

Ministry of Education and Science of Ukraine
Sumy State University (Ukraine)
The College of New Jersey (USA)
Camarines Sur Polytechnic Colleges (Philippines)
European Danube Academy (Germany)
University of Kragujevac (Serbia)



Proceedings

STRATEGIC INNOVATIONS OF SOCIAL COMMUNICATIONS AND FOREIGN PHILOLOGY IN CRISIS TIMES

I International Scientific and Practical Conference

1 June 2024

Sumy State University, Ukraine



Sumy 2024

**Ministry of Education and Science of Ukraine
Sumy State University (Ukraine)
The College of New Jersey (USA)
Camarines Sur Polytechnic Colleges (Philippines)
European Danube Academy (Germany)
University of Kragujevac (Serbia)**

Proceedings

**STRATEGIC INNOVATIONS OF SOCIAL COMMUNICATIONS AND
FOREIGN PHILOLOGY IN CRISIS TIMES**

I International Scientific and Practical Conference

1 June 2024
Sumy State University, Ukraine

Sumy 2024

UDC: 81'25'42:316.7(063)(0.034)

S88 Strategic Innovations of Social Communications and Foreign Philology in Crisis Times: collection of scientific paper of the I International Scientific and Practical Conference (1 June 2024) / responsible editor Nabok M., responsible designer Sadivnycha M. Sumy: Sumy State University, 2024. 351 p.

The collection includes scientific materials devoted to current problems in the field of distance teaching and learning in the era of digital technologies, in particular in language pedagogy, media innovations, modern translation, ethnolinguistics, stylistics, methods and methodologies of modern linguistic and literary disciplines. The composition of the collection is scientific research on the preservation of national identity and cultural heritage, intercultural communications, psychological theory and practice, sociological research.

For teachers of higher education institutions, graduate students, students, teachers of secondary schools, gymnasiums, lyceums and colleges, all those interested in socio-humanitarian issues.

The materials are printed in the author's editorial

Sumy State University, 2024

Жиленко, І., Бардак, В. (2015). Порівняльна характеристика специфіки висвітлення теми голодомору 1932–1933 років у журналістській діяльності Гарета Джонса та Уолтера Дюранті. *Журналістика*, 14, 26–35. http://nbuv.gov.ua/UJRN/zhur_2015_14_5

Канівець, А. (2020). Валлійська Кассандра в радянському потойбіччі. *Кіно-Театр*. 2. 10-11. <https://ekmair.ukma.edu.ua/server/api/core/bitstreams/9985d130-1a9c-428e-9ff9-dfa9c1c12d45/content>

Короткий, В. (2023). Що писала європейська преса 1932–1933 років про Голодомор. *Аргумент*. <https://argumentua.com/stati/shcho-pisala-vropeiska-presa-1932-1933-rok-v-pro-golodomor>

Мейс, Дж. (2003). Повість про двох журналістів. *День*, 120, 15–16 <https://day.kyiv.ua/article/panorama-dnya/povist-pro-dvokh-zhurnalistiv>

Полуектов, І. (2024). Зацькований за правду. *Історична правда* <https://www.istpravda.com.ua/columns/2024/03/30/163797/>

Науковий керівник – Жиленко І. Р., доктор філологічних наук, професор кафедри журналістики та філології Сумського державного університету.

Fedirko V.V.

Exam Invigilator

Darlington College

England, the UK

Shchyhlo L.V.

Ph.D. in Philology, Associate Professor

Department of Germanic Philology

Sumy State University

Sumy, Ukraine

LINGUISTIC MEANS OF OBJECTIFICATION OF NEWS TEXTS IN MODERN ENGLISH-LANGUAGE MEDIA DISCOURSE: A SYNERGETIC ASPECT

Modern society actively consumes information from news articles, and this

process has a significant impact on the individual and their social position. As Wang (Wang, 2024, p. 128) notes, there has been an increase in the influence of news texts on the formation of individual views and social decision-making. In particular, news on social networks creates patterns of social behavior and draws attention to current social problems.

The Chester Jazz Fundraiser for Ukraine is a prime example of how news media can shape social perceptions and values. This event, organized by the family (see Fig.1), received considerable attention due to publications in the media.

For example, an article in The Standard (Chester jazz fundraiser, England 2024) tells the story of «a talented young French musician,

whose latest song has been streamed more than 10 million times, is travelling to Chester this month to help his grandmother raise much needed funds for sick babies in war-torn Ukraine». This sample highlights the importance of media in shaping social initiatives and raising awareness of important societal issues. Information disseminated in the news can stimulate the public to take action and support various social projects.

As our research indicates, the objectivity of news texts arises not only from the use of specific linguistic means but also from their synergetic interaction. This synergetic interaction involves the combination of linguistic elements working together to create a more balanced and impartial representation of information, enhancing the reliability and credibility of the news content. According to an experiment of S. Asch described by H. Haken in «Advanced Synergetics: Instability Hierarchies of Self-Organizing Systems and Devices» participants were asked to identify which of three lines of different lengths matched a given segment. Sixty percent of the participants provided the incorrect answer after listening to the opinions of the so-called assistants of the experimenter. In the process of forming public opinion, mutual influence was involved, which is studied by synergetic methods (Haken, 2016).



Fig 1 Ann Williams and T!no

The concept of «discourse» is connected with actual examples of communication utilizing linguistic means (Johnstone, Andrus, 2024). Media discourse is one of the branches of discourse, where the language of the media, news context, new concepts, and neologisms are studied.

The reader's perception of information is influenced by the balance of objectivity and subjectivity in the presented information. The personal views of journalists and the policies of the publication indirectly affect the reliability of news texts (Nabok, 2019). Objectification is conveyed through apparent unequivocalness – relating a profile to a single entity within the conceptual framework (Chulanova, 2022).

The analysis of scientific sources on the studied issue has enabled the identification of the following linguistic means associated with objectification:

- the use of collective name or organizations, and generalized nouns denoting some groups of people with no personalization;
- omission of direct quotations;
- the absence of real information sources (Chulanova, 2022).

The abovementioned linguistic means attract the attention of news readers by presenting certain material in a form that is easily accepted by the audience.

The results of the analysis of English-language news texts indicate the presence of such linguistic means as:

- The use of statistical data and figures without providing a source, which makes readers believe the information more than other means used by news authors. Omission of a source or its generalization (e.g., scientists say): «Experts have warned that small changes, such as releasing people 18 days early, *will make no real difference because there are so many people going into prison*» (Scottish, 2024).

- The use of words and phrases that describe probability – could, might, likely. For example, «*The agreement was likely to end soon anyway – Plaid had strongly suggested it would end by the summer at its spring conference*» (Cheung, 2024).

- Imprecise time and place of events: «*The chancellor told Andrew Marr, external: 'We're saying as soon as we're able to afford to do this because the economy*

has grown and because public finances are in a position to be able to do it, this is something we want to do» (Mason, 2024).

- Speculations, suggestions – is thought to be, is suggested, and synonymous expressions aimed at presenting information as generally accepted. For example, «*This might sound superficial, even trivial, but this sort of stuff doesn't happen by accident*» (Mason, 2024).
- The use of quotations and direct speech. News articles mention the actual name of a person and then directly quote them. Since most reputable journalists cannot risk their careers by fabricating quotes, these quotes are mostly reliable. For example, «*David Lammy has previously called Mr Trump a 'neo-Nazi sympathising sociopath*» (Francis, 2024). If a direct quote is included in a news text, it is necessary to check if it is part of a larger statement. Some media outlets take words out of context, and sometimes satirical quotes are presented as genuine.

It is worth noting that the aforementioned linguistic means interact synergetically, which helps to consider information from various perspectives, without biases, and taking objectification into account. Moreover, the use of a linguosynergetic approach cannot guarantee absolute objectivity in news texts, as the objectivity of news is a complex issue. However, by employing the linguosynergetic approach, it becomes easier to distinguish between truth and disguised deception.

Thus, the identified linguistic means of objectifying news texts in modern English-language media discourse, based on the principles of the synergetic paradigm of scientific inquiry, not only help readers navigate the world of news and find reliable sources of information but also develop their critical thinking. Additionally, this approach is useful for journalists to ensure unbiased and neutral coverage of events.

References:

Nabok, A. (2019). Cognitive Specificity of Detecting Effects of Objectivity and Subjectivity in English-language News Internet Discourse.

Chulanova, H., & Ivashchenko, V. (2022). Linguistic Means of Creating Objectivity Effects in News Articles about the Coronavirus. *Philological Treatises*, 14(1), 152–158.

Haken, H. (2012). *Advanced Synergetics: Instability Hierarchies of Self-organizing Systems and Devices* (Vol. 20). Springer Science & Business Media.

Johnstone, B., & Andrus, J. (2024). *Discourse Analysis*. John Wiley & Sons.

Wang, Y., Kim, Y., & Lin, H. (2024). Social Viewing of News and Political Participation: The Mediating Roles of Information Acquisition, Self-expression, and Partisan Identity. *Computers in Human Behavior*, 154, 108–158.

Illustrative Sources:

Chester jazz fundraiser for Ukraine is a family affair (2024).

<https://www.chesterstandard.co.uk/news/24312611.chester-jazz-fundraiser-ukraine-family-affair/>.

Cheung, I., Aitken, C. (2024). Pressure piles on Wales' FM as Plaid ends deal.

<https://www.bbc.co.uk/news/articles/ce5186e0veeo>.

Francis, S. (2024). David Lammy rejects call to label Trump racist.

<https://www.bbc.co.uk/news/articles/cyer0y1klwro>

Mason, C. (2024). What the razzmatazz and promises tell you about Labour.

<https://www.bbc.co.uk/news/articles/c98zqle8jjxo>.

Scottish prisoners to be released early to ease overcrowding (2024).

<https://www.bbc.co.uk/news/articles/c72p258g99jo>.