

MEDIA DISCOURSE

Distinctive Features

- Since our way of seeing things is literally our way of living, the process of communication is in fact the process of community: the sharing of common meanings, and hence common activities and purposes; the offering, reception and comparison of new meanings, leading to tensions and achievements of growth and change.

- (Williams 1961: 55)



MEDIA DISCOURSE

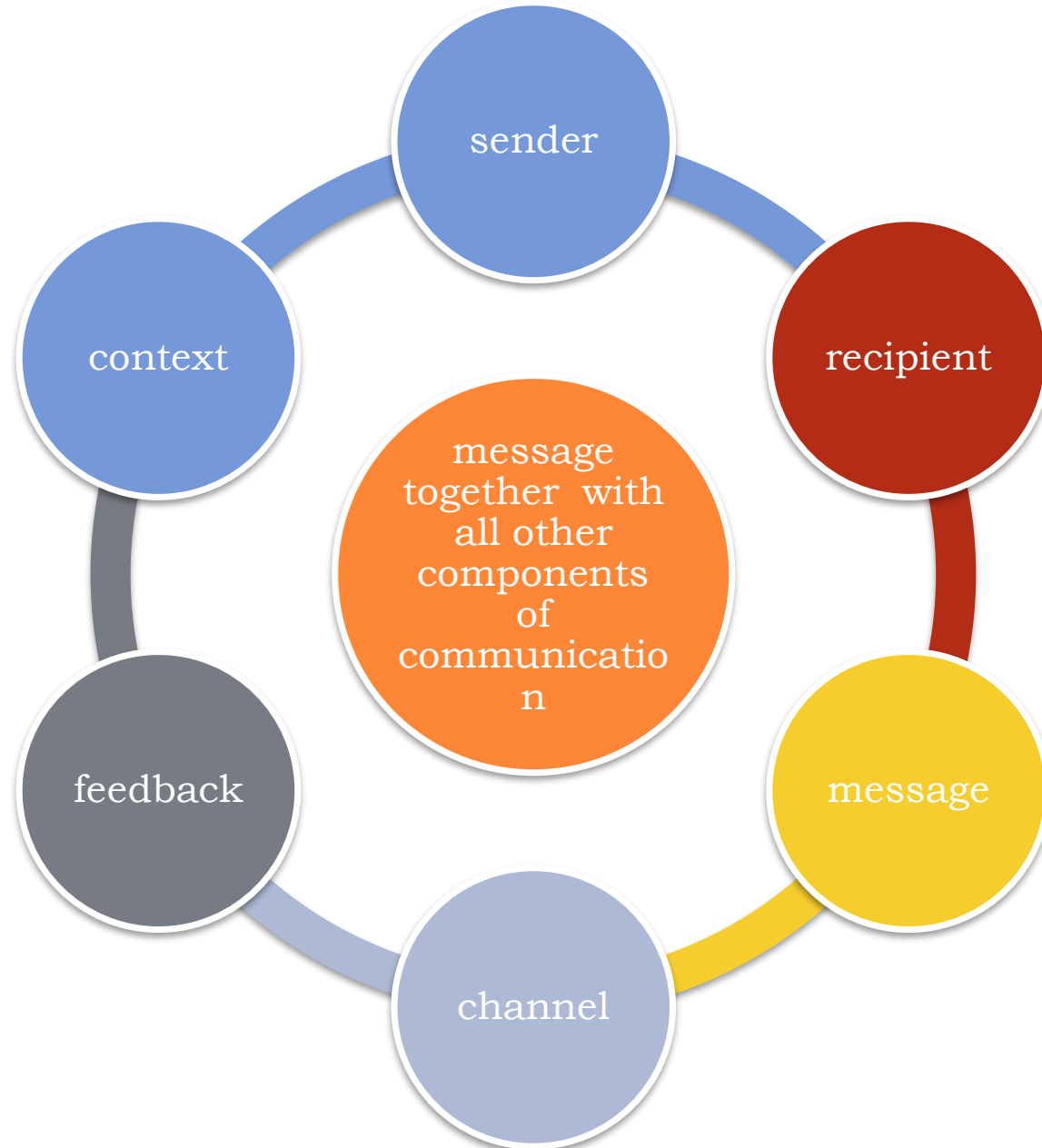
a set of processes and products of language activities in mass communication sphere in all diversity and complexity of their interactions [Dobrosklons'ka, 2008];

a social phenomenon, whose main function is to influence mass audience through content-based information and evaluative data transmitted by media channels [Pocheptsov, 2000].

a mechanism of updating information through different communication tools of Media Institute [Pocheptsov, 2000].



MEDIA DISCOURSE



MEDIA DISCOURSE

(BY I.A. KOZHEMYAKIN)

media discourse is a specific verbal-mental activity, peculiar only for information mass media space

- *This approach differentiates media discourse from other discourse types such as political, religious, scientific, etc. on the basis of such discourse parameters as the use of language and communicative sphere of its realization.*

media discourse is any kind of discourse realized in media space and produced by mass media

- *Therefore, it is possible to distinguish political, religious, scientific media discourse characterized by the specificity of mass information formation, interpretation and broadcasting.*



MEDIA DISCOURSE DISTINCTIVE FEATURES (BY M.R. ZHELTUHINA)

group correlation (the author shares the views of his group);

publicity (focusing on mass addressee);

disens orientation (creating conflict with its following discussion);

staging and mass orientation (impact on several groups simultaneously).



MEDIA DISCOURSE COMMUNICATIVE PARAMETERS (O'KEEFFE, 2006)

Conversation takes place between at least two people in either a voice- only medium (radio) or full audio- visual medium (television).

The participants very often do not know each other.

At least one participant (a media persona) may be 'known' to the audience and may have a relatively constant 'presence' in the encounter and so he or she (as a persona) is familiar to the audience, but the audience as individuals are not familiar to him or her.



MEDIA DISCOURSE

COMMUNICATIVE PARAMETERS

Unlike in casual conversation, one of the participants (the media persona) usually has more power than the non-media participant and so has extra discourse rights, for example to open/close calls and topics, and control turn-taking.

The mediated encounter normally has an audience which can interject and react verbally to what it hears but it is not normally co-present so an audience member's utterance usually has no bearing on the ongoing interaction.

With the advent of internet access, any media audience is potentially global.



MEDIA DISCOURSE TYPES (TEMNIKOVA AND VOROBIEVA, 2016)

the discourse of quality press

the discourse of popular press
(tabloids and glossy magazine)

the discourse of specialized
publications (scientific and popular
magazines)



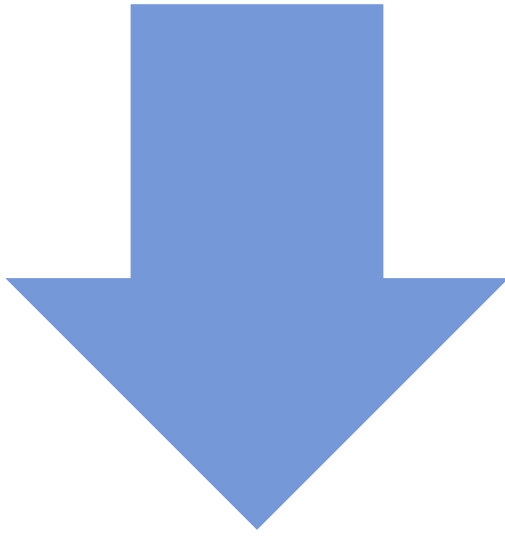
influenced by media
linguistic personality
and functions in the
mass media discourse

an independent
syncretic genre of the
glossy magazine
discourse, which
synthesizes the
features of analytical
and publicistic
journalistic genres

characterized by a set
of invariant and
variant compositional,
linguo stylistic,
strategic and tactic
particularities

Media
Genre

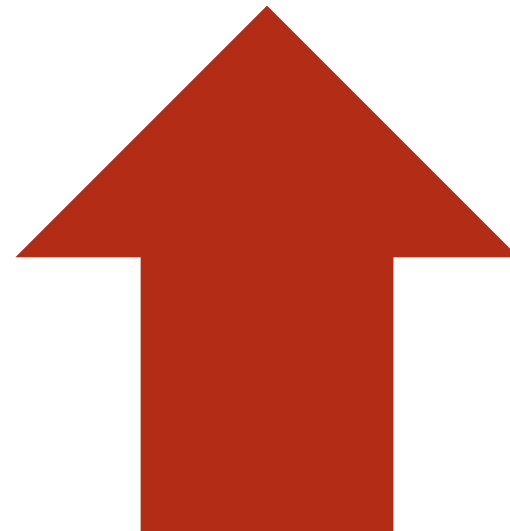




The invariant features are constituted by those unvaried lingual aspects, which are constantly repeated in all media texts analyzed.



The variant genre features are determined by the addresser factor and constitute quantitative and qualitative differences of the specified invariant features.



COMPOSITIONAL PECULIARITIES (FUNCTIONAL SEMANTIC BLOCKS



- Feature



- Title



- Subtitle



- Introduction



- Main Body



- Conclusion



FEATURE



TITLE

Vogue

- **“Power DRESSING”**
[June, 2013]; **Into the WILD**
[March, 2014]; **Sound BITES**
[May, 2013]

Elle

- **“IMAGE CONTROL”**
[August, 2012], (13) **“LOVE AND WORK”**
[April, 2011], **pRETTY SERIOUS**
[December, 2012]

Glamour

- **“What Would You Run For?”**
[November, 2013]; **“Oh, What a Night!”**
[January, 2013]; **“And Now for a Little Free Fashion Advice ...”**
[March, 2013]

Cosmopolitan

- **“Be SMART, SEXY, and STRONG!”**
[May, 2013], (30) **“LOVE YOURSELF!”** [May, 2012];



SUBTITLE

Glamour:

- “... **What Would You Run For? It takes a lot to motivate me to go 26, 2 miles. (Frankly, it takes a lot to motivate me to go one mile!) Here’s why I’m doing it anyway. What would inspire *you* to tackle your Big Thing? ...**” [November, 2013], (34) “... **Now *these* stories would really catch a guy’s eye – or so says our editor-in-chief’s husband ...**” [February, 2013]

ТОЩО.




INTRODUCTION

Elle

- “... When I worked at Seventeen magazine more than 15 years ago, we were often the target of organized letter campaigns, typically from parent and religious groups infuriated by pieces we’d done on hot-button subjects such as sex and birth control ...” [March, 2011];
- (36) “... A little over a year ago, my friend Heather Vanderberghe and I went to Washington, DC, to scout locations for an event we were planning ...” [December, 2010];
- “... Recently, my son conducted a social experiment: He held the door for eight different patrons at the Golden Pear Café, a gourmet coffee sort of place, in East Hampton ...” [November, 2012].

MAIN BODY

Cosmopolitan

- “... **IT’S OUR GOAL AT COSMO** to bring you a magazine packed with stories that get you **talking, laughing, arguing, sharing, and trying new things (in the bedroom and beyond!)** ...” [May, 2013].
- “**I wish I could say I use the treadmill desk in this photo as much as I planned to when I first unpacked it and plugged it in ...**” [January, 2014], 

CONCLUSION

Marie Claire

- “... *Make this your year to **dream big**, even if you **start small** ...*” [January, 2014];
- “... *Read their **compelling stories of strength, courage, and resilience** in “I Survived” (p. 82), then contact your congressperson to support gun control legislation. Every one of us can make a difference ...*” [July, 2013];
- “... **OK, NOW TALK TO ME!** *Tell me what you love so much, or want to see more of in Marie Claire. I want to hear it all! Bear with me if I don’t respond immediately ...*” [January, 2014].

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