

Nigar Chingiz Maharramova<https://orcid.org/0000-0002-0270-4453>

Azerbaijan University of Languages

LANGUAGE AND DISCOURSE IN INTERNATIONAL JOURNALISM

The article examines the analysis of linguistic units, linguistic features of discourse and communication strategies in international media texts in accordance with the specialization in Germanic languages. The research focused on well-known and popular journalistic publications. This objective dictated several tasks that were successfully accomplished. Among these tasks is a theoretically sound justification for the quality of electronic news publications in terms of their embodiment of key linguistic resources and discourse as a whole. The key patterns of this discourse's functioning in English texts using online news columns are identified. A discourse structure that is inherent in a variety of information sources online is proposed for discussion. Therefore, the importance of the chosen topic is undeniable. In the era of globalization, with the colossal rise of technological means, the role of international journalism as one of the main sources of the current information flow is particularly growing. At the same time, this aspect is not the only focus of the author's attention. This article primarily examines the essential principles of contemporary English linguistics and the textual discourses directly related to them. First, it examines in detail how English language norms operate; second, it clearly defines the terminology of foreign-language textual discourse; third, it demonstrates how specific texts frame information in international journalism; and fourth, it establishes the role of the communicative environment as a whole in the process under study. Characteristically, the article analyzes a number of these concepts, both individually and collectively. This "union" of five characteristics, figuratively speaking, is highly valuable, because the resulting linguistic analysis of language and discourse highlights the role and significance of contemporary international journalism and the media as a whole.

Keywords: language, discourse, journalism, Internet portals, electronic publications, websites, press, media.

Introduction. Humanity has now entered the mid-20th century, placing a great deal of responsibility on workers in various fields and professionals specializing in specific fields. Scientific and technological advances have now reached such heights that any modern civilized community is entering a fundamentally new level of development. More precisely, the industrialized human community is transforming into a vast communicative and informational field. Therefore, the research topic we have chosen for this article should be studied on a global scale. International journalism occupies a crucial place in this vast field, encompassing a significant number of fields, including individual components of cognitive linguistics. The research topic we have outlined in our paper is an integral part of communications, which, in turn, form the backbone of the information community as a whole. Clearly, international journalism relies on texts of varying length and content, and therefore is grounded in language and textual discourse.

This theoretical position applies entirely to modern English. In our view, for at least three main reasons. A). This language is recognized as international by the entire modern public without exception; its status is officially enshrined in the global media. This naturally follows: B). International journalism naturally reflects the norms and rules of the English language, organizing a kind of branch of linguistic discourse. C). Journalism, which we analyze in its global role, on the one hand, is clearly a significant factor in the communicative environment. On the other hand, its rich arsenal (newspaper and magazine collection), printed products of a wide variety of genres and directions, organically incorporate all sorts of linguistic and typically discursive phenomena [4].

Analysis of Recent Research and Publications.
Analysis of the recent research and publication. Let's begin our brief overview with the fact that international journalism, based on articles, information, chronicles and notes of various internal content,

is included in the media, and the latest technologies help in their processing, classification and unification accordingly. The analysis of journalistic discourse and its social embeddedness has advanced significantly over the past two decades, particularly with the emergence and development of critical discourse analysis [6]. Meanwhile, the essence of one of the most important functions of international journalism is that in the 21st century, compared to previous periods, its potential has significantly increased. Specifically, firstly, new methods and forms of presenting information and its subsequent processing have emerged and developed. Secondly, based on the cultural code of each individual nation, the lexical-semantic field of language has expanded, significantly expanding the boundaries of its lexical and structural-semantic space. As a result of these transformations, the contours of cognitive linguistics itself have changed. As Van Dijk T. A. notes, an adaptive cognitive model of macrostructures must define general principles that all language users follow [11]. "Language and culture, as a phenomenon developing from simple to complex, have become an indicator of the way of thinking of society in our modern era" [7, p. 58].

How exactly did this manifest itself? Language and textual discourse have flooded numerous Internet portals and websites, becoming a natural part of communication. According to Van Dijk T.A., this, that is, "understanding discourse means understanding text/talk-incontext. Hence, discourse analysis and conversation analysis need to make explicit what contexts are and how exactly the relations between contexts and text or talk are to be analyzed in ways that explain how language users do this" [10, p.3]. The scholar's words lead us to the idea of the close connection between language, textual discourse, communication, and speech activity. Now let's generalize T.A. van Dijk's thought in the desired direction. Thus, if we recall the very beginning of our article on the relationship of these linguistic concepts with international journalism, their relevance becomes obvious. There are also works that examine the historical development of news language and the formation of modern news discourse [8].

Another significant achievement of modern cognitive linguistics is the distinction between two concepts that, at first glance, seem synonymous: text and discourse. In reality, there is a difference between them. Discourse is also a text, but a coherent one, fused with a whole range of extralinguistic means. These include pragmatics, syntagmatics, linguocultural (or sociocultural), psychological [or more precisely], and psycholinguistic factors. And in international journalism, the

coherent flow of speech in various types of information is considered primarily as a social phenomenon, a component of the media, actively participating both in people's activities and in the mechanisms of their thinking. More specifically, in cognitive processes [3].

Task statement. The main purpose of this article is to identify the characteristic features, attributes and characteristics of this branch of the information and communication space on a global scale.

Outline of the main material of the study. Journalism, as a component of the media, finds its foundation primarily in electronic textual news discourse. As already indicated, we are primarily interested in English-language discourse and its linguistic, specifically structural-semantic and lexical-syntactic, features. However, it should be noted that in modern linguistics, the term "discourse" (or "textual discourse" as an analogy to "coherent text") is more commonly used, while in journalism and the media in general, they write and speak of the news feed of the so-called specific "web discourse". "As this implies, mediation does not just involve individual texts or types of text, it is in many cases a complex process which involves what I shall call 'chains' or 'networks' of texts. Think, for example, of a story in a newspaper. Journalists write newspaper articles on the basis of a variety of sources – written documents, speeches, interviews, and so forth – and the articles are read by those who buy the newspaper and may be responded to in a variety of other texts – conversations about the news, perhaps if the story is a particularly significant one further stories in other newspapers or on television, and so on. The 'chain' or 'network' of texts in this case thus includes quite a number of different types of text. There are fairly regular and systematic relationship between some of them – for instance, journalists produce articles on the basis of sources in fairly regular and predictable ways, transforming the source materials according to quite well-established conventions" [2, p. 30].

In modern international journalism and the media in general, language and discourse are traditionally studied using coherent communicative texts, but more often within the confines not of linguistics proper, but of its cutting-edge branch, media linguistics.

In the 21st century, with the targeted development of internet networks, new information and communication technologies emerged. An urgent need arose to reconsider the rich potential of the relationship between language and discourse in international journalism and the media in general. This relationship, as we understand, was bound to be reflected in the latest forms and methods of structural-semantic analysis of

language and discourse in print, as well as the search for evaluation criteria. Thus, this kind of revision is dictated by the spirit of our times. For example, a number of scholars and others, based on modern English, proposed using a comprehensive and unified analysis of the discourse of news information of varying lengths and integrating them into internet networks. This was a new word in linguistics because, as A. Bell rightly emphasizes, “different media have different ratios of advertising to editorial copy: In some newspapers news makes up a majority of the content, but more often advertising predominates. News can occupy a surprisingly small proportion of some newspapers (e.g. Blockbuster Sunday editions of American Papers). With broadcast media the news always occupies a small proportion of airtime” [1, p. 20]. The language and discourse of the media, including international journalism today, are, objectively speaking, not only the sphere of printing and paper production, but also the characteristics of all sorts of production processes that they directly serve [10]. Moreover, information in English is widely distributed throughout the world. This means that the psychological (or psycholinguistic) factor is organically adjacent to the purely linguistic factor. Namely, the understanding of complex textual discourse, recognition and, finally, its perception by a large readership. In modern English, media texts with news information discourse are mainly characterized by a high level of complex constructions. Their essence, according to the linguist T. A. van Dijk, lies in the close coherence of sentences, and a generalized structure according to a single thematic principle, and according to the parameters of the model, and according to a whole range of diverse rhetorical devices or stylistic means [19]. This applies particularly to the structural and semantic organization of the English language and textual discourse. “The functions of digital media cover several key aspects, each of which plays an important role in shaping the modern information space and language environment. Thanks to the integration of digital technologies into everyday life, digital media have become not only a means of transmitting information, but also a powerful tool for social interaction, learning and entertainment” [5, p.54].

To facilitate the understanding of new norms and rules, let's start, as they say, with the basics. Just as in a work of fiction, an epigraph or introduction precedes the entire subsequent text, so in journalism, for certain types of information, the opening is extremely important. In international journalism, the term “header footer” is even commonly used. Typically, this is a catchy message, elliptical in form and extremely

laconic in its content, aimed at the readers' attention. Ideally, it is designed to interest them, quickly captivating them with a brief plot, since any information, for example, in a newspaper, is always distinguished by its immediacy. Naturally, this footer provides information about the entire content of the article.

So, judging by this introductory “basement”, the English language and textual discourse in international journalism are primarily characterized by the following specific features: brevity of thought, laconism, relative neutrality of internal narrative structure, and an overt predominance of nomination. Note also that the lexemes in these headlines are more often used in their literal - and neutral - meanings. For example: “Trump repeats that Dorian could have hit Alabama”; or: “Hurricane Dorian, already responsible for 20 reported tornadoes, lashes NC coast”; or: “Detecting a lethal poison in drinking water”; or: “Brexit: What happened on Thursday?” and so on. Modern international journalists have many interesting linguistic tools and techniques at their disposal. For example, it's entirely possible to establish friendly ties with their readership, whereby associative relationships are built on an equal basis. This is by no means familiarity or vulgarity, but a very common, trusting form of communication with the recipient. We believe colloquial speech primarily serves this purpose. It is especially valuable and significant in subheadings. For example: “Fall brings new shows, services and chance of bigger TV tabs”, Unmasked: Make-up's Big Secret»; or: “Johnson quits: When Britain's political families don't see eye-to-eye”; or: “Freshman Congressman Jason Crow: border patrol told me they need help, not a wall”; or: “Wingman” to witness: Roger Stone aide”.

In our opinion, quotes from speeches by speakers, often high-ranking officials, lend clarity and persuasiveness to illustrative examples. Moreover, excerpts from texts can be of various types. One important requirement is memorable phrases that are figurative and striking. Journalistic discourse can be anything: philosophical, psychological, socio-political, literary-historical, even simply mundane. It is well known from experience that journalistic proofs are invariably filled with notes and news on both mundane and topical issues. For example: “Burglar cooks breakfast, tells soon resident go back to sleep”; or: “No food, no house, no life, no water”, “Holy crap! Hurricane Dorian lashes US coast”; or: “Why being mixed race means I could die. Let us note in passing: although Internet portals (sites, publications...), and now also the ever-growing artificial intelligence [AI] are objectively designed for extremely precise infor-

mation and programming, sometimes in the annals of international journalism one can encounter aphorisms, phraseological units, and some metaphorical statements. “Inspector general has the obligation *to shut up* after Trump tries *to shut down* investigation”. Here, the antithesis is presented through a metaphorical reinterpretation of the phrase. It finds its concrete expression in the juxtaposition of the verb phrases “shut up” and “shut down”. The textual discourse here also rests on the corresponding juxtaposition of prepositions – “up” and “down”. A translation is required for their correct perception; here, “up” and “down” are not “up” and “down”, but “to shut up”, “to become silent”, “to stop talking”. In one English publication, after the corresponding subtitle “The life of Hurricane Dorian”, an international journalist used a colorful metaphor – “Hurricane Dorian devastation leaves a surreal landscape in Bahamas”. It is worth noting the positive connotation of the expression, which we have intentionally italicized, as it clashes with the overall meaning of the phrase about the rampant elements in the Bahamas.

Thus, from the above, it is easy to conclude that in international journalism and the media in general, there are such specific categories or features that are characteristic of them. A). The subtitle, which acts, as observed in the examples given, as a kind of “summary” in the English-language press and textual discourse. B). Quotations serving as the background context of any content. C). The layout of the material according to the main event, which is directly mentioned in the information. D). Providing this information with the necessary linguistic means or techniques. E). The presence of a preemptive factor in the textual discourse. The essence of this factor is that the reader becomes familiar in advance with certain phenomena that preceded the main event. F). Completion of the current information with comments. The above-mentioned T.A. van Dijk pays special attention to this point. He believes that it is the comments that contain important information about the language of the media and textual discourse, because they are conclusions, final proposals, and in addition to this, also reflections from the author of the article [10].

We, in turn, summing up the six points above, conclude that the language of international journalism, media, and news text discourse is structurally a sequence of components that generate the main ideas of both central and secondary events. Incidentally, in journalistic practice, these components often alternate. Sometimes, a paradoxical situation can even arise: what newspaper or magazine correspondents consider to be the main focus and, accordingly, place on the

front page, linguists, on the contrary, record as background events. And vice versa. This metamorphosis, in our opinion, is also easily explained: information is served by a whole range of linguistic means, and these are usually distributed unequally in their functions.

Meanwhile, it is absolutely clear to us that today, international journalism and the media employ principles that are enriched by the latest norms and techniques of news text discourse. Its use makes materials as informative as possible, exerting a corresponding impact on the readership. These include, for example, such rules and norms in modern English as “abbreviations” (sifting out redundant information), “generalizations” in discourse of similar or monosyllabic propositions, methods of “constructing” combinations and combining them on a single basis. Thus, language and textual discourse create the integrity of the material. Journalists first find them (in professional parlance, this is called creating a texture), then construct the text, and subsequently highlight its fundamental ideas. Finally, comes the final stage of summarizing the material.

As a result, the information acquires the status of scientifically substantiated. This even reminds us of the points of a dissertation’s introduction: from the relevance and level of research on the topic to its theoretical significance and practical application. Here, we are talking about almost the same thing: journalists must adhere to the rules of methodological apparatus and clearly structure the material. For example, the design of an article is necessarily preceded by collecting the necessary facts, then highlighting the main points, the flow of the information itself (printing), and conclusions. As a result, the textual discourse acquires coherence (the connection between individual pieces of information), and news items and reports acquire integrity.

In English-language media, the above is sometimes supplemented by the concept of “top-down”. What does this mean? As the material is presented, necessary corrections are made, clarifications and additions are introduced, and the information gradually unfolds using the method of induction: from its general presentation to the presentation of specific facts, on the one hand, and accordingly, by the method of deduction, on the other hand - that is, with directly opposite actions. Incidentally, these theoretical propositions of language and textual discourse in modern international journalism and media are gradually forming the basis not only of news feeds, but also of electronic and technical publications. AI cannot do without this today. After all, entering the newest global information field (of course, in accordance with the computer program embedded in it), it both improves itself and transforms discourse. From now on, it enters a dif-

ferent space with a whole series of various changes. The reader, of course, perceives information received from AI, websites, and other electronic media in a completely different way.

As we can see, this is a large block of various devices, instruments, apparatuses, and means for transmitting information. However, its volume must also be taken into account. It turns out that an information corpus can be both complete and incomplete. Taking these two parameters into account, linguists divide the entire material into two unequal parts: A) Informatively complete; B) Informatively incomplete. The former express the content of the entire text, while the latter express only the central thought, idea, or simply thesis. In both structural-semantic and grammatical respects, this can be either a complete or incomplete simple English sentence. Much here depends on both semantics and structure.

It has been noted that, according to the classic laws of journalism, sentences are more often rhetorical. Apparently, this is easier to intrigue readers. But interrogative constructions are also possible, especially if the sentences are incomplete. For example: "Conception's surviving crew members describe harrowing escape from a burning boat"; Or: "Ted Cruz to talk gun control with actress Alyssa Milano after Twitter exchange"; Or: "Where did the Sacklers move cash from their opioid maker?"; Or: "Mugabe – a lifetime in power"; Or: "CCTV footage shows baby smuggler at airport". Furthermore, complex sentences of two well-known types are also encountered in modern international journalism: compound and subordinate. What is the purpose of this type of textual discourse? Primarily to demonstrate causal relationships. Cause and effect is, so to speak, a panacea for holding readers' attention longer. The latter is usually logical and follows immediately from the former. Consequently, a compressed (elliptical) narrative form is used. This is most often followed by a dialogue between characters. For example: "Nicki Minaj announces she's retiring from music to start a family"; or: "Trump won't stop insisting he was right about Hurricane Dorian and Alabama"; or: "GOP senators who backed Trump's emergency declaration lose military funds"; or: "UFC fighter Paige Van Zant says she makes more on Instagram than she does in fights".

Finally, we would like to conclude this article by clarifying the difference between electronic news text discourse and traditional discourse. We believe there is no need to comment on these two widely used concepts. The latter functioned in international journalism and the media before the dawn of the new era, when websites, media resources, and mass computerization were just coming into their own around the world. The era of globalization was still ahead, and artificial intelligence was unheard of. This is traditional discourse. In recent years, it has transformed into electronic news discourse; "hypertextual information broadcasting" has emerged and developed.

This has primarily affected the so-called "non-linear function" of news text discourse. Its most notable achievement on a global scale is the simultaneous display of several blocks on a monitor screen. In the media, this allowed users of electronic sources (newspapers, etc.) to instantly access a special "entry page." And this, in essence, provides access to all of the publication's resources. This page condenses the entire section into a concise format, with selected topics, questions, tasks, ideas, examples, and more. This makes journalists' work easier and improves reader comprehension of any material. Everything, as they say, is at their fingertips.

Conclusions. Thus, we have concluded that the English language and discourse are of paramount importance in international journalism and the media. Virtually no information, regardless of volume or focus, can be produced without these essential linguistic categories. Drawing on the work of several leading linguists, as well as representatives of other, related fields, we have outlined the key features, characteristics, and functions of the concepts under study. First and foremost, we have established that textual discourse omnipresents media content, both in its structural and semantic aspects (i.e., the general content of articles, notes, and headlines) and in purely grammatical terms. This theoretical proposition is also supported by the various types of English sentences, causal connections, and many associated characterological features. These are named and briefly analyzed. Finally, a distinction is made between traditional and modern understandings of textual discourse in modern English.

Bibliography:

1. Bell A. *The Language of News Media*. Blackwell, 1991, 277 p.
2. Fairclough N. *Analysing Discourse: Textual Analysis for Social Research*. Psychology Press, 2003, 270 p.
3. Fairclough N. *Media Discourse*. London: Edward Arnold, 1995. 214 p.
4. Fairclough N., Mulderrig J., Wodak R. *Critical Discourse Analysis*. In T. A. van Dijk (Ed.), *Discourse Studies. A multidisciplinary Introduction*. Sage. 2011, p. 357–378.

5. Kashah E., Nasibova S., Babaeva G., Zayrova K., Garajamirli N. The Impact of Digital Media on the Development of Literary Language Environments and Writing Styles. *The International Journal of Communication and Linguistic Studies*. Issue 2, Vol 24, 2025, p. 249–272.
6. Language and Journalism. Edited by Richardson J. E. London: Routledge. 2010.
7. Mammadbayli A. Discourse and ethnic identity. *The scientific heritage*. 2025, №162, p.57–60.
8. Matheson D. The Birth of News Discourse: Changes in News Language in British Newspapers, 1880–1930. *Media, Culture and Society*, 22(5), 2000, p.557–573.
9. Smith A., Higgins M. The Language of Journalism: A Multi-Genre Perspective. Bloomsbury Publishing USA, 2020. 224 p.
10. Van Dijk T.A. Discourse and Knowledge: A Sociocognitive Approach. Cambridge University Press, 2014. 400 p.
11. Van Dijk T.A. News as Discourse. L. Erlbaum Associates, 1988. 200 p.

Магєррамова Н. МОВА ТА ДИСКУРС У МІЖНАРОДНІЙ ЖУРНАЛІСТИЦІ

У статті розглядається аналіз лінгвістичних одиниць, лінгвістичних особливостей дискурсу та комунікативних стратегій у міжнародних медіатекстах відповідно до спеціалізації на германських мовах. Дослідження зосереджено на відомих та популярних журналістських виданнях. Ця мета продуктувала кілька завдань, які були успішно виконані. Серед цих завдань – теоретично обґрунтоване обґрунтування якості електронних новинних видань з точки зору втілення в них ключових лінгвістичних ресурсів та дискурсу в цілому. Визначено ключові закономірності функціонування цього дискурсу в англomовних текстах з використанням онлайн-колонок новин. Для обговорення пропонується структура дискурсу, яка притаманна різноманітним джерелам інформації в Інтернеті. Тому важливість обраної теми є незаперечною. В епоху глобалізації, з колосальним піднесенням технологічних засобів, роль міжнародної журналістики як одного з основних джерел сучасного інформаційного потоку особливо зростає. Водночас, цей аспект не є єдиним фокусом уваги автора. У цій статті насамперед розглядаються основні принципи сучасної англійської лінгвістики та текстові дискурси, безпосередньо пов'язані з ними. По-перше, детально розглядається, як функціонують норми англійської мови; по-друге, чітко визначено термінологію іншомовного текстового дискурсу; по-третє, демонструється, як конкретні тексти формують інформацію в міжнародній журналістиці; і по-четверте, встановлюється роль комунікативного середовища в цілому в досліджуваному процесі. Характерно, що у статті аналізується низка цих концепцій, як окремо, так і разом. Цей «союз» п'яти характеристик, образно кажучи, є дуже цінним, оскільки отриманий лінгвістичний аналіз мови та дискурсу підкреслює роль і значення сучасної міжнародної журналістики та ЗМІ в цілому.

Ключові слова: мова, дискурс, журналістика, інтернет-портали, електронні видання, вебсайти, преса, ЗМІ.

Дата першого надходження статті до видання: 26.07.2026
Дата прийняття статті до друку після рецензування: 13.08.2026
Дата публікації (оприлюднення) статті: 09.10.2026