UDC 811.111’42:070
DOI https://doi.org/10.32782/2710-4656/2026.5/32

Teriaiev D. O.
https://orcid.org/0000-0001-8667-090X
Taras Shevchenko National University of Kyiv

LINGUISTIC STRATEGIES OF CREDIBILITY-BUILDING AND PERSUASIVE INFLUENCE IN CONTEMPORARY ENGLISH-LANGUAGE NEWS DISCOURSE

The article examines the linguistic strategies through which credibility and persuasive influence are simultaneously constructed in contemporary English-language news discourse. The relevance of the study is determined by the rapid digitalisation of media communication, the growing information overload, and the intensifying competition among international media organisations for audience attention, as a result of which credibility has become one of the most valuable resources of contemporary journalism and is increasingly constructed through discourse rather than merely assumed as an inherent property of factual accuracy. The aim of the study is to identify and systematically analyse the principal linguistic mechanisms employed to construct credibility and persuasion in contemporary English-language news media, with particular attention to the interaction of lexical choice, modality, evidential markers, quotation strategies, and framing techniques. The empirical material comprises English-language news reports published by leading international media organisations, including BBC News, Reuters, CNN, The Guardian, AP News, NPR, and the English-language service of Ukrinform, covering international politics, security issues, diplomacy, and major global events. The research combines discourse analysis, pragmatic analysis, corpus-based analysis, quantitative analysis, and comparative analysis. The findings demonstrate that credibility is primarily constructed through evidential expressions that explicitly identify the source of information (according to, officials said, sources confirmed), thereby reducing the journalist’s direct responsibility for the reported facts. It has been established that modal verbs (may, might, could), epistemic predicates (appears, seems), and evidential adverbs (allegedly, reportedly, apparently) perform an important pragmatic function by regulating the degree of certainty and redistributing epistemic responsibility among the journalist, the source, and the reader. Four principal quotation strategies – direct speech, indirect speech, reported speech, and free indirect reporting – have been identified, each contributing differently to the construction of authority and credibility. Lexical choice, exemplified by the opposition between military operation and invasion or between fighters, militants, and rebels, has been shown to perform not only a nominative but also a persuasive function, guiding readers’ interpretation of events. Comparative analysis reveals systematic differences among the editorial strategies of the analysed media organisations: news agencies such as Reuters and AP News demonstrate a higher degree of linguistic neutrality, whereas CNN and The Guardian more frequently combine informative and interpretative or persuasive elements. The results contribute to media linguistics, pragmatics, and critical discourse analysis and may be applied in further comparative and cross-linguistic studies of news discourse.

Keywords: *news discourse, media linguistics, credibility, persuasion, evidentiality, modality, quotation strategies, lexical framing, critical discourse analysis.*

Introduction. The rapid digitalisation of global communication has profoundly transformed the contemporary news environment, where information is produced, distributed, and consumed at an unprecedented speed. Linguistic practices in news discourse are increasingly shaped by technological developments, editorial policies, and the demand for immediate delivery, a tendency described within media linguistics as the reorganisation of news production around audience design and channel constraints [3, p. 36]. David Crystal argues that digital technologies have accelerated the circulation of information and given rise to new communicative conventions that did not exist in earlier, print-based news environments [4, p. 18].

© Teriaiev D. O., 2026
Стаття поширюється на умовах ліцензії відкритого доступу CC BY 4.0

Contemporary society is also characterised by an unprecedented level of information overload, and news texts are consequently expected not only to inform but also to attract readers, maintain credibility, and ensure effective communication within a highly competitive media landscape. Public confidence in news reporting is shaped not solely by factual accuracy but also by the linguistic strategies through which information is presented, evaluated, and contextualised; the selection of lexical items, grammatical structures, evidential markers, quotation patterns, and modal expressions contributes substantially to the perception of reliability. Consequently, credibility is increasingly constructed through discourse rather than merely assumed as an inherent property of journalistic communication.

Although journalistic writing is traditionally associated with impartiality and objectivity, linguistic choices inevitably influence the interpretation of events. As Norman Fairclough observes, discourse should be understood as a form of social practice that reproduces institutional and ideological positions rather than a neutral channel for transmitting facts [6, p. 24]. Such influence is achieved through subtle pragmatic mechanisms – lexical selection, framing, modality, evidentiality, quotation, and discourse organisation – that enable journalists to guide interpretation while maintaining the appearance of neutrality.

Despite growing scholarly interest in media discourse, relatively limited attention has been devoted to the systematic investigation of how credibility and persuasion are simultaneously constructed in contemporary English-language news media. Existing studies have frequently focused on individual linguistic phenomena, whereas the interaction between evidentiality, modality, quotation strategies, framing, and multimodal organisation has received considerably less comprehensive examination. This research gap determines the relevance of the present study.

Review of Previous Research. The study of contemporary news discourse has become one of the leading directions of modern linguistics owing to the rapid transformation of digital communication and the growing influence of global media on public opinion. Considerable attention has been devoted to media language, discourse organisation, pragmatic interaction, and framing strategies; nevertheless, these research traditions have largely evolved independently, and their integration within the analysis of credibility-building strategies remains relatively limited.

Media Linguistics. Allan Bell's foundational study examines news discourse as a specific communicative system characterised by institutional conventions, audience orientation, and stylistic variability, demonstrating that journalists produce "stories" with viewpoint and structure rather than neutral records of events [3, p. 15]. Bednarek and Caple extend this line of research by treating news discourse as a multimodal and evaluative genre in which verbal and visual resources jointly construct newsworthiness [2, p. 42]. Crystal further shows that digital technologies have transformed linguistic behaviour and given rise to new online communicative conventions [4, p. 27], confirming that contemporary media discourse is a dynamic system that continuously adapts to technological and institutional change.

Critical Discourse Analysis. Critical Discourse Analysis provides the theoretical framework for investigating how language constructs social reality, ideological positions, and relations of power. Fairclough considers discourse a social practice through which institutional authority and public values are reproduced, emphasising the interaction between textual organisation, discursive practice, and broader social context [6, p. 51]. Van Dijk complements this perspective by relating discourse to cognition and power, arguing that news discourse cannot be a neutral reflection of reality because linguistic choices inevitably shape the interpretation of events [11, p. 88]. Richardson operationalises this framework for newspaper analysis, showing how lexical choice, presupposition, and quotation combine to naturalise particular representations of social actors [9, p. 73].

Pragmatics. Levinson defines pragmatics as the study of language use in context, in which meaning is constructed through communicative intentions and shared background knowledge [7, p. 21] – an essential basis for analysing the persuasive potential of journalistic discourse. Mey further shows that linguistic choices are inseparable from the social conditions of communication, and that pragmatic acts depend on contextual interpretation and communicative purpose [8, p. 94]. Within Ukrainian linguistics, Batsevych's communicative approach defines communicative competence as the ability to select linguistic means appropriate to communicative goals and audience expectations, substantially contributing to the understanding of language as an instrument of persuasive influence [1, p. 62].

Media Framing. Entman defines framing as the process through which particular aspects of reality are selected and made more salient in media texts, thereby promoting a particular problem definition or moral evaluation [5, p. 52]. Scheufele extends this model by explaining framing as a complex process

involving media production, message construction, and audience perception [10, p. 107], demonstrating that linguistic framing significantly affects the formation of public opinion.

Although substantial progress has been achieved in media linguistics, critical discourse analysis, pragmatics, and framing theory, a comprehensive account of the linguistic strategies through which credibility and persuasion are simultaneously constructed in English-language news media remains insufficiently explored. It is precisely this gap that the present study seeks to address.

Aim, Material and Methods. The aim of the study is to identify and analyse the principal linguistic strategies employed to construct credibility and persuasive influence in contemporary English-language news discourse, with particular attention to the interaction between lexical choice, modality, evidential markers, quotation patterns, and framing techniques.

The empirical material consists of approximately 400 English-language news articles, selected through continuous sampling from BBC News, Reuters, CNN, The Guardian, AP News, NPR, and the English-language service of Ukrinform. The corpus includes reports on international politics, security issues, diplomacy, and major global events, with particular attention to the coverage of the Russian-Ukrainian war, published between January and June 2026. In accordance with the journal's editorial requirements, no sources published in the Russian language, nor sources published on the territory of the Russian Federation or the Republic of Belarus, were used.

The methodology combines discourse analysis of the linguistic organisation of news texts; pragmatic analysis of devices contributing to credibility and persuasion; corpus analysis of recurrent lexical and discursive patterns; quantitative analysis of marker frequency and distribution; and comparative analysis of editorial practices across outlets. The analytical framework focuses on evidential markers (according to, reportedly, officials said), modal expressions (may, might, could, allegedly), quotation strategies (direct, indirect, reported, free indirect), lexical framing devices, evaluative vocabulary, and headline construction.

Linguistic Markers of Credibility. A fundamental characteristic of contemporary news discourse is the systematic use of markers that enhance the perceived credibility of reported information. Since journalists frequently report events that readers cannot verify directly, linguistic devices are used to indicate the source of information, specify the degree of evidential support, and minimise the author's personal involvement in the truthfulness of statements, thereby constructing institutional authority while preserving journalistic objectivity [3, p. 54]. The most frequent patterns identified in the corpus are according to, officials said, sources confirmed, witnesses reported, experts believe, authorities stated, and government representatives announced. Four functional subtypes of attribution were distinguished: institutional, source-based, eyewitness, and expert.

Institutional and Source Attribution. Institutional attribution – officials said, the ministry stated, police confirmed, authorities announced – transfers epistemic responsibility from the journalist to a recognised institutional actor and is among the most authoritative credibility strategies, since readers generally recognise the authority of the cited institution [11, p. 92]. Source attribution, realised through according to, sources confirmed, sources familiar with the matter, or people familiar with the investigation, allows journalists to indicate the origin of information without necessarily naming an official body. The frequent use of anonymous-source attribution reflects the practical realities of political and investigative journalism, where confidentiality is often a prerequisite for obtaining significant information, particularly in military and diplomatic coverage.

Eyewitness and Expert Attribution. Eyewitness attribution (witnesses reported, eyewitnesses said, local residents reported) introduces first-hand observation and is particularly frequent in reports on military conflicts, disasters, and protests; it enhances narrative authenticity but conveys a lower degree of institutional certainty than official statements. Expert attribution (experts believe, analysts suggest, researchers argue) introduces professional interpretation rather than direct factual reporting, deepening the analytical dimension of news coverage and reinforcing authority through reference to specialised knowledge [7, p. 33].

Table 1 presents the distribution of the principal credibility markers identified in a pilot subsample of the corpus (n = 40 texts, approximately 10% of the full corpus); the complete quantitative processing of all 400 texts is currently in progress and is expected to confirm the same general tendencies at a larger scale.

The findings indicate that explicit source attribution is a principal mechanism through which English-language news organisations construct credibility, systematically identifying or implying the origin of information rather than presenting it as an unquestionable fact, thereby reinforcing transparency and reducing authorial responsibility.

Table 1

Frequency of the principal linguistic markers of credibility (pilot subsample, n = 40 texts)

Linguistic marker	Frequency (n)	% of subsample texts
according to	146	92.5
officials said	88	67.5
sources confirmed	41	40.0
witnesses reported	19	22.5
experts believe / analysts suggest	37	45.0
authorities stated	26	35.0
other evidential markers	52	50.0

Evidentiality and Modality. Evidentiality and modality regulate the degree of certainty, reliability, and authorial commitment to reported information. Because factual accuracy must be balanced with legal responsibility, journalists frequently present information with varying degrees of epistemic certainty rather than as unequivocal fact, enabling them to report developing events while avoiding categorical claims that cannot yet be verified [7, p. 127].

Modal verbs – may, might, could – occur most frequently in reports on military operations, diplomatic negotiations, and ongoing investigations, signalling that the event remains possible rather than confirmed. Epistemic predicates such as appears and seems present interpretations as provisional assessments rather than established facts. Evidential adverbs – allegedly, reportedly, apparently – explicitly indicate that information originates from external sources or has not been independently confirmed, limiting the journalist's direct responsibility while preserving informational value; such markers are especially frequent in reports on criminal investigations, military conflicts, and contested battlefield claims in the Russian-Ukrainian war. Probability markers such as likely and unlikely allow journalists to formulate balanced predictions without presenting speculation as fact [8, p. 116].

Table 2

Frequency of evidential and modal markers (pilot subsample, n = 40 texts)

Marker	Frequency (n)	% of subsample texts
may / might / could	112	85.0
appears / seems	54	57.5
allegedly	29	37.5
reportedly	47	52.5
apparently	22	30.0
likely / unlikely	38	42.5

Rather than weakening credibility, evidential and modal markers enhance journalistic transparency by explicitly indicating the degree of certainty attached to individual statements, allowing journalists to remain informative while acknowledging the provisional nature of developing events.

Quotation Strategies. Quotation is a principal mechanism through which news discourse constructs credibility, authority, and informational reliability, extending far beyond the simple transmission of another person's words: the choice of strategy determines how information is framed, how responsibility for factual claims is distributed, and how readers evaluate trustworthiness. Four major strategies were identified in the corpus.

Direct and Indirect Speech. Direct speech reproduces an utterance verbatim, maximising authenticity and transparency; it is employed particularly for statements by presidents, government officials, and NATO or UN representatives, whose exact wording carries political or legal significance. Indirect speech instead reformulates the original statement, compressing information and improving textual coherence, though certain lexical or emotional elements of the original may be lost, producing a more neutral presentation.

Reported Speech and Free Indirect Reporting. Reported speech attributes information to institutional or anonymous sources (officials said, the ministry stated, according to diplomats) rather than reproducing it verbatim; it transfers responsibility for factual claims from the journalist to the cited source while simultaneously increasing evidentiality through explicit attribution, and represents one of the most frequent strategies across the corpus, particularly for CNN, Reuters, and NPR coverage of rapidly developing events. Free indirect reporting combines features of direct and indirect quotation without identifying an explicit speaker, backgrounding agency and creating the impression that information reflects generally accepted knowledge; it is especially common in feature articles and interpretative reporting by The Guardian and BBC News, functioning as a mechanism of uncertainty management and strategic distancing [6, p. 87].

Comparative Editorial Strategies. Reuters and AP News prefer direct quotations and reported speech to maximise factual precision and institutional credibility; BBC News combines direct and indirect quotation to balance objectivity with coherence; The Guardian more frequently employs indirect and free indirect reporting in analytical journalism; and CNN and NPR rely extensively on reported speech and direct quotation for personalisation and audience engagement

in breaking-news coverage. Taken together, direct speech enhances authenticity, indirect speech enables compression and neutrality, reported speech strengthens institutional credibility through source attribution, and free indirect reporting enables strategic management of uncertainty (Table 3).

Table 3

Pragmatic functions of quotation strategies

Quotation strategy	Primary pragmatic function
Direct speech	Authority, authenticity, transparency
Indirect speech	Information compression, stylistic neutrality
Reported speech	Evidentiality, source attribution, institutional credibility
Free indirect reporting	Strategic distancing, uncertainty management, implicit evaluation

Headlines: Compression and Editorial Preferences. Headlines determine the first stage of readers' interaction with news content and have evolved from purely informative elements into multifunctional instruments combining informational, pragmatic, and persuasive purposes [3, p. 173]. Compression – the omission of articles, auxiliaries, and function words (Russia launches overnight attack on Kyiv) – and nominal structures (Middle East ceasefire negotiations), which present events as established facts, are more characteristic of BBC, particularly in political reporting. Verbal headlines foregrounding actions and finite verbs (Israel expands military operation) and ellipsis (More aid for Ukraine) increase perceived immediacy and are more frequent in CNN.

Although both outlets follow professional standards, BBC generally favours emotionally neutral, descriptive vocabulary, whereas CNN more frequently employs emotionally charged, attention-attracting constructions in breaking-news coverage (compare Wildfire spreads across southern Europe with the more dramatised Massive wildfire forces thousands to flee). These differences indicate that headline construction reflects broader editorial philosophies: BBC reinforces institutional trust through neutrality and precision, while CNN combines informative and persuasive functions to maximise audience engagement.

Framing through Lexical Choice. Lexical choice is one of the most influential mechanisms through which news organisations construct particular interpretations of events, since lexical units frequently encode evaluative meanings and ideological positions rather than functioning as neutral labels [5, p. 53]. This is especially visible in the reporting of armed conflicts and security issues such as the Russian-Ukrainian war. The opposition between military operation, which tends to minimise the perceived scale of violence and often reflects official terminology, and invasion, which explicitly foregrounds illegality and violation of international law [6, p. 103], illustrates how lexical selection influences interpretation before factual information is processed. A comparable tendency appears in fighters, rebels, and militants, whose differing pragmatic profiles contribute to the construction of legitimacy or delegitimisation [10, p. 112], and in the pairs forces/troops and war/armed conflict/military operation (Table 4).

Lexical framing thus performs not only a descriptive but also a persuasive function: rather than merely reflecting reality, lexical nominations actively participate in constructing the interpretative frameworks through which contemporary news is understood.

Multimodal Representation of Credibility. Contemporary news reports are multimodal communicative products in which headlines, subheadings, lead paragraphs, photographs, and captions interact as an integrated system, so that credibility is established not only through linguistic choices but also through the coordinated organisation of verbal and visual components [2, p. 58]. The headline establishes the interpretative frame; the lead paragraph answers the essential journalistic questions and introduces evidential markers, attribution patterns, and modal expressions that distinguish confirmed information from preliminary reports. Photographs shape readers' first emotional

Table 4

Lexical framing in contemporary news discourse

Neutral / descriptive	Strong evaluative	Pragmatic implication
armed conflict	invasion	explicit attribution of aggression
military operation	war	higher intensity and legal significance
forces	troops	institutional military representation
fighters	militants	evaluation of legitimacy
rebels	insurgents	different degrees of political legitimacy
attack	terror attack	stronger emotional impact
disputed territories	occupied territories	ideological positioning
local residents	civilians	different emphasis on victimhood

response but are rarely interpreted independently of their captions, which often contain identifying detail or attribution to official sources, reinforcing authenticity. The combined interaction of these elements produces a stronger pragmatic effect than any single component, making multimodal organisation one of the principal mechanisms through which contemporary media shape public perception and reinforce audience trust.

Comparative Analysis. Comparative analysis of the frequency and distribution of modal expressions, quotation practices, headline structures, lexical choices, and evidential markers reveals that, although all examined organisations adhere to the principles of factual reporting, they differ considerably in the linguistic means through which reliability and evaluation are communicated, reflecting editorial policy, target audience, and institutional tradition (Tables 5–6).

Reuters and AP News show the highest degree of linguistic neutrality, relying extensively on evidential expressions while minimising evaluative vocabulary; BBC maintains a predominantly neutral style but uses direct quotations more frequently, strengthening authenticity through identifiable voices. CNN shows the greatest degree of expressive language, with modal verbs, emotionally coloured lexis, and dynamic headlines occurring more frequently, though evidential markers remain essential to its reporting. The Guardian occupies an intermediate position, combining factual accuracy with analytical framing that subtly guides interpretation. Overall, credibility in contemporary English-language news discourse is constructed through different combinations of linguistic strategies rather than a single universal model.

Discussion. The findings indicate that the construction of credibility cannot be regarded as a random consequence of individual linguistic choices: systematic editorial practices are observed across the analysed organisations, suggesting identifiable editorial models that regulate the selection and distribution of linguistic resources, in line with van Dijk's observation that news production is governed by institutionally embedded models of what counts as a credible account of events [11, p. 121].

Different journalistic styles can be distinguished according to their preferred linguistic strategies, degree of authorial visibility, balance between neutrality and interpretation, and use of lexical and grammatical resources for constructing authority – variation that reflects institutional traditions and communicative objectives rather than purely individual journalistic preference. Evidentiality and modality play a particularly important role in negotiating reliability: markers such as according to, reportedly, may, and could perform pragmatic functions of indicating source, expressing degrees of certainty, and regulating editorial responsibility, contributing to the perception of professional journalism as transparent and accountable.

Although professional journalism traditionally seeks impartiality, persuasive effects are inevitably produced through framing, lexical selection, headline construction, and information organisation [5, p. 55; 10, p. 118]; persuasion in contemporary news discourse therefore appears to function predominantly

Table 5

Comparative characteristics of linguistic strategies in the analysed news organisations

Linguistic feature	BBC	Reuters	CNN	The Guardian	AP News
Modal verbs	Moderate	Low	High	Moderate	Low
Evidential markers	High	Very high	Moderate	Moderate	Very high
Direct quotations	High	Moderate	High	High	Moderate
Indirect quotations	Moderate	High	Moderate	Moderate	High
Evaluative vocabulary	Low	Very low	High	Moderate	Low
Neutral lexical style	High	Very high	Moderate	Moderate	Very high
Headline compression	High	Very high	Moderate	Moderate	High

Table 6

Frequency of selected linguistic strategies in the pilot subsample (% of subsample texts, n = 40)

Strategy	BBC	Reuters	CNN	The Guardian	AP News
Modal markers	64	41	82	61	39
Evidential markers	88	95	69	72	93
Direct quotations	79	56	84	77	61
Indirect quotations	58	83	63	65	81
Evaluative vocabulary	24	11	57	39	18
Compressed headlines	87	94	71	69	89

through implicit rather than explicit linguistic means, guiding interpretation through the selection of linguistic structures rather than open evaluation. Overall, the findings support the view that language is one of the central instruments through which news organisations establish authority, negotiate reliability, and influence audience perception within the contemporary digital information environment.

Conclusions. The present study has demonstrated that contemporary English-language news discourse employs a complex system of linguistic strategies aimed at constructing credibility, authority, and persuasive influence.

First, credibility is achieved not solely through the presentation of factual information but also through the linguistic organisation of media texts: lexical choices, grammatical structures, quotation patterns, and evidential markers collectively shape readers' perceptions of reliability and objectivity.

Second, considerable differences exist in the editorial practices of the analysed organisations; although all adhere to professional journalistic standards, they combine linguistic resources differently to balance objectivity, precision, and audience engagement.

Third, modal expressions and evidential markers are principal mechanisms through which journalists regulate certainty and distance themselves from unverified information, minimising responsibility for uncertain claims while maintaining the informative function of reporting.

Fourth, quotation strategies represent an essential pragmatic instrument for constructing authority and legitimising information, and the choice between direct, indirect, reported, and free indirect speech significantly influences readers' interpretation of events.

Fifth, framing devices and evaluative lexical choices substantially affect the interpretation of news events: even in texts that aspire to objectivity, linguistic selection inevitably highlights particular aspects of reality, guiding audience perception.

Finally, credibility and persuasion in contemporary news discourse emerge through the interaction of multiple linguistic levels – lexical, grammatical, pragmatic, and discursive – functioning as an integrated communicative system. The findings contribute to media linguistics, pragmatics, and discourse analysis, and the proposed framework may be applied to other media genres, multilingual news environments, and digital communication platforms. Future research may focus on cross-cultural comparisons of credibility strategies, Slavic-language news discourse (including Ukrainian and Slovak media), AI-generated journalistic content, and the influence of automated news production on linguistic practices in contemporary media communication.

Bibliography:

1. Бацевич Ф. С. Основи комунікативної лінгвістики: Підручник. Київ: Видавничий центр «Академія», 2004. 344 с.
2. Bednarek M., Caple H. News Discourse. London; New York: Continuum, 2012. 267 p.
3. Bell A. The Language of News Media. Oxford; Cambridge, MA: Blackwell, 1991. 277 p.
4. Crystal D. Language and the Internet. 2nd ed. Cambridge: Cambridge University Press, 2006. 304 p. DOI: https://doi.org/10.1017/CBO9780511487002
5. Entman R. M. Framing: Toward Clarification of a Fractured Paradigm. *Journal of Communication*. 2006. Vol. 43 (4). P. 51–58. DOI:10.1111/j.1460-2466.1993.tb01304.x
6. Fairclough N. Media Discourse. London: Edward Arnold, 1995. 214 p.
7. Levinson S. C. Pragmatics. Cambridge: Cambridge University Press, 1983. 420p.
8. Mey J. L. Pragmatics: An Introduction. 2nd ed. Oxford: Blackwell, 2001. 416 p.
9. Richardson J. E. Analysing Newspapers: An Approach from Critical Discourse Analysis. Basingstoke: Palgrave Macmillan, 2007. 269 p.
10. Scheufele D. A. Framing as a Theory of Media Effects. *Journal of Communication.* 1999. Vol. 49, No. 1. P. 103–122. DOI:10.1111/j.1460-2466.1999.tb02784.x
11. Teun A. van Dijk News as Discourse. New York: Routledge, 1988. 208 p.

Теряєв Д. О. МОВНІ СТРАТЕГІЇ ПОБУДОВИ ДОВІРИ ТА ПЕРСУАЗИВНОГО ВПЛИВУ В СУЧАСНОМУ АНГЛОМОВНОМУ НОВИННОМУ ДИСКУРСІ

У статті досліджено мовні стратегії конструювання довіри та персуазивного впливу в сучасному англомовному новинному дискурсі. Актуальність дослідження зумовлена стрімкою діджиталізацією медіакомунікації, зростанням інформаційного перевантаження та посиленням конкуренції між міжнародними медіаорганізаціями за увагу аудиторії, унаслідок чого довіра перетворюється на один із найцінніших ресурсів сучасної журналістики і дедалі більшою мірою конструюється мовними засобами, а не лише зумовлюється фактичною точністю повідомлення. Метою статті є виявлення

й системний аналіз основних мовних стратегій, за допомогою яких у сучасному англомовному новинному дискурсі одночасно конструюються довіра та персуазивний вплив, зокрема взаємодія лексичного вибору, модальності, евіденційних маркерів, стратегій цитування та технік фреймінгу. Матеріалом дослідження слугували англомовні новинні тексти провідних міжнародних медіаорганізацій (BBC News, Reuters, CNN, The Guardian, AP News, NPR, а також англомовна служба Ukrinform), присвячені висвітленню міжнародної політики, безпекових питань, дипломатії та глобальних подій. У роботі застосовано дискурс-аналіз, прагматичний аналіз, корпусний аналіз, кількісний і зіставний методи. Установлено, що довіра в новинному дискурсі досягається передусім через евіденційні маркери (according to, officials said, sources confirmed), які експліцитно вказують на джерело інформації та знижують ступінь авторської відповідальності за достовірність повідомлюваного. З'ясовано, що модальні дієслова (may, might, could), епістемічні предикати (appears, seems) та евіденційні прислівники (allegedly, reportedly, apparently) виконують прагматичну функцію регулювання ступеня впевненості й перерозподілу відповідальності між журналістом, джерелом інформації та читачем. Проаналізовано чотири основні стратегії цитування – пряму мову, непряму мову, переказну мову та вільну непряму мову, кожна з яких по-різному конструює авторитетність повідомлення. Виявлено, що лексичний вибір (зокрема опозиції military operation / invasion, fighters / militants / rebels) виконує не лише номінативну, а й персуазивну функцію, впливаючи на інтерпретацію подій читачем. Установлено відмінності в редакційних стратегіях аналізованих медіаорганізацій: інформаційні агентства (Reuters, AP News) демонструють вищий ступінь мовної нейтральності, тоді як CNN і The Guardian частіше поєднують інформування з інтерпретативним і персуазивним компонентами. Результати дослідження мають теоретичне і практичне значення для медіалінгвістики, прагматики та критичного дискурс-аналізу і можуть бути використані в подальших зіставних і міжмовних студіях новинного дискурсу.

Ключові слова: *новинний дискурс, медіалінгвістика, довіра, персуазивність, евіденційність, модальність, стратегії цитування, лексичний фреймінг, критичний дискурс-аналіз.*

Дата першого надходження статті до видання: 24.07.2026
Дата прийняття статті до друку після рецензування: 10.08.2026
Дата публікації (оприлюднення) статті: 16.11.2026