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СПЕЦИФИКА МОЛОДЕЖНОЙ КОММУНИКАЦИИ В СОВРЕМЕННОМ АНГЛИЙСКОМ ПОПДИСКУРСЕ

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Аннотация. В статье рассматриваются особенности современной молодежной коммуникации в английском попдискурсе. Дается определение понятия «молодежная коммуникация». Описывается влияние сленга и жаргона на формирование лингвокультуры подрастающего поколения.

Ключевые слова: попдискурс, молодежная коммуникация, жаргон, сленг.

LINGUISTIC INSTRUMENTS OF INFLUENCE IN ENGLISH-LANGUAGE MEDIA

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Abstract. This article explores the use of various linguistic instruments in English-language media. Examples include articles from foreign magazines and newspapers, as well as news releases from well-known foreign channels. The purpose of this study is to analyze the implementation of the influencing function of mass media through the use of linguistic manipulative technologies.

Key words: mass media, linguistic instruments, manipulative technologies, politics, English-language media.

One of the main linguistic problems is the question of the relation between concepts and words. On the one hand, the concept is primary in its appearance, since a person first sees an object and only then comes up with a name. On the other hand, no matter how strange it may sound, a word can also generate a concept. This power

possessed by the word is the main weapon of the media, which is known to be the «fourth branch of government». This has been the case since ancient times, when chroniclers rewrote history, deliberately hiding and even distorting the real facts. However, the influence of the media grows in proportion to the movement of time and progress. At the same time, the art of manipulation is developing, which is carried out not without the help of linguistic means. These imperceptibly, but quite effectively contribute to the formation of the «right» opinion. Currently, special attention is being paid to the activities of this institute in Western countries. In view of this, it is extremely important to study these instruments using the example of contemporary English-language mass media.

In order to investigate the means of speech influence used in the English-language media, it is first necessary to define the media. The following interpretation is proposed in the Law of the Russian Federation dated December 27, 1991 № 2124-1 (amended 11/23/2024) «On Mass Media»: «a mass media means a periodical, an online publication, a TV channel, a radio channel, a television program, a radio program, a video program, a newsreel program, another form of periodic dissemination of mass information under a permanent name (title)» [Zakon RF, 1991].

Brian Duignan defines mass media as «modes (or, less commonly, a single mode) of mass communication whereby information, opinion, advocacy, propaganda, advertising, artwork, entertainment, and other forms of expression are conveyed to a very large audience» [Duignan, 2025].

M.A. Gadzhieva identifies the following approaches to the definition of mass media:

1) «traditional;
2) sociological;
3) critical;
4) cultural;
5) psychological» [Gadzhieva, 2024, p. 68].

In the traditional approach, «the mass media are considered from the point of view of the organization of the activities of workers in this field and the tools through which information is disseminated. These tools include the information sources mentioned above» [Zakon RF, 1991]. The sociological approach to the media is to focus on their social tasks. These include socialization, integration, control, and maintenance of public order. In a critical approach, the mass media act as a tool for influencing public consciousness. The cultural approach implies the dissemination of information related to the achievements of mankind in order to preserve and enhance the spiritual heritage. From the point of view of a psychological approach, the media act as a factor in changing the emotional state of individuals and their behavior.

Within the framework of each of the approaches, the mass media play one or another function. For convenience, let's consider them together. O.P. Minaeva identifies the following tasks of the media:

1) «information;
2) communicative;
3) influencing;
4) regulatory;

5) sociocentric;
6) cognitive;
7) entertainment;
8) expressive;
9) attractive;
10) aesthetic» [Minaeva, 2022, p. 42].

Despite the fact that the main task of the media is to inform the public, the influence function also plays an important role, and even, as a rule, is implemented on an equal basis with informing. The methods used for influencing vary depending on the type of media. The following types of mass media are distinguished:

1) printed publications;
2) radio broadcasting;
3) television;
4) internet, etc.

Of course, those types of media in which video is the way to present information, whether it's a movie, a television program, or a video clip on the Internet, visual information plays an important role. Pictures and photographs are also often used in print media. But the text teds to be more or less present in almost any source of information, and therefore its influence is especially significant.

The influencing function of the text is realized not only by selecting the «necessary» information and highlighting certain facts, but also with the help of speech techniques. The most commonly used literary techniques are epithets, comparison, idiom, irony, hyperbole, litote (understatement), periphrasis, euphemism, oxymoron, metaphor, metonymy, etc. Let us take a closer look at the use of some techniques in the English-language media.

We are to consider using such a means of expression as an epithet. An epithet is an artistic definition that uses colorful words to give an object a vivid image. The use of the epithet can be seen in the following article on ecology where it is written: «This study means that using social networks and other 'citizen science' approaches can be a big help in ecology and biodiversity research» [15 Leading Ecology News of 2018]. Thus, the statement contains a call for people to join the eco-activist movement. The concept of «citizen science» contains the word «citizen», which appeals to the patriotic and even cosmopolitan feelings of people. The same article contains the statement: «Polluted air literally makes people miserable» [15 Leading Ecology News of 2018]. The last word does not just describe the deterioration of people's condition, it has a vivid emotional connotation. The word «miserable» should cause a person to feel fear and anxiety, whereas an ordinary statement of fact can make a person think, but, as a rule, the emotional state of a person remains unchanged.

Next, we will analyze the use of such a literary technique as comparison. Comparison is a trope that consists in comparing one object or phenomenon to another based on some common feature. Comparison can also be considered one of the most frequently used literary techniques. In an article from *The New York Times* magazine, the author is outraged that the real president of America, Donald Trump, calls Vladimir Zelensky not 'latter-day Winston Churchill', but 'dictator without elections' [Kramer, 2025], comparing the president of Ukraine with the British Prime Minister who held

office during World War II. For European and American audiences, Winston Churchill is a man who played a key role in the victory over the Nazis. Thus, the image of a «hero» is created, and the phrase «dictator without elections» looks even more «unfair», despite the fact that it is actually true.

Another common literary device is the idiom. An idiom is an expression that has a figurative meaning. Often, an idiom can only be understood by a native speaker, as it is not translated literally. Idioms reflect the worldview of the people to one degree or another. Perhaps for this reason, they have a special effect on the audience. Let us consider the case of using an idiom in English-language media. In an article published in *The New York Times*, the author comments on the decision made at the debate held in France in 2022, which determined the fate of European energy: «The decision placed the European Union's heavy thumb on the scale of a global debate about how and how quickly major industrialized economies can move from their heavy reliance on fossil fuels – and it immediately proved controversial, prompting boos from opponents inside and outside the parliamentary building in Strasbourg, France» [Stevis-Gridneff, 2022]. The idiom «put (one's) heavy thumb on the scale» means performing manipulative actions in order to gain benefits. The expression is related to the situation when a merchant holds his finger on the scales when weighing goods for sale, trying to inflate the price. Thus, the author expresses disapproval of the decision of the European Union, which opposed the abandonment of Russian energy resources if they become dependent on US energy resources. This is understandable, given that the newspaper is American.

Irony is also a frequently used means of expression. Irony is a literary device that consists in a skeptical, mocking expression of the author's position in relation to any subject or phenomenon. Irony makes the narrative more vivid and makes it possible to convey the idea more subtly, without speaking directly. An example of the use of irony can be seen in the above-mentioned article from *The New York Times* newspaper, in which the author positions his negative attitude towards the words of President Trump, who called Vladimir Zelensky a «dictator without elections». He goes on to say, «who started the war himself and connected America into helping» [Kramer, 2025]. This phrase seems absurd, so the words of Donald Trump in this context begin to raise doubts.

Let us go further to such a literary device as hyperbole. Hyperbole consists in intentionally exaggerating the properties of an object or phenomenon. The use of hyperbole can be seen in the following statement by the author of an article published in *The New York Times* newspaper: «When Russian forces crashed over the borders into Ukraine in 2022 determined to wipe it off the map as an independent state, the United States rushed to aid the beleaguered nation and cast its president, Vladimir Zelensky, as a hero of resistance» [Kramer, 2025]. The expression «wipe it off the map» is idiomatic, meaning the complete destruction of something, so here it also plays the role of hyperbole. Thus, the American correspondent instills in the reader a sense of fear for the fate of the country, although its complete destruction is unthinkable. Consider the statement of Peter Dickinson: «Ukraine was being pushed into a very pro-kremlin peace agreement, which would place Ukraine's entire existence as a nation under threat» [BBC News]. This example also contains a case of using hyperbole. The expression «was being pushed» is metaphorical and creates representations of violent

pressure. The tense of the verb (present continuous) serves as an intensifying effect, emphasizing the duration of this pressure. The second part of the sentence not only contains an exaggerated expression «entire existence», but also carries the wrong meaning, both in the historical context and in the cultural one.

Next, we intend to analyze the use of a technique that is the opposite of hyperbole – litotes. Litotes is a means of expression that consists in intentionally downplaying or softening the properties of an object or phenomenon. Litotes allows us to downplay the scale of a phenomenon. The use of this trope can be found in the BBC correspondent's statement: «They were talking about this deal that has been arranged, that they're due to sign later after this bilateral meeting relating to a sort of joint investment fund co-managed by US and Ukraine in terms of monetizing minerals which are in Ukraine, that have not yet been mined and that those funds would go towards rebuilding Ukraine, they would go towards paying back the US for some military aid that it's already committed to Ukraine but that deal hasn't been signed yet, and president Zelensky's coming here today looking for that security backstop» [BBC News]. In this sentence, there is the phrase «some military aid», which means «an indefinite amount of military aid», but «some» also often implies a small amount, which subconsciously can cause an association with something small. Thus, the British media downplay the significance of the military assistance provided by the United States to Ukraine demonstrating the glittering injustice of the demands for the transfer of Ukrainian resources to America.

There is also such a technique as metonymy. Metonymy is a trope whose effect is to compare two concepts, in which certain properties are transferred from one concept to another. We can observe an example of metonymy in an article published on the website caneurope.org: «Yet, there is a strong lobby that hopes to rival the success of renewables: the nuclear industry, fighting for influence and watering down EU climate legislation when it suits their own interests» [Myth buster: Nuclear …]. «The nuclear industry» in this statement acts as an aggressor defending its interests, although this term refers to the whole industry related to nuclear energy. There may be those involved in this business who seek to reduce competition with companies involved in renewable energy sources, but this does not mean that the entire nuclear energy industry is deliberately acting against renewable energy. Here we can also notice the metaphorical phrase «watering down», which in this context is used to create an image of dishonesty shown by organizations supporting nuclear energy.

Next, we are to consider such a trope as a euphemism. A euphemism is a word or descriptive expression that is emotionally neutral and is used to replace concepts that are considered obscene. The euphemism «nuclear umbrella» is the metaphorical expression, which means the obligation of a NATO member state with nuclear weapons to ensure the protection of another state that is a member of this organization. The phrase «nuclear umbrella» looks harmless enough compared to the concept of «possession of nuclear weapons,» for example. Another example is the word «childfree». This term appeared in the 1970s in the wake of the heyday of women's emancipation. It is currently gaining more and more popularity. This concept characterizes people who voluntarily refuse to have children. However, the word «childfree» is not exactly a euphemism, as it does not carry a neutral meaning, but a

positive one. The word «free» usually evokes positive emotions. This is why fat-free and sugar-free products are so popular now, because fats and sugar, in the opinion of large number of consumers, are something unnecessary. This logic leads us to believe that children are also something dangerous in the context of politics, which has been gaining momentum in the West lately. Thus, the word not only states the fact of people's voluntary refusal to have children, but also gives it a positive connotation, unlike the word «childless», in which the suffix «less», on the contrary, has a more negative connotation.

One of the most common means of exposure is repetition. Repetition is a literary technique that uses identical sounds, words, phrases, and structural elements. There are many types of repetitions: alliteration, assonance, anaphora, epiphora, symploce, polysyndeton, anadiplosis, syntactic parallelism, etc. In the words of political editor Chris Mason, commenting on the meeting between British Prime Minister Sir Keir Starmer and US President Donald Trump on February 26, one can see the use of lexical repetition: «Ukraine is a key talking point here and there's a key question at the heart of it» [BBC News]. In this case, there is a repetition of the word «key» to express the importance of the topic under discussion. In addition, if we take a different meaning of this word, its use may cause an association with the discovery of certain possibilities.

In conclusion, it should be noted that the main function of the mass media is to inform the public about certain events taking place in the world. However, in addition to it, the media also have a number of other functions, among which the influencing function plays an important and, for some institutions, a primary role. Linguistic manipulative technologies are used to a greater extent in politics and advertising. In this article, examples of the use of some of them were considered. An analysis of the contents of news agendas published in newspapers and magazines, as well as video reports from the most popular English-language channel (BBC News), allowed us to see the direction of the impact exerted by foreign media and understand exactly how linguistic manipulative technologies work and what their role is in developing propaganda.

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ЛИНГВИСТИЧЕСКИЕ СРЕДСТВА ВОЗДЕЙСТВИЯ В АНГЛОЯЗЫЧНЫХ СМИ

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Аннотация. Эта статья исследует использование различных лингвистических средств в англоязычных СМИ. В качестве примеров выступают статьи из иностранных журналов и газет, а также новостные выпуски известных иностранных каналов. Целью данного исследования является анализ реализации воздействующей функции средств массовой информации за счет применения лингвистических манипулятивных технологий.

Ключевые слова: СМИ, лингвистические средства, манипулятивные технологии, политика, англоязычные СМИ.