

Міністерство освіти і науки України
Сумський державний університет
Факультет іноземної філології
та соціальних комунікацій

XI

**ВСЕУКРАЇНСЬКА
НАУКОВА КОНФЕРЕНЦІЯ**



СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО СУСПІЛЬСТВА

25-26 квітня 2024 року

Матеріали

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ ІНОЗЕМНОЇ ФІЛОЛОГІЇ
ТА СОЦІАЛЬНИХ КОМУНІКАЦІЙ**



**СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО
СУСПІЛЬСТВА**

**МАТЕРІАЛИ ХІ ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ
КОНФЕРЕНЦІЇ СТУДЕНТІВ, АСПІРАНТІВ,
ВИКЛАДАЧІВ ТА СПІВРОБІТНИКІВ**

(Суми, 25-26 квітня 2024 року)

Суми, 2024

С-70 Соціально-гуманітарні аспекти розвитку сучасного суспільства:

Матеріали одинадцятої Всеукраїнської наукової конференції студентів, аспірантів, викладачів та співробітників (Суми, 25–26 квітня 2024 р.)

/ уклад. М. М. Набок. Суми : Сумський державний університет, 2024.

300 с.

До збірника увійшли наукові матеріали, присвячені актуальним проблемам сучасного перекладу, етнолінгвістики, стилістики, методики та методології сучасних мовознавчих та літературознавчих дисциплін. Складовою збірника є наукові розвідки з питань релігії та культури, соціальних і міжкультурних комунікацій, психологічної теорії та практики, соціологічних досліджень.

Для викладачів закладів вищої освіти, аспірантів, студентів, учителів загальноосвітніх шкіл, гімназій, ліцеїв та коледжів, усіх, хто цікавиться питаннями соціогуманітарного напрямку.

Матеріали друкуються в авторській редакції.

dynamics of language borrowing and cultural exchange. The ongoing debate among linguists and scholars regarding their definitions underscores the need for a nuanced understanding of linguistic phenomena in diverse cultural contexts. By recognizing the multifaceted nature of anglicisms and internationalisms, we can navigate language globalization more effectively and contribute to the preservation and promotion of linguistic diversity worldwide.

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EVOLUTION OF AMERICAN POLITICAL MEDIA DISCOURSE

The relevance of the work deals with the causal relationship study of modern American political media discourse evolution based on American journalism history formation.

The purpose of the work is the analytical aspect of researching the historical background of the American journalism formation and the federal authorities influence, which have an impact on the modern media discourse formation in general.

Stephen Day in Cambridge, Massachusetts was the first printer in colonial America. British regulation of the press was extended to the colonies. «Public Occurrences both Foreign and Domestick», by Benjamin Harris, was the first newspaper in the colonies in 1690. It was closed after its first issue because of a Massachusetts law that forbade printing without the accreditation of the colony's governor.

James Franklin, brother of Benjamin Franklin, published the «New England Courant» newspaper. The policy of this publication was completely subordinated to the colonial power and censorship. Silence Dogood is the pseudonym of Benjamin Franklin, which was published in his brother's newspaper. A common newspaper practice of the time was to print under a pseudonym. This made it possible to protect the authors of publications from persecution and punishment by the British colonial authorities [3, p. 15–28].

In the United States around 1800, newspapers became more independent and professional, but they still did not always present reliable information or be responsible. Most of the messages were simply copied from other newspapers, and local news was not even published there. In addition to news, there could be categories of poetry, fiction, or the humorous genre. Newspapers grew in circulation and influence as the Industrial Revolution transformed American cities such as New York, Boston, Philadelphia, and Washington. Newspapers could print many copies quickly and cheaply with new machinery such as printing presses and the telegraph, which helped to reach a wider audience and improve the commercial as well as economic position of publishers.

In 1835, James Gordon Bennett was a founder of the «New York Herald», which was one of the first newspapers to resemble modern ones. This paper was the first publication to include regular news and event coverage by local newspaper staff, as well as consistent coverage of business events on Wall Street. In 1838, Bennett established an initial group of six foreign correspondents in Europe and sent domestic correspondents to important cities, such as the first reporter to regularly cover the proceedings of Congress.

In 1851, George Jones and Henry Raymond was a founder of «The New York Times». This newspaper set the standard for reliable written reporting. Although The New York Times had the potential to be more popular and profitable, it fell short of its goals at the time.

The Civil War had a complicated influence on American journalism. War journalists were hired by prominent newspapers to report on the course of combat events, enjoying greater authority and independence. These journalists used inventions like the telegraph and the railroad to speed up news deliveries to their publishing houses. Telegraphic messages were expensive, so journalists developed a more concise writing style, which became the norm for the next century [4, p. 2-4].

As the need for news grew, the six major New York newspapers formed the first radio cooperative, where David Gale, publisher of the Journal of Commerce, and James Gordon Bennett focused their efforts on providing comprehensive coverage of European publishers for all other papers. The result of this event was the founding of the Associated Press.

In 1901, Guglielmo Marconi and his team sent a radio signal from the US to Europe using a wireless radio transmitter. His invention was very popular for sending messages across the ocean until 1907. In November 1920, in Pittsburgh, Pennsylvania, radio broadcasting was first used for commercial purposes. Journalist associations quickly adopted Marconi's invention to share current events with the public on an unprecedented scale.

In the 1920s, the technology for television was developed, and the first public television broadcast took place in July 1941 in New York City. Radio and television have been widely used for journalism, and now there are many networks dedicated only to broadcast journalism.

Globalization has provoked a rebranding of the original concepts of mass media. A few websites are returning to what journalism used to be, such as the Voice of San Diego, which does in-depth analytical reporting, and the Global Post, which covers news from other countries [1, p. 169–195].

The US has a free media system, but the First Amendment and the Federal Media Act impose a number of restrictions, such as state control of the media in a manner similar to European countries.

Mass media in the United States use the so-called North Atlantic model.

The North Atlantic model, or the liberal model of mass media, is a type of press system that emerged together with mass media and the protection of press rights. Commercial interests are likely to favor journalistic self-regulation. The mass media in the USA is not under much government control, but judging by the above, this is a temporary phenomenon.

The United States follows a liberal model that adapts to a professional model that involves controlling speech and reducing the influence of politics on public opinion. The role of the state in the mass media market is limited by the fact that liberal institutions in the United States arose from the very beginning of the creation of the state. The United States follows a model of moderate pluralism, which means that it has a diverse society with different groups and opinions. It is important to remember that all democratic states that are considered liberal have a sophisticated rational-legal form of government. As a rule, the mass media in liberal countries focus more on commerce than on politics. As the media become more business-oriented and journalists become more specialized, they tend to differentiate themselves from politics, which is typical of the liberal model.

The media are differentiated from other social groups involved in politics, such as parties, religions and interests, in a way that is typical of the liberal model. The theory of differentiation has led to widely recognized ideas about media systems, which are based on various assumptions [2, p. 183–201].

We can draw the following conclusion: conventional wisdom states that many people consider the liberal system to be the most perfect and the most modern, and they associate it with modernity. According to differentiation theory, the most efficient way to organize a liberal system is to have power in the hands of the few and distribute it among the many so that it is not too powerful or influential; the media system in the United States, which was previously self-sufficient due to commercialization, has now

become dependent on it. The journalist's participation in specific political organizations has become a new means of earning, which can be considered as a form of commerce.

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