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## English media discourse of the early 21st Century: Lexical innovations

### El discurso de los medios de comunicación ingleses de principios del siglo XXI: Innovaciones léxicas

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#### Abstract

The emergence of a new kind of discourse on the world stage called media discourse or media discourse produces the trends of globalization and the development of communication technologies in the world. The article deals with the phenomenon of English-language media discourse as a relatively new linguistic phenomenon. The aim of this research work is a thorough analysis of the concept of English-language media discourse, reflecting the dynamics of modern language and identifying the features of lexical innovations in English-language media discourse. The comparative analysis method, typological method, method of component analysis, and descriptive method of research were used to study the issue of English-language media discourse. Using the comparative analysis method, the saturation of linguistic innovations and their prevalence were determined. Using the typological method, the common qualities of English and Ukrainian in the projection on their variety of linguistic characteristics were established. The method of component analysis helped in the study of the content part of the newly formed linguistic units.

#### Resumen

La aparición de un nuevo tipo de discurso en la escena mundial denominado discurso mediático o discurso de los medios de comunicación produce las tendencias de la globalización y el desarrollo de las tecnologías de la comunicación en el mundo. El artículo aborda el fenómeno del discurso mediático en inglés como un fenómeno lingüístico relativamente nuevo. El objetivo de este trabajo de investigación es analizar en profundidad el concepto de discurso mediático en inglés, reflejando la dinámica de la lengua moderna e identificando las características de las innovaciones léxicas en el discurso mediático en inglés. Para estudiar el tema del discurso mediático en lengua inglesa se utilizó el método de análisis comparativo, el método tipológico, el método de análisis de componentes y el método descriptivo de investigación. Mediante el método de análisis comparativo se determinó la saturación de las innovaciones lingüísticas y su prevalencia. Mediante el método tipológico se establecieron las cualidades comunes del inglés y el ucraniano en la proyección sobre su variedad de características lingüísticas. El método de análisis de componentes ayudó en el estudio de la parte de contenido de las

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Using the descriptive method, the modern state of English-language media discourse was characterized. As a result of the scientific research trends of modern English-language media discourse in content and form have been studied and analyzed, as well as changes in the potential of modern linguistic means through the mechanism of new word formation, which is a prospect for further scientific research in this direction.

**Keywords:** lexical innovation, linguistics, media discourse, media text, semantic change.

## Introduction

In the 21st century, society is in the era of digital development, which inevitably affects most spheres of its life, in connection with which lexical innovations are in the field of attention of linguists around the world.

Media discourse consists of serving a wide audience in a digital format that is convenient for modern society. It should be remembered that the media remain the driving tools of communication from several parties - to a large number of people because with their help there is a broadcasting of political, social, economic, and other information. It is also important to pay attention to the way these news are presented in the media, because society's perception of news and events also depends on this, which is influenced by general ideology, public acceptance of certain things, established stereotypes, accepted morality, gender perception, and the like (Pohorila, 2022). However, the dynamic modern phenomenon of media discourse carries a powerful pragmatic and evaluative potential, influencing the views of society, forming its subjective worldview. In turn, one of the important parts of the mentioned linguistic phenomenon is the modulated situation, which media discourse embodies by means of linguistic form and corresponding genres (Horbatko, 2021).

According to the semantic meaning, the term "mass media" is a communicative and cognitive phenomenon of the linguistic sphere, which society needs because the purpose of this phenomenon is to provide the process of accumulation, study, and formation of general public opinion, namely the views of society (Pecheranskyi & Vaskul, 2018).

unidades lingüísticas recién formadas. Utilizando el método descriptivo, se caracterizó el estado moderno del discurso mediático en lengua inglesa. Como resultado de la investigación científica se han estudiado y analizado las tendencias del discurso moderno de los medios de comunicación en lengua inglesa en cuanto a su contenido y forma, así como los cambios en el potencial de los medios lingüísticos modernos a través del mecanismo de formación de nuevas palabras, lo que constituye una perspectiva para futuras investigaciones científicas en esta dirección.

**Palabras clave:** innovación léxica, lingüística, discurso mediático, texto mediático, cambio semántico.

This research paper investigated the current trends in English media discourse and identified the features of lexical innovations in English-language media discourse. Also, the article analyzed the formation and development of media discourse in the realities of the XXI century. In accordance with the topic of the study, a review of theoretical studies related to the English media discourse, which forms a general picture of the formation and development of this phenomenon, was carried out. The study examined and analyzed the works of researchers who researched the issues of English media discourse in their works.

## Literature Review

In exploring the etymology of the term "discourse," let us turn our attention to Prima's (2022) study, which argues that this linguistic form has its origins in the Latin word *diskursus*, which means to reflect. Discourse at its core, according to Prima, is a basic subject of study in communicative linguistics, which, in turn, aims at a universal consensus.

It is worth noting that, as Miroshnychenko (2020) notes in his own study, it is a linguistic phenomenon of media space, which aims to exchange important information for society, but media discourse is also simultaneously a cognitive and pragmatic environment that broadcasts selected meanings to its audience.

Horbatko (2021), in her study, addressed issues of media discourse features in linguistic theory. The researcher argues that media discourse, which is most relevant in the 21st century, is becoming increasingly important in the life of modern society, which is due to the rapid

development of the media and virtual information platforms. It should be noted the fact that the interpretation of media discourse as “media language”, “mass media language”, “mass media discourse”, and “media discourse” shows this phenomenon as common and necessary for modern society.

In turn, Kozak (2021), in the study of advertising media discourse draws attention to the lack of constant interpretation, as well as the classification of discourse, as due to its interdisciplinary nature. However, the researcher focuses on the complex and multidimensional phenomenon of discourse and its multifunctionality.

In his study of modern terminology of English mass media discourse Krasivskyi (2021) argues that modern media discourse expresses a high degree of compression of terminological units, is engaged in the improvement and actualization of the latest verbal terminological tools and modern conceptual apparatus. Also, O. M. Krasivskyi emphasizes that even the English media term itself, directly integrated into modern media discourse and is a special form of formation of meaning-making terms in speech actualization.

Kopiy (2021) in his study of the linguistic and pragmatic features of realities in English media discourse argues that the specificity of translation of foreign texts is a complete corresponding replacement of the meaning of texts, but the mismatch of certain elements, grammatical structures, stylistic features of such a match becomes impossible. Therefore, according to Kopiy, there is a need to use the terms “adequacy” and “equivalence” in translation between different languages, and the fact that English media discourse has significant features, there are difficulties in translation. However, it is also important to remember what Hron (2021) points out, that media vocabulary is not only part of the active process of communication and dissemination of information, but it also changes the language of the media sphere. It should be noted that the English language has a large stock of word-formation patterns, which are modified into new words with new meanings of phenomena and concepts.

Linguistic innovations have been investigated in their works by Ivanytska (2022) and Yenikeeva (2022). However, Ivanytska in her study focused on homonymic abbreviations, considering that interpretation of such phenomena in English is much easier than in Ukrainian, citing that in English media abbreviations are quite common

and do not require explanation, whereas in Ukrainian discourse to explain each such introduction for clarity. In turn, Yenikeeva, studying newly-formed derivative words in English, argues for the multifaceted functions of affixes, which play full-fledged lexical units. Thus, with the help of variations of word combinations, new words in meaning are formed, which should be taken into account when translating foreign media.

Considering the events of recent years, researchers Marina (2021), Chumak (2022), Babelyuk and Didukh (2020), Bondarenko (2020) studied newly formed lexical units under the influence of the problem of spread and increasing influence of coronavirus infection on the world media community. We should also note the fact that, according to Marina (2021), a new field of linguistic covidology in the sequential accumulation of verbal and non-verbal semiotic modes has formed in modern English-language media discourse. Chumak (2022), in his study of lexical covidic neologisms, notes the impact of the pandemic on the linguistic aspect of social life throughout 2020-2021. The formed lexical units, according to the researcher, contain lexical units of time and realities of life, namely “coronavirus”, “epidemic/pandemic”, “quarantine”, which began to function according to the pattern of the structural component in a number of similar lexical units. The study of Babelyuk and Didukh (2020) revealed the trends of the word-formation system of the English language under the influence of lingual and extralingual factors. The study states that more than 1000 newly formed words and expressions were registered for the COVID-19 phenomenon designation in the Oxford English Dictionary (OED). For her part, Bondarenko (2020) focused on the enrichment of the lexical composition of the modern language of the pandemic period with the help of morphological neologisms. The researcher believes that the majority of neologisms were created with the help of word composition and telescoping. Neologisms-telescopisms, according to Bondarenko, are formed the fastest, so the lion's share of professional subreferences and common vocabulary is exactly them.

A large number of researchers (Semida & Ahmad, 2020; Kovalyuk, Kovalyuk & Fedych, 2022) pay attention to metaphoricity in media discourse. Semida & Ahmad (2020), where the researchers performed an analysis of the portrayal of Ukraine in English discourse, showed the vision of Ukraine through the perception of it within the conceptual domains of

war, TV shows, health, and literature, which depicts the attitude toward Ukrainians and Ukraine in integration with contemporary political events. In turn, Kovalyuk, Kovalyuk, and Fedych (2022) studied the established image of Ukraine in traditional and modern mass-media discourse. The study of scientists formed a number of images, which show the traditional media vision of Ukraine, in which the state is presented as a living being/organism, researcher, human, victim, warrior, hunter, rival, place, polluted place, substance, the object of extermination and employer. If we highlight the modern image of the state, it is a traveling, moving force, an integral part, an object that can be shaped, a protective buffer, a killing field, a testing ground, an object of sacrifice, an engine, a home, a life, a goal. Thus, the metaphoricality of the Ukrainian state in the media discourse is quite broad and it appears in different images in the media space.

In his own study, Kushnirov (2021) mentions such a phenomenon as a distortion of information in media space, due to its subjective, false, or misrepresentation. The author points out that in using English primary sources of information there is a high probability of information distortion, so it is important to study exactly verified sources and to be critical of descriptions of foreign origin presented in media discourse.

### Methodology

The methodological basis of the article on the study of lexical innovations of English media discourse of the early 21st century is based on the descriptive method, the method of comparative analysis, the typological method, and the method of component analysis. The descriptive method of scientific research has been used for a thorough and structured characterization of the current state of English-language media discourse. The comparative method was used to determine the saturation of linguistic innovations and their prevalence. The typological method, which was used in writing the article, helped to establish the common qualities of the English and Ukrainian languages in the projection on their diversity of linguistic characteristics. Using the method of component analysis, the meaning of the newly formed language units was under investigation.

In this research, many newly formed words in English media discourse of the early 21st century and lexical innovations have been investigated.

The structure of newly formed words and lexical innovations of English media discourse of the early 21st century was formed in three consecutive stages.

In the course of the first stage of the research work, the literature sources of specialists who have been involved in the study of English media discourse and innovations in this industry were collected and analyzed, which in its turn helped in forming the main issue of this research.

In the second stage of the work, an analysis was carried out, by means of which the main emphases of the study of English media discourse were established. Also, at this stage of the work, the peculiarities of newly formed words and their typological analysis were highlighted.

In the third stage of the research work the generalizations and results, which were formed during the work on the topic of research of English media discourse of the early 21st century and lexical innovations, which helped in summarizing the overall results of this study were carried out.

### Results and Discussion

Linguists throughout the world began to be interested in the terminology of media discourse in the mid-50s of the previous century. However, it should be noted that the most common typology of media discourse is based on the types of information transmission channels, which in turn includes the discourses of the press, television, radio, and the Internet (Dovbnya, 2022). According to the modern view of science, discourse is a complex phenomenon that unites all participants of communication and situations in which communication takes place, as well as, in turn, the text presented to media consumers. In other words, the phenomenon of discourse is an abstract invariant description of embodied structural and semantic features directly in the text of media publications (Prima, 2022).

It is important to note that the rapid pace of development of the phenomenon of media discourse now in the world and, in Ukraine in particular, the improvement of digital technology and gadgets, which have become an inseparable part of life in modern society. The use of compressed texts, hyperlinks, and hashtags to indicate the chosen topics and interest of users of social networks by bright keywords is a driving force of the media discourse industry development. Hypertextuality, disjointedness,

multimodality, and interactivity are the main features that media industry masters use to create pragmatic appeal and introduce lexical innovations into the media space (Miroshnychenko, 2020).

However, it is important to remember that within one country the creation of new words is not a problem, because such a phenomenon as word formation occurs according to the rules of this

language, therefore the structure of a newly formed word and its meaning are clear. The problematic thing is the foreign borrowing of words and their use in languages, which leads to the need for their explanation and translation, in which discourse helps (Kopiy, 2021). Therefore, it is important to remember that discourse can only be national, that is, English, German, British, Ukrainian, but the types of discourse can be different (Table 1) (Kozak, 2021).

**Table 1.**  
*Examples of homonymic abbreviations in English with interpretation and translation.*

№	Types of discourses	Examples
1	socio-specific discourses	holiday, leisure discourse, advertising, pre-election
2	discourses of professional strata	sports, pedagogical, medical, economic, diplomatic
3	discourses of everyday communication	youth, love, family, children's
4	discourses of subcultural and corporate strata	criminal, bank, sacral, revolutionary, terrorist, religious, heroic, partisan, esoteric
5	discourses of virtual communication	fairy-tale, forum, computer, chat-discourse

Source: (Kozak, 2021).

In the twenty-first century, linguistic science has many discursive directions in the form of certain types of public communication. A striking example of such communication is the discourse of mass communication, i.e., mass media, or, actually, mass-media discourse, characterized by the actualization and involvement of modern verbal terminological tools and conceptual apparatus (Krasivskyi, 2021).

Noting the fact that the English language is rich in word-formation models forming new words, including abbreviation, affixation, word formation, telescoping, and conversion, let us pay attention to the fact that newly created concepts and phenomena show human life processes (Hron, 2021).

Given the events of recent years, the Covid-19 pandemic has also contributed to word-formation patterns. Spheres of application of lexical innovations to denote the realities of the time in the strategies of organizing modern English media discourse in the embodiment of accessible interpretation of important information and drawing attention to important things. Thus, the newly-formed positions used to describe new

phenomena, represented by a new lexeme, with the help of a commentary, detailing, and comparison attracted much more attention to the information than usual. For example, the use of the lexeme “crowned” infants as referring to newborns during the reign of the Covid-19 pandemic, etc. (Chumak, 2022).

One of the productive types of lexical compression, abbreviation, accustomed to use in media discourse due to the accelerating pace and changes of modern life, as well as the increasing flow of information is of great importance in the linguistic community's response to the newest societal factors. Abbreviated translations of foreign, particularly English, media texts that adapt to specific readerships can be a problematic point in the interpretation of acronyms in the future. It should be noted that for English media the use of acronyms is typical, so most of them are easily understood by readers based on the indicated context. In connection with this problem - abbreviations that do not have correspondences in other languages should have a full explanation of their meaning. For example, consider the homonymity of English abbreviations (Table 2) (Ivanytska, 2022).

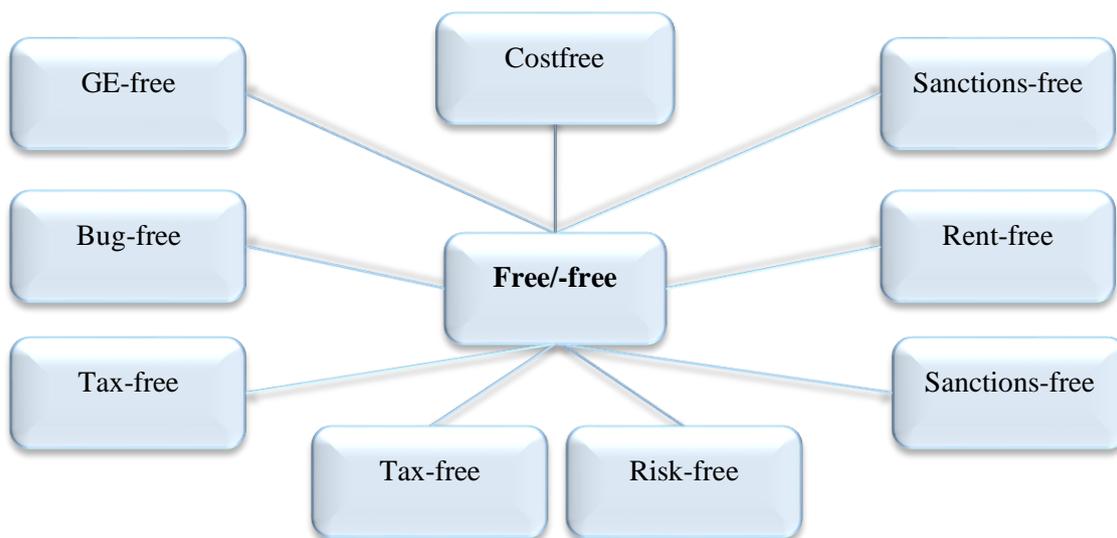
**Table 2.**  
Examples of homonymic abbreviations in English with interpretation and translation.

Abbreviations	inf	AD	AC	ACP	BA	CP
Examples of the meaning of abbreviations/ their translation	infant	attention device	aerodrome control	acceptable message	beam approach – application for a position at the lighthouse	co – pilot – second pilot
	child	signaling device	driving in the control zone	notice of acceptance	blind approach – application for a position by means of a device	centre of pressure – центр тиску
	information – info	avalanche diode	air carrier – air carrier	aerodrome control point	breaking action – breaking triggering	control panel – control panel
		avalanche diode	absolute ceiling – absolute ceiling	air traffic control center		

Source: (Ivanytska, 2022).

Let us also pay attention to the fact that modern English is rich in words that form derivatives, acting as affixes, while remaining in the system of full-fledged lexical units. Such examples are

abuse, aid, free (Figure 1), which have a large number of meanings in combination with other particles while remaining meaningful (Yenikeeva, 2022).



**Figure 1.** Examples of variation of phrases in English with the word free.

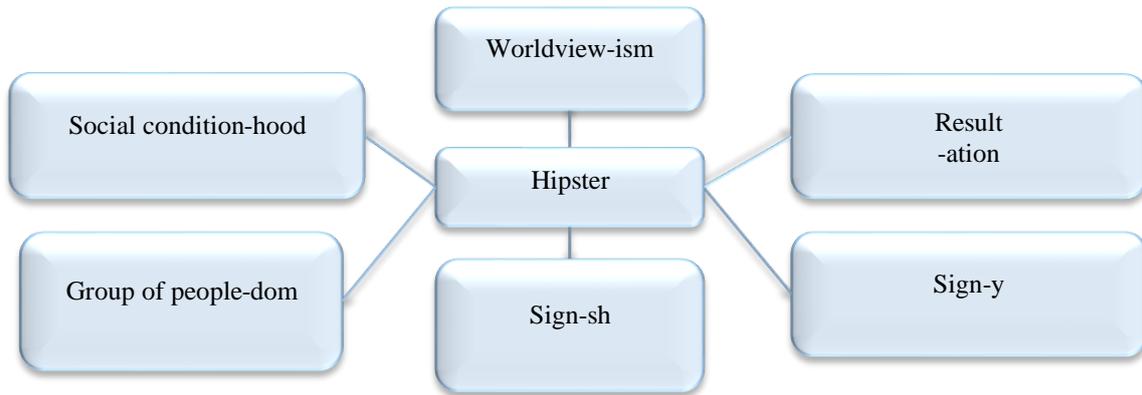
Source: (Yenikeeva, 2022).

It is important to remember that in the case of translation of such forms of newly-formed words created by means of aphyxalization, we should take into account the semantic changes that occurred to the lexemes during the modification of the word-forming elements. As a consequence

- the changes made distort the meaning in favor of their specialization, but the newly formed form can also acquire figurative meaning. The same changes can also occur in the formation of word-formation paradigms of traditional forms, expressing common socio-cultural stereotypes.

For example, let us consider the word-formation paradigm of a lexical unit of the English language - the word Hipster (Figure 2), denoting the socio-cultural stereotype of the moth

category, united in the stereotypical youth subculture, which was actively covered in the media discourse of past years.

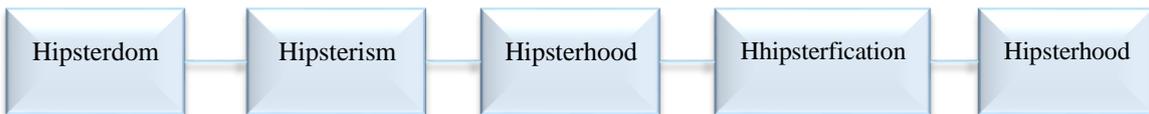


**Figure 2.** Word-formation paradigm of the word “Hipster”  
**Source:** (Lyubimova, 2022).

The modification of the semantics of the newly formed lexical forms follows two ways of development, which correspond to the generalization and abstraction of the character of the created words. Such characteristics mean a departure from the particular to the general (Figure 3, A), and, in turn, a transformation from

the general to the particular (Figure 3, B). Such changes in the form of their external manifestations of word formation are a clear indicator of the activation of the phenomenon of socio-cultural stereotypes in the field of media discourse.

A)



B)



**Figure 3.** Conversion of the word “Hipster” from singular to common (A) and from common to singular (B)  
**Source:** (Lyubimova, 2022).

However, it is important to remember that the modification of words in English-language media discourse enriches not only the general lexical base but also the characteristics of certain phenomena and stereotypes, which have gained special significance in the media discourse of English and other languages.

arena and war, in particular, in the thesis “Ukraine was able to destroy Moscow's energy weapon for good.” (Semida & Ahmad, 2020, p. 195), which portrays the relationship between the Ukrainian state and the Russian state, highlighting the political relations of the countries. It is also important to remember that newly formed words became the linguistic marker of this war because they rallied all the emotions of the Ukrainian people (Grytsenko, 2022).

Studying the English-language discourse of metaphorical images of the Ukrainian state, it is important to pay attention to its portrayal through the prism of Ukraine's relations in the political

Subjective, unverified, or misrepresentation are the main factors of change and modification of verbalized information during its transmission. Such characteristics of media distortion of information may have intensional or objective reasons. Intentional modification of the material, or subjective mainly arises as a consequence of the purposeful use of lingual and extralingual means, subordinated to the corresponding vision of the author of the material to achieve the communicative goal. Objective reasons can be in the case of the use of media of the so-called "spoiled telephone", where the content is perverted when disseminated through subjective interpretation, as well as under the influence of a personal attitude to the content of information (Kushnirov, 2021).

### Conclusions

Summarizing the research work on the study of English media discourse of the early XXI century and related lexical innovations, we should pay attention to the formation of new words based on the events and phenomena prevailing in the world media arena. Focusing on the spread of lexical innovations borrowed from English media discourse, it is necessary to thoroughly study the contextual issues of word formation, for the correct interpretation and use of new words in modern media platforms.

According to the results of the research study, it should be noted that innovations and word formations continue to be modified depending on the context of circumstances and time, but the use of such phenomena and formations borrowed from other languages require explanations for the audience, for which they are unknown.

As a result of the research work on the study of the issues of English media discourse of the early twenty-first century and related lexical innovations, the following results have been formed. The tendencies of development of modern English media discourse are clear, as, in the Ukrainian media context of the war with the aggressor country - Russia, new words are formed in content and form, which are used in the Ukrainian language and foreign media platforms. However, it is important to understand that the development and the process of word formation is in constant motion, as linguistics and media are very sensitive to social changes, and in turn adapt to the requirements of time and events.

Considering that the world and, in particular, Ukrainian media discourse continues to modify, it is necessary to continue researching this issue.

Researchers of the topic of English media discourse and lexical innovations should delve into the phenomenon of word formation, as well as analyze future research in this linguistic field.

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