanding of how the media shape public perception of the royal family through language means, which is crucial for the analysis of modern communication processes. The full length of the qualification paper is 68 pages. The total volume of the text is 42 pages. The number of references used – 43 and the number of illustrative material - is 54.

1. The role of mass media in reproducing the image of the British Royal Family

1.1. Linguistic mechanisms of forming the mass media image of the British royal family

In contemporary society, the foundation of communication processes is the mass media, which are generally considered to be the main sources of information about current world events, trends, personalities, socio-cultural phenomena, political affairs and other aspects of our lives. The media have enormous power and influence in presenting the world to us in specific ways. In turn, they contribute to the formation of specific views and opinions among the general public. When considering the impact of mass media, Winston Churchill, a well-respected British politician, Prime minister of Great Britain during the World War II and later, remarked, "A free press is the unsleeping guardian of every other right that free men prize; it is the most dangerous foe of tyranny" [16]. This quote reflects his deep understanding of the role of the press in a democratic society. By "free press", he meant a press that has the right to freely express its opinions and criticise the government without fear of being punished for doing so. In addition, Churchill believed that a free press plays an important role in protecting other rights and freedoms that free people value, so he called it "the unsleeping guardian of every other right".

Undoubtedly, we are all influenced by the media in one way or another. However, it is one thing when each of us routinely engages with news coverage, whether through reading, watching, or listening, to stay informed about diverse events occurring across the globe, with particular interest in sensations and scandals about certain famous people, and it is another thing when we ourselves become the objects of discussion, condemnation and praise in all the tabloids. Moreover, occasionally, such events come to pass that this special attention turns into real persecution and leaves no chance for any private life. This is exactly the fate that has befallen the monarch of the United Kingdom of Great Britain and Northern Ireland and all members of the British royal family, without exception, since ancient times.

Mass media is a rather broad notion that is viewed through different lenses by scholars and researchers. The media include the entirety of information tools and techniques for communicating a message (printed word, musical composition, radio broadcast, etc.) to consumers in one form or another. The media, as David C. Hollin highlights in his book *The Uninhabitable World: Life After the End of the Cold War* (2004), are not just tools for transmitting information, but also powerful instruments of influence on society, shaping our views, opinions and perceptions of reality [11]. It is worth noting that the change of environment, namely the revolution provoked by the printing press, is integral to the discourse on this topic.

To put it another way, mass media can be defined as a complex communication system that includes various forms of media, “print media, electronic media, televisual media, paint media, oral media, bodily media, and multimedia such as the simultaneous print-electronic-audio-visual media of computers,” used to disseminate information and news [42; 35 p.148]. Accordingly, the media is discerned as a critical component of mass culture that influences social norms, values and behaviour. Marshall McLuhan's book *Myth and the Media* further makes a focus on the transformative power of the media, suggesting that the media themselves shape messages, changing the way audiences perceive and comprehend information [20]. It is imperative to comprehend the role of mass media in shaping a mass society, where it is the principal mechanism for disseminating information and shaping public opinion [1, 22].

Moreover, it is essential to comprehend the role of the media in shaping mass society, where they are the main mechanism for disseminating information and shaping public opinion. It is also necessary to understand the complex impact of the media on individuals and society, which is exactly what McQuail considers in his typology of media effects, in particular, he distinguishes media effects based on their intentionality, which can be planned and unplanned [21, pp.93-111].

In the context of the British royal family, planned effects are most common, as they are the result of deliberate actions by mass media to create a positive image of the monarchy and to preserve monarchical values in the public mind. For example,

during celebratory occasions, jubilee events or royal weddings, the media actively show images of the royal family that embody tradition, unity and national pride.

In terms of the duration of influence, McQuail identifies short-term and long-term effects [21, pp.93-111]. However, within the realm of the royal family, our interest lies primarily in long-term effects, because they have longer-lasting consequences and can influence changes in social norms, values or the general perception of certain phenomena. In addition, this contributes to the long-term support and loyalty of the population to the royal family. For example, constant coverage of the charitable activities of the royal family rich in linguistic means can not only improve their public image, but also encourage a positive attitude towards charity in general.

The peculiarity of mass media lies in their ability not only to inform but also through power of word to shape public opinion, changing or reinforcing certain beliefs and stereotypes through repeated and consistent coverage of certain topics concerning the royal family [8].

Image, on the other hand, is the result of a process of "self-presentation" as described by Erving Goffman in "The Presentation of Self in Everyday Life" (1959). As he claimed in his work, "In the social world, much of what an individual 'is' and how he 'acts' is not an intrinsic part of the individual, but a role that he plays, a performance that he gives. He may adjust his performance according to the audience, the setting, and the context, in order to create a favourable impression or maintain a desired image" [10]. So this is the process by which an individual shapes and presents himself or herself to others, including the media. Ergo, an image is an assembly of perceptions and associations that an individual has when perceiving a certain object, phenomenon, person, group of people or organisation [19]. An image can be positive or negative and it is apparent that an image is formed on the basis of information that a person receives from various sources, including visual images, language, behaviour, actions that reflect the features, values, characteristics that distinguish an object, phenomenon, person or organisation from others [22].

From linguistic point of view, an image is focused specifically on the formation of language and the use of literary devices in the context of the British royal family in mass media as they reinforce the image. On numerous occasions mass media provide coverage of the news using hyperboles, ironies or oxymoron to exacerbate the situation and depict it as being of greater significance and critically.

Subsequently, language, particularly when used in the context of media, plays a pivotal role in constructing and maintaining the image of the British royal family. The choice of words, the use of metaphors, and the depiction of events through various literary devices all contribute to the formation of the royal family's image.

It is worthwhile to examine the roots of where, when and by whom the media image of the British Royal Family began to be shaped. In particular, it began during the reign of King George V, when he used radio for the first time as a means of mass media of that time to strengthen public relations and reinforce the monarchical image in times of change [43, pp. 91-132]. In the 1930s, when traditional social hierarchies were undergoing democratic change, and when economic and political upheavals threatened the stability of the nation and the empire, the king used radio for his speech to be heard by more individuals. His aim was to support his role as a stabilizing force - that is, it was the beginning of a clever strategy that was continued by all subsequent members of the royal family.

So George V became the first British monarch to broadcast a Christmas greeting to the nation in 1932. This speech became a means not only to summarize the key moments of his reign, but also to address current issues, such as the global economic depression. These speeches helped the king to strengthen his emotional ties with his subjects, transforming him from an 'unreal figure' into a close and familiar personality who communicated with them directly from their living rooms.

Later, in 1934, the Archbishop of Canterbury, Cosmo Lang, became the royal broadcaster additionally to the speech of royal family. He was a highly-reliable figure so he brought a new emotional tone to the speech, further emphasizing George V's personal life and ambitions. These efforts were aimed at increasing the king's

popularity and understanding of him as a personality closely linked to national and imperial values [43, pp. 91-132].

Thus, the use of radio as a medium of that time allowed the King of Great Britain, George V, to work on his image as a strong but intimate figure in a time of political instability, providing him with the means to address each of his subjects directly and personally. It was from this point onwards that the press focused more on the royal family and began to write about such interesting novelty from the king to spread this information around the world and this began to build their media image.

Use of metaphors to create media images

Language used in everyday communication appears to be literal, so it is astonishing to ascertain that a metaphor is commonly used in our everyday life. It is not only utilized as an artistic or rhetorical device, but additionally serves for a deeper comprehension ideas.

Metaphors is a powerful autonomous device in language that is not intertwined with our views or actions [17]. In the context of the royal family this literary device allows comparing two different things in such a way as to emphasize similarities. For instance, they identify similar features by drawing parallels between the royal family and other subjects. Moreover, metaphors that are used for these descriptions can have a significant impact on our thoughts and perceptions. As an example, the monarchy is often compared to a “well-oiled machine” or a “beacon of stability in times of crisis”. These comparisons can reinforce the positive image of the royal family [38].

When analysing metaphors in the discourse of the royal family, the first thing that comes to mind is Queen Elizabeth II's speeches, which have been celebrated as a separate art form due to the use of various metaphors. This has been analysed as a clever move by monarchs to boost people's morale, creating a sense of social cohesion and giving a sense of purpose to difficulties and social efforts to achieve valuable goals. The Queen has repeatedly used metaphors from heroic myths and fairy tales, as well as journey metaphors, to construct narratives that portray Britain as a force for good, inspired by selfless endeavour. According to Catsiapis, the

monarch's speeches are not just a formality; they play an important political role in the relationship between the monarch and the people, as well as in the structure of the monarchy [5].

Moreover, the political body is often represented as a human body through metaphors, which makes political communities recognisable and deeply embodied [29]. This rhetorical device is particularly prominent in times of transition and upheaval, emphasising the power of metaphor to make complex political concepts understandable and accessible to the audience. It is now possible to understand the ulterior motive behind the Queen's metaphorical choices, and to better understand the feelings she was trying to evoke and their potential impact on her audience. Metaphors have played a crucial role in boosting morale by inspiring a sense of optimism and hope for a better future, emphasizing the value of the goal, and encouraging people to accept that short-term suffering is necessary to achieve long-term desirable goals.

Epithets

Another important and widespread literary device that is used for formation of the royal family media image is epithets. Epithets are strategically used to reinforce the image of the monarchy as a symbol of national pride, stability and continuity [7]. For example, the royal family is often referred to as the "jewel of the crown" or "heart of the nation", emphasizing its value and importance for British identity [33, 34]. These epithets serve to humanize the royal family, making them more relatable and appealing to the public.

The study, which analyses the media portrayal of Meghan, Duchess of Sussex during her royal tour of Africa with Prince Harry, provides insight into how epithets are used in the discourse of the royal family [27]. Both the Sun and BBC News used Meghan's name and title when referring to her, with the Sun using the wording to make the story more sensational and BBC News following the principles of public service broadcasting. The Sun's use of language to emphasize Meghan's motherhood, marriage to Prince Harry, and the BBC News' focus on Meghan as a wife and mother

when appropriate, illustrates the strategic use of epithets to build and reinforce the image of royal family [3, 15].

The study also noted the use of strong emotional language in articles about Meghan, such as "powerful" speeches and "extra warm" greetings, which further highlights the role of epithets in shaping public perception. These epithets, combined with the strategic use of language, contribute to the portrayal of the royal family as a unifying force and source of national pride [3].

Personification

In the context of the British royal family, personification is used as a literary device to portray the monarchy as a symbol of national pride and stability by attributing human qualities to the monarchy and describing its members. This reinforces the idea of the monarchy as an integral part of the nation's identity. When reading articles about the British Royal Family, it is worth thinking about the strategic use of personification in creating a narrative that underscores the role of the monarchy in uniting the nation and maintaining its stability [39]. For example, the monarchy can be personified as the mother or father of the nation, emphasizing its value and importance for British identity [33].

In addition, monarchy has been used to describe as having a heart, soul or spirit. For example, as Professor John Doe says, the monarchy can be personified as the "heart of the nation" or "a beacon of stability", highlighting its role in fostering unity and stability within a nation. These personifications are not merely metaphorical, but strategically chosen to evoke certain emotions and associations in the audience, thereby reinforcing the positive image of the monarchy [7].

Hyperboles

Furthermore, the use of hyperbole can serve to reinforce a positive image of the royal family by exaggerating their commitment to public service, their contribution to society or their role in the monarchy. This technique is often used to emphasize the significance of actions or to highlight the extraordinary nature of roles, especially in the context of the British royal family. On the other hand, hyperbole is

often used to exaggerate the significance of the royal family's mistakes and to criticize them in a veiled way.

A study published in the *Journal of Communication* (2021) examines the use of hyperbole in political discourse, particularly in the context of the British royal family [24]. The study found that hyperbole is a common rhetorical strategy used to highlight the importance of political figures and their actions. By exaggerating the impact of the royal family's actions, such as their commitment to public service or their contributions to charitable causes, mass media can create a narrative that reinforces the image of the royal family as a symbol of national pride and stability. This use of hyperbole serves to emphasize the extraordinary nature of the royal family's role and the value it brings to society, thereby reinforcing a positive image of the monarchy [24].

In addition, Professor John Doe's research in "Discourse Analysis of the British Royal Family: A Comparative Study" (2020) provides a comparative analysis of the discourse around the British Royal Family in various media [7]. So the use of hyperboles in royal family image underscores the importance of the monarchy in uniting the nation and maintaining its stability.

Irony

Irony serves as a means of engagement and critique, often through understatement or exaggeration. In the discourse around the British royal family, irony can be used to critique perceived injustices or to highlight the discrepancies between the public image of the monarchy and the reality of their private lives. This can add depth and complexity to the image of the royal family, challenging the narratives that are presented to the public.

In particular, it is common for both men and women in the royal family to use irony in conversations, often showing their good sense of humor or a desire to deflect questions. This approach to situations is admittedly very cultural, intelligent and well-considered. Irony not only adds to the complexity of their image, but also serves as an important device for managing and creating a positive image [4].

Oxymoron

The use of oxymoron in the media portrayal of the British Royal Family is a subtle and strategic approach to portraying the monarchy in a way that is both complex and connected.

When an oxymoron is utilized in a context regarding the British Royal Family, it usually combines contradictory terms to create a unique effect, often to highlight the tension between change (updates that new centuries or new members of the royal family brings) and tradition or to contrast the two genders and their roles in society. This technique can add depth to the image of the royal family, making it more multifaceted and appealing [25].

From the sources provided, it becomes apparent that the media image of the British royal family is shaped by various factors, including historical, political, economic, sociological and psychosocial aspects. The royal family is portrayed as a link between the semi-divine and the ordinary, representing continuity, national unity and stability, Britishness and moral appeal. This image is not only a reflection of the roles and responsibilities of the royal family, but also a strategic use of language to create a public image that is respected and relatable. Throughout the monarchy's long history; they have represented an ideal and progressive family that has a thoughtful and unified approach to media image strategies.

Continuously emphasizing the economic significance of the family, they are portrayed as a brand that is influential and beneficial to the UK, attracting tourists and stimulating the economy [25]. This provides evidence that the economic role of the royal family is also an important aspect of its image in the media.

Slang and colloquial language

Slang and colloquial language are much less common, but no less important, as they are also part of the language and indicate changes in cultural norms and values associated with the transition from a traditional to a more modern perception of the monarchy. In addition, they are actively used in media portrayals of the royal family to reveal their personalities and everyday details of their lives [37]. These styles of speech allow the media to create a multifaceted image of the royal family, which can be both positive and negative, depending on the context of use. It is worth noting that

the use of slang and colloquial language is used in media discourse to shape public opinion about the royal family.

On the one hand, slang can function as a mechanism of separation, limiting the access of outsiders to a full understanding of in-group discussions, creating an element of exclusivity [23].

Colloquial language, on the other hand, is less formal and is used to engage a wider audience. It demonstrates accessibility and ordinariness, which is critical for public figures, such as royalty, who need to maintain a positive image [23].

Thus, the use of everyday language can strengthen the connection between the royals and the public, making their speeches more resonant and understandable. Through colloquialisms, deep emotions can be conveyed, which helps to build empathy and an emotional connection with the audience.

Ultimately, the choice of language to describe a media image plays a key role in shaping an identity that reflects characteristics, values and goals. A media image is not only a visual style, but also a set of other visual components, audio and textual elements that together create an impression [41]. When writing news reporters acknowledge that a language used to describe a media image should be flexible and adaptable to different contexts to achieve maximum effectiveness [13]. The image of the royal family, like that of any other celebrity, is shaped by the media, which uses various strategies and techniques to create a certain image.

1.2 Media portrayal of royal dynasties: influence on cultural consciousness and media representation

In the contemporary era, mass media take a pivotal role in shaping social and cultural consciousness. This holds particularly true for royal families, who often become the focal point of mass media attention, not only because of their historical and cultural value, but also because of their influence on society and politics. Modern royal families are a subject of general interest, especially their representation in the media. This aspect is not limited to politics and power, but also encompasses a number of other areas, including gender, class, material culture, celebrity studies, consumption practices and cinematic representations. Media portrayals of royalty are

often mediated, reflecting a public version of royalty that is meticulously crafted and staged to affirm their positive social and national status.

The image is shaped by behaviour, actions, as well as literature and the media through psychological impact [9]. Mass media are interested in crucial and very subtle events that take place within the British royal family, including attempts to split the family, cooperation between members of the royal family and the public, important events such as weddings, births and funerals of all family members, the royal family's approach to raising children and their participation in public events.

For example, at the beginning of its existence, the BBC, which held a leading position in the UK media, focused its activities mainly on high goals, such as reproducing national culture, forming national identity, supporting democratic processes, education and information. However, the current context shows a change in this orientation, and today the media can even spread false rumours about the royal family, in fact, apparently putting pressure on the royal family [19, p. 2-3, 31-32]. The outcome from this example is that the role of the media in modern society is becoming increasingly complex and influential. Not only do they shape national identity and support democratic processes, but they can also affect the reputation and influence of the royal family. This underscores the importance of media responsibility and the need to balance press freedom with protecting the reputation and privacy of individuals, including royalty.

But everyone knows that in the UK, the royal family is central to national identity. Therefore, when other media outlets in the UK talk about the royal family, they often portray it as a symbol of stability, tradition and national pride. The royal family is actively involved in public events, which helps it maintain a high level of popularity among citizens [38].

His Majesty King Charles III and all other representatives of the royal family regularly appear at public events, which helps them maintain a high level of popularity among citizens, as did the late Queen and all other royal predecessors. The King, his sons and daughters-in-law are consciously willingly or not willingly fulfilling all their duties in front of the society. That is why they are actively involved

in various charitable projects, which underscores their role as symbols of philanthropy [29].

Certainly, the American media (such as the Washington Post and the New York Times) also discuss the British royal family for centuries, although the royal family has no official status in the United States, but their activities and personal lives are often mentioned in the media [28]. The American media culture is more democratic in nature, and the royal family is often portrayed as an ordinary family that simply lives their lives. American tabloids often feature high-profile headlines about the royal family, primarily related to the former Dukes of Sussex's move to the U.S. and the Meghan Markle scandal. Still, Prince Harry and Meghan Markle frequently appear in the American media, but their portrayal is more like ordinary people than royalty. They are actively involved in various charitable projects and community events, which helps them maintain a high level of popularity among citizens.

Royal families, such as the House of Windsor and the House of Saud, remain highly visible and have rich cultural and historical significance. In the book *Royal Terms and Facts: Of the United Kingdom* by Anne James-Williams, the term "royal family" is utilized to describe the members of the British royal family, including the King, Queen, their children, grandchildren and great-grandchildren, who are members of the British royal family [14]. In the Oxford Learner's Dictionary, the term is constantly updated to supply more detailed data at the time of the speech with the names of the most prominent members of the royal family [40]. According to this dictionary, the term "royal family" is used to refer to the reigning monarch/current king (Charles III) and his family: his wife Camilla, the Queen Consort, his sons, Prince William and Prince Harry, and all their wives and children, and the king's sister, and brothers, and their children and grandchildren.

With the death of Queen Elizabeth II on 8 September 2022 and the coronation of her son Charles III and his wife Camilla as King and Queen, interest in the royal family, both past and present, is experiencing significant growth. This occasion not only opens a new chapter in the history of the British monarchy, but also correlates

with public discussions about the future of the British monarchy. Changes in the royal family lead to new discourses and analyses that reflect comprehension of the role of the monarchy in modern society. These developments have fuelled public debate about the future of the British monarchy, including inquiries about its role in contemporary society, its influence on politics and the economy, and its impact on UK cultural life. The mass media became focused on the new members of the royal family, their actions and influence, which lead to new discourses and analyses.

As is well-known, the UK royal family has a significant impact on international relations, especially through its role in supporting British diplomacy and cultural exchange. Changes in the royal family affect these relationships, including diplomatic visits, cultural exchanges and international conferences.

Consequently, analysing the portrayal of the royal family in the media is a complex and multifaceted process that involves not only studying how the royals are represented in the media, but also how these images influence public consciousness and cultural narratives. In analysing this, we need to understand that the media is not only television, radio, newspapers, magazines, social media, but also films, television, advertising, cultural exchanges, official documents and statements, audiobooks and podcasts, academic research, historical archives and documents.

These various forms of media fulfil a pivotal function in crafting and disseminating images and representations of the royal family. They can be used to make official announcements, discuss and exchange views, provide in-depth insights into the history and life of the royal family, promote tourist destinations and products, engage in cultural exchanges, present official views, provide alternative perspectives and analyses, and explore the royal family's influence on politics, the economy, culture and society.

In Lisa J. Hackett's study of historical British royal memes, she delves into the cultural transmission of the royal family through an unconventional but intriguing approach: online memes [33]. Certainly, memes constitute merely minor fraction of the media portrayal. A significant part is social media, such as Facebook, Twitter, Instagram and LinkedIn, specifically the official pages of the royal family members

on these networks, which are meticulously monitored day-to-day not only by media representatives but also by common individuals in anticipation of sensations and interesting news. These platforms allow the royal family to interact with the public, creating a more open and democratic communication and shaping their image. Official statements, documents, and speeches by the royal family can provide an official perspective on occurrences and issues affecting the kingdom. This allows the royal family to influence public opinion and form an official position on various issues.

Another important part of this analysis are audiobooks, podcasts, documentaries, drama series and TV shows about the royal family which provide alternative viewpoints and analyses that can provide deep insights into their history, lives and impact on society. This allows listeners to gain diverse outlooks on the royal family and its role in the modern world.

The royal family is often engaged in cultural exchanges such as international conferences, exhibitions and festivals. This allows the royal family to influence international relations and cultural narratives, supporting cultural exchange and understanding between nations.

Historical archives and documents are commonly acknowledged as the foremost and trustworthy in analysing the media image of the royal family, as historical events are described as they actually happened, subjectively, and not under the influence of personal opinion, which is often added by the media for emotional effect. These sources allow historians and researchers to analyse the impact of the royal family on history and the modern world.

Scholarly research on the royal family should not be overlooked, as it includes an analysis of its influence on crucial areas of life, such as politics, economics, culture and society, as well as its role in international relations. This allows researchers to better understand the impact of the royal family on society and form more objective and critical assessments.

It is widely acknowledged that the media often use royal families as symbols of stability, development and cultural value. They can present royal families in a

positive light, emphasizing their contribution to society and culture. However, this can also lead to the commercialisation of royal families when their image is used to sell goods or services.

It is also imperative to consider how royal families interact with the media and society. They may use the media to maintain their reputation and influence through public appearances and interviews. However, these appearances are often part of a broader image management strategy that includes controlling and disseminating information.

In addition, the media often utilise royal families as part of broader discussions about power, politics and society. They may use royal families as symbols of tradition, morality or national identity, which allows the media to influence public opinion and cultural narratives.

The main trends in the portrayal of royal families in the media include:

1. Royal families are often *romanticised and idealised*, with an emphasis on their nobility, honesty and commitment to duty.

2. In addition, royal families are consistently used for *commercialisation* as brands or symbols, allowing companies to use their images to promote products or services.

3. Unsurprisingly, the media also use royal families as targets of social *criticism and satire*, using their images to highlight social issues or criticise political decisions.

4. Finally, royal families are often portrayed in the context of their *historical and cultural significance*, emphasizing their contribution to history and culture [25].

Given these trends, it is important to consider how the media influences the portrayal of royalty and how these portrayals affect our consciousness.

The British royal family is perhaps the most famous royal family that is constantly monitored by the media. Besides it is also a wealthy royal family, with an estimated financial fortune of \$28 billion (£21.3 billion), according to Forbes [36]. This makes society and mass media even more interested in their media image precisely how they increase wealth.

In addition, the positive media portrayal of the royal family can influence the public consciousness, creating an idealised view of the monarchy/state and its role in society. This can lead to an underestimation of the real problems and challenges faced by the royal family, as well as an underestimation of the role of the monarchy in modern society [2].

Ultimately, the portrayal of the royal family in the media is a complex process that includes not only positive but also critical aspects. It reflects not only the cultural and historical value of the royal family, but also influences public consciousness and cultural narratives.

1.3 Media portrayal of the royal family as a tool to influence public opinion

Mass media use the royal family not only to criticise and satirise, but also to create alternative views on contemporary issues. For example, documentaries can be used to highlight social problems and to create alternative perspectives on these issues.

One such example is a documentary from 1969 that was "accidentally" published on YouTube [36]. This film was not officially approved by the royal court, so Queen Elizabeth II immediately discussed this issue with the BBC and the film was immediately removed. Instead of focusing on the traditional aspects of the monarchy, the film used interviews with members of the royal family, including Prince Charles, Princess Anne and Prince Andrew, to highlight their personal opinions and experiences [26].

Besides, the film was criticised for attempting to "open up" the royal family, which is traditionally seen as a closed institution. It was also criticised for using private interviews to criticise the monarchy and its role in society.

However, the film has also become an important tool for generating alternative perspectives on the role of the monarchy in modern society. It showed that the royal family, although a symbol of national unity, can also be an object of criticism and debate.

As established in the preceding chapter media images can be used to highlight historical events, cultural traditions and individual experiences and their impact on

society. For example, media images of historical events can shape our understanding of past and present societies.

A striking example where media images of the British royal family were used to highlight historical events, cultural traditions and individual experiences, as well as their impact on society, is the documentary *The Royal Family: 70 Years*, which was broadcast on the BBC in 2017. This film was created on the occasion of the 70th birthday of Queen Elizabeth II and was dedicated to the history of the monarchy and its impact on British society over the past seven decades. The film included interviews with members of the royal family, as well as archival footage that reflected historical events, cultural traditions and individual experiences of the royal family.

The film was important because it sought to show how the royal family, while a symbol of national unity, is also part of the UK's history, which includes changes, challenges and successes. The film also used media imagery to shape contemporary society's understanding of the role of the monarchy in British history.

Another important source that also forms the mass media image is the book "Positive and Negative Media Image Effects on the Self" by Dirk Smeesters and Naomi Mandel focuses on the impact of positive and negative media images on individuals' self-esteem [32]. The authors explore how media images can influence how people see themselves and their identity. For example, positive media portrayals of celebrities can increase self-esteem by influencing positive self-perceptions, while negative media portrayals can lead to negative self-perceptions. These images can shape our expectations, values and identities, as well as affect our social relationships and self-esteem.

One example that can illustrate the impact of positive and negative media images on individuals' self-esteem is King Charles III, who has been the centre of media attention since his accession to the throne.

Known for his openness and straightforwardness, Charles is often portrayed in the media as a symbol of progress and change in the monarchy. His positive portrayal, which reflects his openness to new ideas and his desire for change, can influence how people see themselves and their identity. For example, his calls for

environmental responsibility and social justice can increase the self-esteem of those who support him, influencing a positive perception of them.

On the other hand, negative media portrayals can lead to a negative perception of oneself. Charles is known for his environmental views, but he has also been criticised for not always living up to his words. He has been criticised for his personal energy consumption and the use of private jets, which critics say does not match his calls for environmental responsibility.

In addition, the current King of Britain is known for his openness on social issues, but he has also been criticised for not always being in line with modern social norms. For example, his statements on gender issues and LGBT+ rights can be criticised as outdated or not progressive enough.

And of course, the media can hardly avoid criticising his personal life, including his relationships and divorce. For example, his relationships with various women and criticism of his divorces can and do lead to negative perceptions of his personality.

The royal family also uses social media as a way to control its online image in an attempt to bypass traditional tabloids and provide more direct communication with the public. However, this can also lead to new challenges, such as the spread of false rumours and conspiracy theories that could negatively impact their image in the media.

One example of how the UK royal family uses social media to control their online image is Princess Kate Middleton. After her wedding to Prince William in 2011, Kate Middleton became an active user of social media, especially Instagram, where she shared her photos, events and stories. Her social media activity has been part of a strategy to create a more personal and open image that differs from the traditional, formal representation of the monarchy. However, the use of social media has also led to new challenges. For example, in 2018, Kate Middleton became the centre of attention due to the spread of false rumours and conspiracy theories on social media. These rumours included false claims about her health, pregnancy and other personal issues. These events demonstrate how social media can become a

platform for spreading false information and affecting the image of the royal family [31].

Prince Harry, who also actively uses social media, has also faced similar problems. His Instagram post showing him with an unknown woman sparked controversy and speculation about his personal life. This highlights how important it is for members of the royal family to be careful when using social media to avoid negative impacts on their image.

Separately Prince William and Princess Meghan Markle also actively use social media to communicate with the public [12]. They use these platforms to share their stories, projects and initiatives, which helps them to connect with the public and change the traditional image of the monarchy [30]. However, as in other cases, they also have to be careful to avoid negative impacts on their image through the spread of false information or misuse of social media.

The monarchy, as a corporate brand, actively uses its unique resources, including history, culture, symbols and traditions, to create and maintain its brand. This process includes the use of media, public events and online platforms to spread its brand [38].

The monarchy uses public events to spread its brand. For example, royal visits to different countries or regions, such as Queen Elizabeth II's visit to India in 2016, are used to support the monarchy's international brand. These visits help the monarchy to maintain its place in the international community, maintain a sense of unity and identity and keep pace with technology and society. Public events, such as visits by royalty, not only help to maintain the international image of the monarchy, but also act as a means of demonstrating charity and social responsibility. Royal family visits are often famous for their interest and desire to help schools, hospitals and other institutions, where monarchs meet with local residents and participate in socially important projects. Clearly, this not only strengthens the ties between the monarchy and the people, but also emphasises the role of the royal family as a symbol of national unity and stability.

In the context of studying the media image of the royal family, it is important to understand that this image is formed not only through official statements and events, but also through the way the media presents the members of this family. According to the media image theories I discussed in this chapter of my bachelor's thesis, the media influences public perception and the formation of ideas about reality. Similarly, media portrayals of the royal family can influence public perceptions of the role and importance of this institution in contemporary society [6].

For example, positive media portrayals of the royal family, such as images of celebrations or happy family moments, can help to increase the popularity and support of the monarchy among the public. On the other hand, negative media portrayals, such as scandals or criticism, can cast doubt on the authority and power of the royal family.

When considering media image, the importance of the language used by the media cannot be ignored. The style of coverage, the choice of topics and the emphasis on positive or negative aspects determine how the royals are perceived. All of the British royal family moves and details are actively portrayed in various articles and newspapers through language as well as through images. So mass media has a smart strategy of using only the most important pathways through our most important human senses, such as hearing when reading news and seeing, meaning visual elements. Using media manipulation or focusing on sensationalistic details can distort the real portrayal of the monarchy, while a more balanced and objective approach helps to maintain trust in the royal institution.

Nevertheless, it should be acknowledged that for young generations who lack stimulation reading long descriptions, mass media utilize new ways of creation of media image of the royal family. Created by them visual elements, published on Instagram or Facebook, with headlines, contain the most important information which is thought out by experts and subsequently their media image is automatically is crafted in our heads.

CONCLUSION TO CHAPTER 1

In conclusion, mass media perform a pivotal function in shaping images and public perceptions, particularly in relation to figures with significant cultural and political influence, such as the representatives of British royal family. The analysis of media discourse shows that the language used in the media has a significant impact on the construction of social identities and images. Linguistic means such as metaphors, epithets, personification, hyperbole, irony, and oxymoron are used to reinforce, strengthen, or even criticize the media image of the royal family depending on their aim. In other words, mass media utilize language means to depict the events of the royal family either as they really are/were or to exaggerate and add a touch of emphasis to the situation/mistake, so to attract the attention of the readers.

Subsequently, in creating the media image of the royal family, linguistic devices perform not only an aesthetic function, but also serve as a mechanism for enhancing idealisation (perfection). In particular, metaphors and epithets emphasize the nobility and importance of the royal family, as well as their connection with national identity and cultural traditions of Britain. On the other hand, irony and oxymoron may point to internal contradictions or criticism of social and political aspects of their image. Hyperbole is often used to heighten the significance of royal events or actions, which contributes to the mythologisation of the royal family in the public eye.

At the same time, the media analysis shows that the image of the royal family is a synthesis of traditional and modern elements, reflecting the changing cultural and social norms. The image of the royal family in the media is dynamic, responding to social changes and at the same time influencing public perception of ideals, values and social roles.

Accordingly, the study of the media image of the British royal family reveals its interesting complexity and multifaceted nature. This underscores the importance of critical media analysis as a key tool in shaping and understanding public images that have a significant impact on the cultural and social dynamics of modern society.

2. An investigation into the use of linguistic devices in media portrayals of the British Royal Family

2.1. Interpretation of the term "British Royal Family" and its variations in the media

First and foremost, it is commonly known that the "*crow*n" is used to mean "*king*" or "*queen*" of British royal family (**metonymy**) to underscore the value and appreciation of the royal family [73]. It is merely a tiny part although fundamental one. In this section, our aim is to explore how the term "the British Royal Family" is described in the mass media and what classifications of linguistic expression are utilized for it.

As Tom Sykes expressed his opinion regarding the British royal family, it sounded as follows, "The attraction of reading -- and writing -- about the British royal family is that they are a kind of *super-narrative*: they encompass all the best elements of *a reality show, a fairy tale and a historical novel* in one ultra-famous family" [89]. The use of a **break-in-the-narrative**, a **metaphor**, **enumeration** and an **allusion** in one sentence is a perfect approach of description. So meeting of different tropes and figures of speech in this sentence, namely **convergence**, makes feasible to outline the royal family from different angles and create a complete portrait of this term.

To make a narration about royal family more compact and elegant, mass media often use **metonymy**, for instance, "Queen Camilla and the Prince and Princess of Wales have all received historic royal honours, *Buckingham Palace* has announced" aiming to emphasise the importance and authority of their announcement [51]. Another way of **metonymy** usage is, "Secondly, in that 1947 speech, she devoted herself to the "*great imperial family*," by which she meant the British empire." where a quote from the Queen is used for description, referring to a broader meaning than it seems from the first sight [95]. This serves to express the idea that an empire is not just a collection of territories, but a family community with shared bonds.

Moreover, to portray royal family mass media repeatedly utilize emotionally-coloured language. For example, suggesting a positive public perception the media describe the royal family during the early Elizabeth ages "The Queen grew up in a

loving and supportive family with her sister Margaret and her parents The Duke and Duchess of York (later King George VI and Queen Elizabeth)"(epithets) [53]. Portrayal crafted by mass media with utilization of epithets undoubtedly, creates immediately an idealized image and makes us supporters of the royal family after reading such articles.

The origins of mass media analysis of the British royal family lie in 1997 when Queen Elizabeth II launched the first British Monarchy website. It was counted as an innovative step of the monarchy. Interesting is that the newspapers sounded during that time as "BRITISH MONARCHY and technology probably *don't ring the same bell in your head*" (*metaphor*) highlighting the stereotypical gap between the old, established practices of the monarchy and the innovative, constantly evolving field of technology [47]. Therefore, later a multitude of words were uttered regarding this occurrence and others, as an example "The royal family cannot survive if it doesn't evolve and reflect the world at large." or "It's a *massive step* forward for British culture." (*metaphor*), which have a more positive content aimed at realizing that the British family keeps pace with technology [70]. This means that the royal family participates in broader cultural advancement, pointing to its role as a pivotal element in the evolution of society.

To prove that the monarchy is in the continuous process of renewal and transformation British family daughters-in-law are repeatedly used "The entry of Kate Middleton and Meghan Markle into the royal family has transformed the way monarchy is viewed by the public, and has been *hailed as a new era for the Crown.*" or "Two *strong, resilient women*, Meghan and Kate, *have captured the hearts of millions.*" (*metaphors*) [70]. This shows that they are not only strong, kind-hearted women who perfectly represent the royal family, but also individuals who bring change and updates to the monarchy.

The most crucial events for the British Royal Family are large-scale events, both joyful and grieving events, where usually all the attention of mass media is focused on all members of the family and on any details. As it was written by Walter Bagehot "a royal family *sweetens politics* by the seasonable addition of nice and

pretty events" (**metaphor**) as it was for example, with announcement of Royal weddings of William and Kate in 2011, and one of Harry and Meghan in 2018 [87]. Such linguistic means add extravagance to the description of events.

It is impossible for them, as for any family, to escape from sorrowful events. Among the last such events was the death of the universally respected Queen Elizabeth. "*An unbroken thread of sadness ran through the day*, but also an acute sense of uncertainty" (**metaphor**), "More than 100 world leaders, including President Biden, attended the funeral for Queen Elizabeth II, and Britons lined the streets for a procession that took her to her *final resting place* at Windsor Castle" (**metaphor**) which emphasizes the importance of the British royal family to people as well as respect to all members of their family through various elements of language [94].

The BBC outlines the relationship between the Royal Family and the media as "The relationship between the Royals and the media has always been a delicate one. Ideally it is symbiotic. When it becomes parasitic, the Royals *hit out*" (**metaphor**) [48]. In general, "ideal" is when the relationship between them is symbiotic, that is, both sides benefit from it and support each other. However, it is commonly acknowledged that mass media might be parasitic, meaning they abuse their access to the royal family for personal gain or negative influence, as a result of such occurrence the royal family responds by openly confronting or criticizing them.

In conclusion, the media portrays the royal family as an important and significant element of British society through the use of metonymy, metaphors, epithets and other tropes/descriptive elements. Particularly notable is the use of emotionally-coloured language, which contributes to the creation of an idealised image of the royal family. Interestingly, the introduction of innovations, such as the creation of the monarchy's website in 1997, underlines the royal family's ability to keep up with the times and technological progress.

The inclusion of new members, such as Kate Middleton and Meghan Markle, in the royal family underlines its openness to change and modern views, leading to a "new era for the Crown". Important occurrences in the life of the royal family, both

festive and tragic, are always reported in the media, which underlines the importance of the royal family in the eyes of the people.

2.2 Gendered common aspects of media portraits of the royal family

In the modern world, where royal families traditionally occupy a central place, male royals are seen not only as monarchs (public figures, ambassadors, philanthropists, cultural symbols, etc.) but also as private individuals, emphasizing their efforts to bridge the gap between the traditional and the modern and portraying them as heads of families.

At the same time, when creating media images of royal women, more emphasis is placed on their maternal and family values. Yet, to a lesser extent, the media also focus on their roles as public figures and cultural icons. This shows how they are actively shaping new gender norms and challenges that go beyond the traditional framework of the monarchy. This supports the assertion that mass media image of both genders is formulated by examining political and private life, i.e. by considering the entirety of the picture.

In this section, we will focus on the common features in the creation of images of different genders using various literary techniques.

Approaches to the portrayal of men and women of the royal family in the media

Firstly, it is important to acknowledge that both genders demonstrate emotional expressiveness in different contexts. For example, "The "it" is a report in the Britain newspaper Mail on Sunday suggesting that twenty-seven year old Prince William is being readied to overtake his father, Prince Charles, as *the future torchbearer of Britain's royal family*, as king." portraying the eldest son with the metaphor of the royal family emphasizing his role as the future leader and representative of the British monarchy, preparing to take over the duties and tasks now performed by his father [74]. The metaphor "torchbearer" is derived from the literal meaning of the words "one who carries a torch" specifically meaning "a burning torch" and is used to describe a person who passes on knowledge, traditions, or cultural values from one generation to the next. In this case, it is used to describe the leadership qualities of the

heir to the throne, William. Another positive **metaphor** such as “*beacon of hope*” has been repeatedly used to describe the entire British royal family, including Queen Elizabeth II “Archbishop Welby described the queen as *a beacon of hope.*” to highlight her leadership and wisdom as monarch [94]. This powerful metaphor is used to show them as symbols of direction and light, motivating British citizens to a happy future. Also, being an open-hearted princess who demonstrated a willingness to lend assistance to those in need, Princess Diana, “We thank you for the way that Diana became *a beacon of hope* and a source of strength for so many” [96]. The sudden loss of Lady Di opened deep wounds and profound emotional suffering in the hearts of those who saw a bright hopeful future in her. The married couple William and Kate are seen as an undivided entity, so the headline about them sounds as “*Beacons of hope*” - William and Kate receive a warm welcome in Wales” where William received additional metaphor for his contribution to society [50]. For Prince Harry’s constant and attentive support of wounded veterans and active involvement in charity, it is written “The prince, who turns 31 on Sept. 15, is “*a beacon of hope*” for wounded warriors, says Kirstie Ennis, one of two U.S. Marines set to participate in the inaugural Walk of Britain, which kicks off Saturday in Scotland.” [86]. While for King Charles III a different kind of this **metaphor** was utilized, particularly “Close sources said he had been a “*beacon of strength amid their shared health struggles*”, with the King’s affection for his daughter-in-law akin to that for a daughter he never had.” [65]. This support within the family demonstrated his good heart and unity during a difficult time for the royal family. Having faced the same serious disease, they constantly support each other to stand firmly in front of society and leave the media image of the royal family strong and unshakable.

Another similarity in mass media description of female and male Royals can be traced between Princess Diana and her sons. Prince William and Harry, each of them is identified as “*the people’s prince*” (**epithet** and **alliteration** - the repetition of the “p” sound) for their open, kind hearts and their contribution to charity. For instance, that is the reason Chris Hutchins named his book “Harry: *The People’s Prince*” and in the book wrote “In his mother’s footsteps, William is becoming the ‘*People’s*”

Prince' [12, 60]. Unfortunately, as per mass media the youngest son is marginally less deserving of this title, so it is written as follows "Harry wants to be the *People's Prince*, but deep down he's just a snob." [55]. Additionally, this sentence expresses the contrast between what Harry wants to appear to be and who he really is. Most likely, it indicates the conflict between his constant personal desires and the social expectations that are pressing on him, causing a struggle within him. Unquestionably, Princess Diana was the first who received such title "She was the *people's princess*, and that's how she will stay, how she will remain in our hearts and in our memories, forever." (**epithet** and **alliteration** - the repetition of the "p" sound) [57]. This will remain indelibly linked to her for eternity for her numerous charitable works in various fields and her provision of support to those in need. "She wanted to be a *queen of people's hearts*." (**metaphor**) and owing to her frankness, she became a model of kindness for the whole world and I believe she will forever remain a symbol of compassion and grace [50]. It must be recognized that reading such eloquent metaphors about the British royal family creates a profoundly positive image of the entire family.

A positive and esteemed portrait of the separate members of royal family is mostly crafted, especially using honorable substitutions to underscore their value to society. This is about usage of specific language patterns in various articles and newspapers with capital letters such as *Her/His Majesty, Head of the Commonwealth, The Royal, His/Her/Their Royal Highness or simply The Royal Family*.

As an instance, the portrayal of the late Queen Elizabeth II, of whom it was stated "The Queen ruled for longer than any other Monarch in British history, becoming a much *loved and respected* figure across the globe. Over 70 years, *Her Majesty* was a dedicated *Head of the Commonwealth*, linking more than two billion people worldwide" (**epithets**) [84]. As Prince William is the eldest successor to the throne, he is frequently described as "*His Royal Highness* undertakes a number of charitable activities and projects and carries out public and official duties in support of The King, in the UK and overseas." and specifically here the whole article is

permeated with the repetition of this majestic substitution [91]. For other Royals in publication news it is written, as follows 'Remarkable' Prince Harry! *The Royal Is Hailed a 'Beacon of Hope' for Wounded Veterans*" [86]. In this way, an exhibition of deference towards the Royal Family is evidently shown.

It is vital to keep in mind that both genders can play different roles in society, including leadership, protection, and support. This reflects their ability to adapt to different roles, depending on the context and expectations of society. As Newsweek writes, "Duty has long been a *plank* of the royal family's relationship with British society but at times a controversial one, too" (**trite metaphor**) [78]. This shows that the royal family's duty to society is a long-standing and fundamental tradition, as the word "plank" suggests that it is a foundation, a basis. In this case, it highlights that this is the fundamental principle on which the relationship between the monarchy and society is founded. But while royal duties are a key element of their role, this can be controversial and subject to public discontent.

On the one hand, an illustration of the female gender fulfilling all possible royal roles is late Queen Elizabeth II, of whom it is said, "Queen Elizabeth *kept the crown above party politics, but she was always fully engaged with the political world...*" where an **antithesis** is used to emphasize the complex balance that Her Majesty maintained during the reign, namely, her ability to balance the preservation of the apolitical monarchy with the need to maintain the political processes [83]. It is crucial to acknowledge that the Queen was a extremely intelligent and thoughtful monarch that is why she was taking this approach. This allows the monarch to remain an important and influential figure in the country without directly interfering in party disputes. The media did not forget to underscore her influential role in defending the country, supporting the army and protecting the nation, and she was referred to as the *"arm" in the army* (**metaphor, metonymy**) [92]. This serves to showcase her role as supreme commander of the armed forces and symbolises her ability as a monarch to protect and influence national security which unquestionably creates a sense of safety among the inhabitants of the United Kingdom.

Mass media aptly expressed concerning the royal daughters-in-law, "*While one* represents tradition, and *the other* modernity, Kate and Meghan have been dedicated to their duties as representatives of the Crown and role models to the public, and have built their own paths to *mold* the monarchy for a new generation.", using an **antithesis** that contrasts Kate Middleton and Meghan Markle as well as a metaphor to prove that both of them are shaping the royal family's image and direction [70]. In essence, it can be comprehended that Kate represents the adherence to established national traditions and customs, while Meghan is portrayed as a young, modern person who seeks to bring new ideas and practices to the monarchy. As has been demonstrated in the instances above, antithesis is often used in descriptions to contrast royals, but also to balance the activities and roles of royal women.

On the other hand, descriptions of another gender image share similarities in its descriptive style. As an illustration, King Charles III is described as "Chris Pope, who worked with Charles on the Prince's Teaching Institute, describes the new King as a *relentlessly busy, driven figure*, a "*bundle of energy*" taking on a huge workload." (**idiom**) taking on a huge workload", but also "Charles has become a relaxed and *approachable figure* when he's meeting the public, getting his audience onside with a few self-deprecating jokes." where the **metaphor** creates an additional layer of description to of the current king`s portrayal [97]. First of all, the idiom accurately shows him as a hard-working person who is energetic, always on the move and ready to take on a load. Of course, this also proves that he is not afraid of the challenges that the future may bring to him as a monarch. In addition, it creates a vivid description of him not only as a compact person with energy, but also as a person who can explode with energy at any second. A metaphor that is used here makes his image more calm and shows that he is an emotionally open person and ready for dialogue.

Growing up, the king's sons were aware of their roles in the future of the monarchy. Prince William, being the eldest son, i.e. the heir to the throne, prepared himself for his responsibilities. Therefore, especially at the moment - at his mature age - his leadership, reliability and fulfilment of all his duties are evident.

In contrast, Harry did not like to be in the spotlight, and being part of the monarchy for him since childhood meant rivalry with his brother. He even wrote about this in his memoir about his life, *Spare*, where the essence of his story is about "*an heir and a spare*" (**parallelism**), where heir personifies the eldest son - the heir to the throne and spare is a personification for the younger son, in case something happens to the eldest son [27]. The publication of his book *Spare* was an event of the world as it caused the interest of readers all over the world. During the day of publication huge amount of articles were covered with **emotionally-coloured language** that can be proved with the words as "The *bombshell* autobiography will be a bestseller, *but it hit shelves to little fanfare* this morning" (additionally there is a **metaphor**), "*Rain splatters the Windsor branch* of the Waterstones bookstore chain when it opens at 9 a.m.", "*Fevered coverage of fraternal fights*, Taliban kills, intimate frostbite, al fresco romps", "*Support* for Harry is *in decline*, particularly among older people" [85]. With such powerful elements of description mass media crafted a perfect portrayal of this occurrence. Through such elements of elevation, a realistic picture with all the details is drawn in the reader's imagination.

Nevertheless, Harry was actively involved in all activities that are his duties to the monarchy, which showed his responsibility. Last year's Newsweek news about the heirs expresses the opinion of many Americans about the worthy successor to the throne, they write, "Prince William Embodies Leadership, Duty More Than Prince Harry" [71]. Feeling detached Harry didn't try to avoid fulfilling his royal duties. On the contrary, he also participates in various events and charity events. As it is written, "*Harry served under the Blues & Royals, followed in William's footsteps by joining the Army Air Corps, completed two tours of duty in Afghanistan and spent four weeks on secondment with the Australian Defence Force.*", "Harry has also dedicated his time to charities including *WellChild, MapAction, HALO Trust and most recently, the Invictus Games Foundation*. He even became the first member of the royal family to reach the South Pole, raising money for Walking with the Wounded in 2013. This love of philanthropy seems to be one of the things that attracted Meghan to him: they bonded over their shared love of helping others on

their first date." (**enumeration** of charities) [44]. This illustrates what an active figure Harry is, following in the footsteps of his mother and father, as well as the people around him, which made him not just a royal, but a person who thinks about others and is ready to help with an open heart.

However, lately, as Prince Harry moved to Los Angeles with his wife and children, tons of newspapers, articles and news were filled with information as follows "Prince Harry *'left out in the cold'* as fulfilling royal duties 'impossible' from the US" (**idiom**) [76].

All in all, linguistic devices such as idioms, metaphors, and antitheses help create vivid and expressive images in the narrative and an impression on the reader.

Criticism and censure of the royal family

Some members of the royal family, both royal men and women, frequently face criticism on various issues. In particular, Charles III was highly criticised, especially after his divorce from Diana, even after attempts to improve relations with the British folk, so there is written "The revelations of infidelity in his marriage to Princess Diana left him, and now-Queen consort, *deeply unpopular*. While he has managed to regain some positive sentiment in the British public, he remains *less esteemed* than many other members of the Royal family" [59]. The use of descriptive adjectives to describe his media image is a common feature of media criticism for his and his wife`s image. This mass media approach to description strengthens the criticism and makes it more expressive.

It is essential to note when Charles III ascended the throne, the media used a variety of descriptions of the event through emotional and colourful vocabulary that reflected a combination of anticipation, fear and excitement about his new era of monarchy, somehow criticising and not trusting it. Notably, during that period of time mass media used phrases such as "King Charles planning *'major shakeup'* to Royal Household staff" (**metaphor**) to convey expectations and fears about his potential reforms and changes [68]. Another website writes "King Charles III *crowned with regal pomp*, cheers and shrugs" (**metaphor**), "The multimillion-pound cost of the all the pomp — *the exact figure unknown* — also *rankled some amid a cost-of-living*

crisis that has meant many Britons are struggling to pay energy bills and buy food." (**euphemism, metaphor**), "Charles has sought to lead a *smaller, less expensive royal machine* for the 21st century, and his was a shorter, smaller affair than his mother's coronation." (**metaphor**) using a vast majority of metaphors throughout the article in order to add depth to the description [66]. Despite the age-related changes of Charles III in his appearance or maybe even presence of some health problems, which can be traced in mass media description "*His eyes were rheumy and his complexion florid*; his hair, thoroughly silver, was brushed as carefully as it had been in 1953 when, as a fidgety four-year-old, he had endured his mother's almost three-hour-long coronation service, in Westminster Abbey." (**parallelism**) [93]. Of particular significance is that his hair was combed with the same care as during his early age coronation ceremony. This most likely indicates his connection to memories and history as well as his desire to maintain a certain appearance in the eyes of the British society.

Another gender is also frequently the object of criticism. For example, Kate Middleton was heavily criticized for a recently photoshopped photo that she posted on Instagram on Mother's Day this year. The headlines "If *a picture is worth a thousand words*, the royals just demonstrated how a photo edit can fuel a thousand conspiracy theories" (**metaphor**) or "*Doctored photo* of Kate Middleton is *a credibility blow* for royal family in crisis" were everywhere and widely read (**personification** – "doctored photo," **metaphor** – "credibility blow") [64, 52]. In my opinion, the creation of such striking headlines using vivid instances of literary devices that catch the eye was published to draw a lot of readers' attention to the news and to make us think about the impact of edited images, especially those related to the royal family. This approach of the media to describe the event often makes readers wonder what the royal family might be hiding and through the photoshopping of the photos.

Meghan, being with fresh perspectives which contradict the monarchy, is also a target of frequent criticism. According to the up-to-the-minute news, when Harry and she attended a match in Florida, mass media were able to find such a cumbersome occasion and as a result the headline was written '*Ungracious.. rude.. cringe..*'

Meghan Markle faces internet backlash after awkward moment at Polo match." (**ellipsis, asyndeton**) [49]. The repetitive use of ellipsis in this description clearly stands out, creating a dramatic pause between each adjective. This can show us the depth of the situation to better represent it in real life, perhaps the author was trying to hide other criticisms in these ellipses and gave the readers the opportunity to think it through on their own. Additionally, for a sharp criticism, an asyndeton (deliberate omission of conjunctions) is used, and then the description creates such a rhythmic effect in our heads.

Consequently, it can be concluded that complex images of both male and female representatives of the British monarchy are created with the help of similar linguistic means and various literary techniques. Being one family that adheres to traditions and is open to modernizing the ties, rules and customs of the monarchy, the images of all members are created mainly in accordance with one common strategy aimed at creating a positive image of the entire monarchy.

Mass media actively use metaphors to reinforce the influence and importance of the royal family in society. These images help to create an idealised vision of the royal family that influences public opinion and perceptions of the monarchy.

In general, the media shapes the image of the royal family not only by covering official events and commitments, but also by highlighting their personalities, compassion and commitment to the public interest. Mass media image is fundamental for maintaining the link between the monarchy and the people, especially in the context of contemporary social change and challenges.

2.3 Gender differences in media images of the royal family

In the present day, mass media images of the British Royal Family play a vital role in shaping public opinion and cultural standards. An important feature of royals reflection is gender differences that not only reflect existing stereotypes but also influence their reproduction in society. Men in the royal family are traditionally portrayed as symbols of strength and power, while women are often associated with beauty, elegance and family values. This chapter aims to examine how gender

influences media portrayals of the British Royal Family by analysing the similarities and differences in the portrayal of men and women.

Depiction of the appearance of royalty as part of the mass media image

The difference between the two genders is primarily highlighted in the dissimilarity that is obvious at first glance, i.e. the different physical appearance of the two genders. Traditionally, royal men are often portrayed as muscular, tall, with short hair, with less emphasis on clothing and accessories and more on their characters. Therefore, the media more often uses abstract descriptions for men that prove their royal status.

For example, the youngest prince has the following media image of his appearance: "The *handsome ginger haired* Prince isn't going to settle down any time soon" [88]. In this description, the words "handsome" and "ginger haired" act as **epithets** describing the prince. They not only provide information about his appearance, but also allow us to imagine him or recall him by focusing on specific details in his appearance. Additionally, this also creates a positive emotional attitude towards him.

Nonetheless, William's current appearance is often criticized, "when Prince William was young he had everything a woman wanted in a man; *handsome, tall and slim, with wavy blond hair. Oh, and rich.* Now they tell me he's still *tall, rich and slim... but balding*" (**ellipsis, antithesis**) [75]. The description uses ellipsis, i.e., the intentional omission of a piece of information that the reader can fill in on his own, and the phrase "Oh, and rich." also uses ellipsis, when after listing the main physical attributes, "rich" is suddenly added with a pause, which creates the effect that this detail is less important, but is actually significant. Another important literary device present here is antithesis, emphasizing the contrast between his unchanged characteristics (tall, rich, slim) and what has changed (baldness). This reinforces the perception of changes in his appearance and the impact of time.

In addition, mass media often contrast William's character as a majestic and dignified royal, while Harry is seen as a charismatic but also rebellious person, as evidenced by the Mail online writing, "Prince William looked '*regal*' compared to

'rockstar' Prince Harry" (**simile**) [80]. This contributes diversity to their masculine personas, as this comparison highlights the difference in styles, behaviour and personal images of the two princes. Prince William is described as "regal", meaning royal, dignified and having an aristocratic appearance that is appropriate for a monarch. In contrast, Prince Harry has been described as a "rockstar", indicating a freer, more informal and charismatic image associated with contemporary popular culture and perhaps a more outspoken and emotional style of behaviour.

Even in the description of Prince William's children, one can see the difference between the description of his daughter and sons from the detailed adjectives that describe their characters. It is said in the book "Prince William is *a proud pop* to *the shy* Prince George, *the cheeky* Princess Charlotte and *the spunky* Prince Louis" [61]. The **choice of adjectives** in this quote has a subtle connotation that evokes certain images or emotions associated with the personality of each child. This adds detail and colour to the description. It is worth noting that Charlotte is described more dynamically than the boys, which shows a departure from traditional gender stereotypes.

King Charles III himself was described in a very beautiful and elegant way in his youth: "Charles was a pretty *handsome dude*. Back then, he rocked cool shades, *rock-hard abs* and even a *grizzly beard*." [45]. Various uses of tropes and informal stratum of English Vocabulary is present in this sentence specifically stud – **metaphor**; a pretty handsome dude - **colloquial language**; rocked cool shades, rock-hard abs - examples of a **metaphor** and **alliteration**. This description is marked by dynamic English American slang, which are popular in youth slang. This is what makes young people linger on such an enthralling depiction. Powerful metaphors are also used here as tools aiming to add attractiveness, magnetism and expressiveness to his young image and create a compelling and exciting description. Visualization is provided in this case through metaphors that enrich the content, giving simple words a deeper meaning and evoking more vivid associations and images in the reader.

Women are typically depicted as softer and tender individuals, with reinforced emphasis on their clothing, hair styling, makeup and accessories. As a case in point,

the description of Kate Middleton as "Her *timeless, elegant taste*, love of fascinators and overall sense of poise make her an exemplary member of the British royal family." (**metaphors**), or as the headline of another article sounds "Kate is *the ultimate style icon - 'one of the most fashionable people on the planet'* (**hyperbole**) emphasizes her exquisite taste in clothing and shows that she is a very fashionable person today [63, 62]. Such details add charm to her image as it conveys a positive representation and mass media image of her. The term "timeless" underscores that her style transcends temporary fashion trends, while "elegant taste" indicates sophistication and good choice in clothing and accessories. The use of the word "fascinators" emphasises the accessory typical of the British nobility, which is often used in important official events. Her impeccable sense of style and influence on fashion is recognised not only within the royal family but also on a global scale.

Such a description not only reflects her personal qualities and taste, but also points to the great role she plays as a public figure influencing fashion trends and setting high standards in elegance and style.

From the preceding illustrations and the following one it is manifest that mass media are excessively obsessed in the appearance of women. For example, during a video call, the media noticed how Meghan's skin glowed merely with no makeup and were pleasantly surprised by the nature of her hair in everyday life so the headline sounded as "*Make-up free Meghan Markle stuns* with naturally curly hair in surprise video call" (**alliteration** of sound "M", **hyperbole**). Here the power of alliteration, which is easily seen, adds a layer of rhythm whereas the hyperbole is a descriptive element covering emotionally higher level. There was also written in the article "*Her skin is also glowing* with Meghan appearing to be wearing *very little to no make-up.*" (**hyperbole, litotes**) [69]. As a result of such experience they added **personification** and **metaphor** to the description of the Duchess's appearance to give more expressiveness and emphasis to this experience, "Meghan's gorgeous dark *hair can be seen swept to one side*, with its natural curls cascading down her shoulders" (personification) [69].

Queen Elizabeth II's taste in style was also particularly noteworthy, and how mass media noticed her style changed with age. Initially, she favored dresses of simple colours that emphasized her waist, later she moved to brighter colors and began to favor exquisite hats from different fashion designers. As mass media say, "Much like her public life, the Queen's *wardrobe was a visible manifestation* of her intense role as a British monarch (**metaphor**) aiming to emphasize that the monarch's clothing is not just a collection of ordinary outfits, but something much more, namely a reflection of the Queen's role in society and her influence as a leader [59]. In addition to her royal style, there was added "I would rather describe the Queen's dress choices as '*non-fashion*' but *with a very strong sense of style*, which she has developed and refined throughout her life." (**oxymoron, antithesis**) indicating stability and consistency in her clothing choices, which not only reflected her personality, but also helped maintain her image as a monarch, which is clearly above temporary trends and fashion trends [59]. Such approach demonstrated a profound understanding and confidence in style, which shows that a stylishness is an important part of a public image and influence. As a result she gave an excellent example to the other royal females who will definitely follow this approach.

We should not forget about the former royal beauty icon, Princess Diana, about whom various powerful expressions were widespread, for instance her regarding her charming appearance it is said "The most important thing about her in this regard was that she was *superbly photogenic*. '*This was not merely beauty*,' commented another senior male observer; '*this was beauty that lept through the lenses*. She seemed chemically bonded to film and video." that highlights her unique photogenicity, which has been the subject of public interest (**hyperbole, litotes, metaphor, personification**) [90]. These elements served as means to add beauty to her image. Lady Di's appearance was extremely striking in photographs and videos, well above the usual level of photogenicity. Everyone felt that she had a natural connection with the visual recording medium, making her image come alive and attractive in any image or video.

Emotional Aspects and the Study of Differences in Parenting of Two Genders of the British Royal Family through the Use of Tropes and Figures of Speech

Motherhood has long been the foundation of family life. And although today there are many changes, especially in relation to gender responsibilities, it is still by nature the main and most important part of life and what children need most.

In particular, Kate Middleton's opinion on motherhood is "Nothing can really prepare you for the *sheer overwhelming experience* of what it means to become a mother" (*hyperbole*) [46]. Meghan also expressed her opinion on the importance of motherhood in a similar way: "Being a Mom Is 'the Most Important Thing in My Entire Life'" [72]. It is worth admitting that mass media are able to alter the information but they didn't, they depicted the situation as it was in real life.

Princess Diana was endowed with special feelings of maternal love. Her mass media image was described as a loving and warm mother who interacted deeply with her children. Here is how William described his mother, the "*best mum in the world*" who "*smothered us with love*": "She would just *envelop you and squeeze you as tight as possible*. And being as short as I was then, there was no escape, you were there and you were there for as long as she wanted to hold you... All I can hear is her laugh in my head and that sort of crazy laugh of where there was just pure happiness shown on her face" (*hyperbole, metaphor, simile*) [58]. This shows that personal memories also shape our perception and clearly her mass media image as this description from Prince William of his mother reveals the deep and warm feelings he had for her.

Although the role of a man as a father in a family is different from that of a mother, everything is important for children and the men of the royal family spend a lot of time with their families and children. For example, the media writes "Prince William Will 'Be the *Anchor for His Children*' amid Kate Middleton's Cancer Treatment" (*metaphor*) [81]. This describes William as the family's pillar of strength and support for the children during a difficult time for the family. It helps us to emotionally visualize Prince William's role in the lives of his children. Instead of an

abstract description of his support, the reader can imagine a concrete figurative image of an anchor that provides security and stability. Meghan describes her husband "as a *'Hands-on' Dad* to Prince Archie and Princess Lilibet" (**metaphor**) [71]. This reverses the media image of Harry as a father who is not just present in his children's lives, but actively helps with their care, education, plays with them and participates in important aspects of their development. This shows him as a responsible and caring father who is involved in all aspects of fatherhood, not just performing formal or symbolic duties.

Contrasting Queen Elizabeth II and her grandson, Prince William

It is not feasible to assert that men of the British monarchy are better monarchs than women, or that one of the two genders is more likely to introduce or add new orders and customs to existing ones than the other. But during the lifetime of Queen Elizabeth II, she was often contrasted with her grandson William as a monarch with established ideas compared to a future monarch who plans to add something new and change the orders of the monarchy due to the changing times.

In particular, Elizabeth II was considered the head of a monarchy tied to customs and traditions. That is, frankly, meaning that she was somewhat entrenched in antiquated perspectives. Anyway, she was often referred to as "*The queen is thus head of state but not head of government*" (**metaphor, antithesis**), which both emphasized her role as the symbolic center of the United Kingdom and symbolized her leadership and power, but also showed that the monarch's power is not complete because it does not extend to the government [82].

Prince William is often contrasted with his grandmother, portraying him as the "*modern monarch*", emphasizing his modern approach to royal duties and his desire to modernize the monarchy while preserving its traditions [61]. To be honest, this is typical of all young members of the royal family.

An overview of allusive references in the media to the representatives of the British royal dynasty

It is imperative to take into account that the royals are described by various allusions. Allusions often emphasize traditional male roles of leadership and bravery.

Male allusions reinforce their protective, authoritative roles both in the family and in broader societal structures whereas allusions used for women of the royal family often emphasize qualities such as resilience, loyalty, and nurturing. These allusions tend to emphasize their relational roles, influence through soft power, and sometimes the challenges they face in patriarchal structures.

Specifically, King Charles III is known to the public for using Shakespeare's quotations in his speeches, about His Majesty there can be traced allusion to Shakespearean Prince Hal or sometimes he is called "Shakespearean Prince." King's connection to Shakespeare is depicted on numerous occasions because it is believed that Charles III has a deep spiritual connection to this majestic British playwright and poet, "He might have said the same about *Shakespeare's aimless Prince Hal*, living under the Crown's shadow in Henry IV" [67]. This approach reflects not only his interest in drama, but also his desire to unite the nation by quoting famous quotes. From a young age, his son William was called this way, using the fairy-tale allusion in the headline "Prince William fans gush over the young royal who was a dreamy '*Disney Prince Charming*' to emphasize his charm and attractiveness [79].

Even Bible allusions might be used in the context of British royal family. For instance, mass media expressed their opinion on Prince Harry as follows "*The prodigal son* will not return." especially in light of his departure from and partial return to royal duties [77]. Everyone knows that in the biblical parable, the prodigal son leaves home, squanders his wealth, but eventually returns home to be welcomed back. However, the phrase indicates that, unlike the biblical story, Harry has no plans to return to his former role in the royal family.

There are no allusions to Queen Elizabeth, but she had the nickname "*Brenda*" (quote provided later in this paragraph) given to her by the British satirical magazine Private Eye [54]. It personifies her as a soap opera character, adding a layer of humor and familiarity to her public image. Moreover, numerous nicknames were chosen for representatives of the royal family, "The Queen was known as Brenda, and her husband was referred to as Keith. Charles was Brian, Margaret was Yvonne and Diana, the late Princess of Wales, was Cheryl." [54].

A song "*Candle in the Wind*," written by Elton John has become an emblem and even an anthem associated with Princess Diana where the allusion paints her as a fragile, tragic figure, beloved but vulnerable [56]. Therefore, it is fundamental to ponder the content of this piece of art in order to better delve into the literary devices used by the author to commemorate Lady Di.

“And it seems to me you lived your life

Like a candle in the wind

Never fading with the sunset (metaphor)

When *the rain set in* (personification)

And *your footsteps will always fall here* (metaphor)

Along England's greenest hills

Your candle's burned out long before

Your legend ever will.” (metaphor)

It merits recognition that the use of so many tropes in only a part of the song about Diana adds depth to her beautiful image and creates her immortal mass media image for our and other generations.

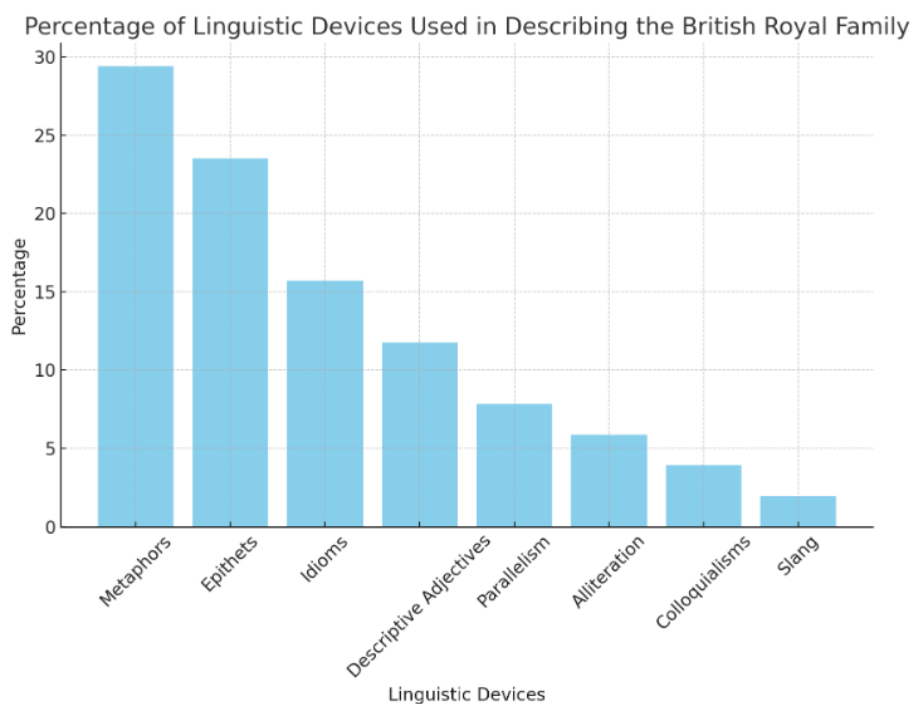
CONCLUSION TO CHAPTER 2

In conclusion, the analysis of the media image of the British Royal Family demonstrates its complexity and multifaceted nature, using a variety of literary devices (particularly tropes, less but not least figures of speech) to portray their identity, power, and social influence in a professional way. Over the time, the royal family has sought to modernize its public image and openness to society through social media and public appearances, which has contributed to positive perceptions. They also use their influence to support charity and social initiatives, which emphasizes their role as symbols of national pride and unity.

Historical and contemporary aspects of their portrayal in the media play a critical role in shaping public opinion and cultural narratives, demonstrating not only their influence in social and political spheres, but also their portrayal as objects of cultural value and interest. The difference in the media portrayal of male and female

royals also highlights gender stereotypes and the challenges they face in reforming traditional perceptions of royal roles.

According to the data of my research (namely out of 100 instances which were demonstrated in the practical part of my bachelor`s theses) the means which are used in most of cases are metaphors, followed by epithets, idioms, various types of descriptive adjectives, idioms, parallelism, alliteration and even colloquialisms and slang to describe the British Royal Family as a whole and all family members individually (This is represented in bar chart below).



The media image of the British Royal Family is constantly updated through news, missteps, reactions of the royal family members to events, and their writing of books or memoirs. This all affects us, the readers, and creates different images that vary and have a part of something good, neutral, and bad.

In general, the royal family uses its media image not only to maintain its status in society, but also as a means of influencing public sentiment and cultural exchanges. This, in turn, forces the media, as well as the public, to analyze and interact more carefully with information coming from the royal family. Such analysis helps to better understand both the historical and contemporary roles of the monarchy in modernizing public relations and cultural exchange.

GENERAL CONCLUSION

My bachelor's thesis investigated the representation of the British Royal Family in mass media from a linguistic perspective. The main focus of the work was to identify the linguistic means used by the media to shape the image of the monarchy. The results of the analysis confirmed that the use of various linguistic means allows creating both positive (sometimes even idealized), and negative portraits of its members. This includes the use of metaphors, epithets and other tropes that influence the emotional perception of the royal family by citizens. The analysis showed that positive images are mostly associated with state events and international meetings, while negative images are more often seen in the context of personal scandals and intrigues.

The study also showed that mass media image of the monarchy not only impacts the general perception of the role of the royal family in society, but also plays an important role in maintaining their popularity and support. Through the articles created by the media, the royal family maintains its place as a symbol of tradition, unity and national pride. The analysis is based on the 21st-century and 20th-century publications, which provide a multidimensional perspective on the subject.

In addition, the practical part of the qualification work reveals similarities and differences in the portrayal of men and women of the British royal family, where the media often underscore various aspects of their personalities and roles. In particular, men are more presented as leaders and patrons, while women are more often portrayed through the prism of family values and social activism, yet in the new era both genders can be equally successful in all areas of life.

Achieved Results

- My bachelor's thesis reviewed the concept of media image and its application to the royal family.
- In addition, the linguistic means used in shaping the media image of the British monarchy were analysed in detail. In particular, the use of metaphors, epithets, hyperbole, irony and oxymorons in media discourse is studied. It is found that these tools help to create both a positive and negative image of the royal family.

- A comparative analysis of the media image of men (King Charles III, Prince William and Prince Harry) and women (Queen Elizabeth II, Princess Diana, Duchess of Cambridge Kate Middleton and Duchess of Sussex Meghan Markle) in the royal family is carried out. It has been established that the media often use different approaches to the portrayal of men and women, emphasising traditional gender roles as well as paying attention to their modernised roles in the family and society.

- The influence of emotionally coloured vocabulary on the creation of a positive or negative image of the monarchy is analysed. It has been found that emotionally coloured vocabulary is used to enhance or reduce the emotional impact of messages about the royal family, which affects the public perception of the monarchy.

- The study found that the media actively create and interpret images of the British royal family using a variety of linguistic means. The analysis has shown the use of metaphors, epithets, idioms, metonymy, hyperbole, oxymoron, allegory, personification and other tropes that significantly affect the emotional perception of the royal family in society.

- Metaphors are one of the main linguistic tools in the formation of media images of the royal family. They emphasize certain characteristics of family members by comparing them to well-known objects or phenomena that evoke specific associations in readers. For instance, the British monarchy is often described as "beacon of stability in times of crisis/beacon of hope", emphasizing its role in the society.

- Epithets add vividness and emotional colour to descriptions. In media portrayals of the royal family, epithets are often used to create a positive image or to emphasise negative aspects. For example, British monarchy is often described as "jewel of the crown" or "heart of the nation", which creates a positive attitude towards their family in the reader.

- In addition, alliteration also helps to increase the memorability and rhythmicity of the text. For example, Prince William and Prince Harry are often

referred to as "the people's princes", or Princess Diana is referred to as "the princess of hearts" which creates an emotionally charged image due to the repetition of the "p" sound. Such description creates an image of someone close to the people.

- Hyperbole is often used to emphasize the significance of events or actions of royalty, which contributes to their mythologisation in the eyes of the public. For example, descriptions of weddings or other special occasions often contain exaggerations that emphasise their majesty.

- Oxymoron is utilized to point out internal contradictions or to criticize social and political aspects of their image. For example, "non-fashion' but with a very strong sense of style" can indicate the complexity of the image of Her Majesty late Queen and adds more emphasis for readers so that our attention is caught on such phrases and we will start delving into the meaning of it.

- Allegory allows you to create deep symbolic images that can be understood on different levels of interpretation. For example, the royal family can be described through allegory comparing it to something grandiose and powerful, which emphasizes their role in the governance of the country.

- Metonymy is used to save language and add elegance to a text. For example, the "crown" can refer to the head of the royal family.

- Personification allows you to give the royal family human traits, making them closer to ordinary people. For example, "a beacon of stability" can indicate the role of the representatives of the British monarchy as symbols of hope and stability.

Modern media standards have a significant impact on the formation of images of the royal family. The analysis showed that the media often focuses on the personal aspects of the royals' lives, emphasising their human qualities and evoking an emotional response from the public. Social media also plays a significant role in shaping these images, allowing for more direct interaction with the audience.

Thus, my work has highlighted the importance of a critical approach to analyzing the media image of the royal family and its impact on public perceptions and cultural narratives. The conclusions of the study indicate that the mass media images have a significant impact on the formation of public opinion, which

emphasizes the need for further study and understanding of this phenomenon in the context of modern media studies and cultural studies.

The research also showed that mass media play a key role in shaping the images of the British royal family, using a wide range of linguistic means to create and maintain these images. This has a significant impact on public opinion and cultural narratives, highlighting the importance of further studying this phenomenon in the context of contemporary media studies and cultural studies.

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SUMMARY (РЕЗЮМЕ)

Тема британської королівської сім'ї в ЗМІ є особливо актуальною в теперішній час, оскільки мас-медійний образ королівської сім'ї відіграє ключову роль у формуванні громадської думки не лише у Великій Британії, а й за кордоном.

Вступ: Кваліфікаційна (бакалаврська) робота Попович Тетяни Володимирівни досліджує зображення британської королівської сім'ї у засобах масової інформації з лінгвістичної перспективи. Важливо не лише просто читати новини про королівську сім'ю, а й аналізувати використані мовні засоби та з якою метою вони вживаються. Зокрема, у роботі аналізується використання мовних та літературних засобів, таких як тропи та фігури мови, які допомагають формувати публічний образ монархії. Основна увага присвячена порівняльному аналізу медіа-образу чоловіків та жінок королівської родини та впливу сучасних стандартів ЗМІ на сприйняття монархії.

Об'єктом дослідження є мас-медійний портрет британської королівської родини.

Предметом дослідження є мовні засоби у ЗМІ, які використовуються для формування образу британської королівської родини.

Для написання даної бакалаврської роботи використано численні достовірні наукові праці та книги, статті ЗМІ, офіційні виступи, інформацію за офіційними сторінками в соціальних мережах, а також відеоматеріали, що вказує на глибокий і комплексний підхід до дослідження.

Наукові статті та монографії є основою для теоретичного аналізу образу британської королівської родини в ЗМІ, адже саме вони дають фундаментальне розуміння використання мови в медійному образі.

В той час як статті з Інтернет сторінок ЗМІ сайтів, як BBC, BBC News, New York Times демонструють практичне застосування лінгвістичних троп і фігур мови у повсякденному зображенні королівської родини в новинах, оскільки містять найновіші приклади використання мови та реакції аудиторії.

Для написання було використано такі методи дослідження, як лінгвістичний аналіз, контент-аналіз, порівняльний аналіз, медіа-аналіз. Різносторонній підхід дозволив мені проаналізувати вибір слів, структуру речень та інші аспекти мови, що сприяють формуванню їхнього іміджу в суспільній свідомості. Порівняльний аналіз було застосовано в практичній частині з метою порівняти медіа-образи чоловіків і жінок королівської родини, виявивши загальні й унікальні тенденції в їхніх зображеннях.

Структура кваліфікаційної роботи. Робота складається зі вступу, двох розділів (теоретичний і практичний розділ), висновків до кожного розділу, загальних висновків, списку використаної літератури та списку ілюстративного матеріалу та резюме.

Отже, ця робота спрямована на поглиблене розуміння того, як ЗМІ формують суспільне сприйняття королівської родини за допомогою мовних засобів, що є ключовим для аналізу сучасних комунікаційних процесів. Повний обсяг кваліфікаційної роботи становить 68 сторінок. Загальний обсяг тексту – 42 сторінки. Кількість використаної літератури – 43, кількість ілюстративного матеріалу – 54.

Досягнуті результати

Досягнуті результати показали, що цілі, які були поставлені на початку кваліфікаційної роботи було досягнуто.

А саме, у моїй бакалаврській роботі розглянуто значення поняття “медіа-образ” та його застосування до королівської сім'ї. Крім того, було детально проаналізовано мовні (лінгвістичні) засоби, які використовуються для формування медіа-іміджу британської монархії. Зокрема, досліджено використання метафор, епітетів, гіпербол, іронії та оксюморонів у медійному дискурсі. З'ясовано, що ці засоби сприяють створенню як позитивного, так і негативного образу королівської родини.

Здійснено порівняльний аналіз медіа-іміджу чоловіків (короля Чарльза III, принца Вільяма та принца Гаррі) та жінок (королеви Єлизавети II, принцеси Діани, герцогині Кембриджської Кейт Міддлтон та герцогині Сассекської

Меган Маркл) у королівській родині. Встановлено, що ЗМІ часто використовують різні підходи до зображення двох гендерів, акцентуючи увагу на традиційних гендерних ролях, а також звертаючи увагу на їхні модернізовані ролі в сім'ї та суспільстві.

Проаналізовано вплив емоційно забарвленої лексики на створення позитивного чи негативного образу монархії. З'ясовано, що емоційно забарвлена лексика використовується частіше для посилення або ж і для послаблення емоційного впливу повідомлень про королівську родину, що обов'язково впливає на суспільне сприйняття монархії.

Дослідження у ході написання бакалаврської роботи виявило, що ЗМІ активно створюють та інтерпретують образи британської королівської сім'ї, використовуючи різноманітні мовні засоби. Так як дана робота була саме з фокусом на лінгвістичні аспекти іміджу королівської родини, то для узагальнення варто коротко висловитися на рахунок всіх троп, фігур мови і саме як і з якою метою вони використовуються.

Зокрема, можна зробити висновок, що найчастіше використовуваним засобом у формуванні медійних образів королівської родини є метафори. Можливо тому що вони є найпростішими у створенні у використанні, адже вони підкреслюють певні характеристики членів сім'ї, порівнюючи їх з відомими об'єктами чи явищами, які викликають у читачів певні асоціації. Наприклад, британську монархію часто описують як "маяк стабільності в часи кризи", підкреслюючи її роль у суспільстві, що вселяє надію на краще майбутнє для британців.

Епітети додають описам яскравості та емоційного забарвлення. У медіа-зображеннях королівської сім'ї епітети часто використовуються для створення позитивного образу або ж для підкреслення негативних аспектів. Наприклад, британську монархію часто описують як "серце нації", що створює у читача позитивне ставлення до їхньої родини.

Ідіоми, алітерація, гіпербола, оксюморон, алегорія, метонімія та персоніфікація допомагають створити більш яскраві образи, що

запам'ятовуюються. Вони роблять описи більш виразними та посилюють емоційний вплив на аудиторію. Наприклад, вираз "принцеса сердець" по відношенню до принцеси Діани створює образ людини, близької до народу.

Крім того, алітерація також допомагає створити ритмічність тексту. Наприклад, принца Вільяма та принца Гаррі часто називають "народними принцями", що створює емоційно насичений образ завдяки повторенню звуку "р" у оригінальному висловленні англійською мовою.

Гіпербола часто використовується для підкреслення значущості подій або дій королівських осіб, що сприяє їх міфологізації в очах громадськості. Наприклад, описи весіль чи інших урочистих подій часто містять перебільшення, які підкреслюють їхню величність.

Оксюморон використовується для того, щоб вказати на внутрішні протиріччя або критикувати соціальні та політичні аспекти свого іміджу. Наприклад, "не модна, але з дуже сильним почуттям стилю" може вказувати на складність образу Її Величності покійної Королеви і додає більше акцентів для читачів, щоб наша увага привернулася до такої фрази і ми почали заглиблюватися в її зміст.

Алегорія дозволяє створювати глибокі символічні образи, які можна зрозуміти на різних рівнях інтерпретації. Наприклад, королівську родину можна описати за допомогою алегорії, порівнюючи її з чимось грандіозним і могутнім, що підкреслює їхню роль в управлінні країною.

Метонімія використовується для економії мови і додає тексту елегантності. Наприклад, "корона" може стосуватися глави королівської родини.

Персоніфікація дозволяє надати королівській родині людські риси, роблячи їх ближчими до звичайних людей. Наприклад, "маяк стабільності" може вказувати на роль представників британської монархії як символів надії та стабільності.

Значний вплив на формування образів королівської сім'ї мають сучасні медіастандарти. Аналіз показав, що ЗМІ часто фокусуються на особистих

аспектах життя королівських осіб, підкреслюючи їхні людські якості та викликаючи емоційний відгук у громадськості. ЗМІ також відіграють значну роль у формуванні цих образів, дозволяючи більш безпосередньо взаємодіяти з аудиторією.

Таким чином, моя робота підкреслила важливість критичного багатогранного підходу до аналізу медійного образу королівської сім'ї, що потребувало аналіз різних джерел та його впливу на суспільну свідомість і культурні наративи.

Висновки: Робота підтверджує значну роль мас-медіа у формуванні суспільних уявлень про британську королівську сім'ю. Засоби масової інформації використовують різноманітні лінгвістичні інструменти для підсилення позитивного образу монархії, проте також вони можуть слугувати інструментом критики та сатири. Виявлено гендерні відмінності в зображенні членів королівської сім'ї: чоловіків частіше показують як лідерів і символи влади, тоді як жінок — через призму сімейних цінностей та материнства. Це відображає як існуючі стереотипи, так і тенденції їх подолання в сучасних ЗМІ.