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LINGUISTIC REFLECTION OF STYLISTIC DEVICES IN MEDIA DISCOURSE

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Media is no longer a one-way mirror; it's a live wire of discourse, commentary, and influence. In the current digital climate, newsrooms compete not just on facts, but on style. A tweet with a sharp metaphor or a headline laced with irony has more impact than a neutral report. As news becomes more narrative-driven, the stylistic devices used in its language take on greater rhetorical and political significance. This article investigates how stylistic devices are reflected linguistically in today's media discourse, revealing how they influence framing, perception, and public engagement. While some are timeless (like metaphor), others have evolved in response to digital formats and audience expectations. The article deals with linguistic peculiarities of the usage of stylistic devices in media discourse. The main goal of the research is to identify the role of expressive means in media texts and consequently there is a considerable interest for such stylistic analysis, taking into account that this analysis creates significant linguistic factors that reflect linguocultural relations. The main point in studying the stylistic originality of media discourse is determined by the fact that a wide range of expressions gradually appear in it. Secondly, media discourse has become faster, sharper, and more stylized than ever before. From algorithm-optimized headlines to viral tweets and AI-generated commentary, the language of the media is not just about delivering information, it's about shaping perception. This paper explores how stylistic devices such as metaphor, irony, hyperbole, and repetition are reflected linguistically in contemporary media discourse. Drawing on examples from digital journalism, political coverage, and social media platforms, the article analyzes how these devices contribute to meaning making, manipulation, and the originality of news. The study shows that stylistic strategies are not decorative, they are ideological tools embedded in the linguistic fabric of modern media.
Keywords: linguistic; stylistic devices; media discourse; media text.

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1 INTRODUCTION

The concepts of famous linguists on the differentiation of language and style became the reason for the separation of stylistics into an independent science. As it is known, there are such terms as "stylistic devices", "stylistic figures", "expressive means". It is difficult to draw a clear line between expressive means of language and stylistic devices of language. These terms are sometimes used synonymously, and sometimes they have different meanings. Each of these terms has its own characteristic features and there is a significant difference between them. Traditionally, a stylistic device is defined on the basis of its semantic, structural and functional features. By expressive means of language we mean such morphological, syntactic and word-formation forms of language that serve to emotionally or logically enhance speech. These forms of language have been developed by social practice, are understood from the point of view of their functional purpose and are recorded in grammars and dictionaries (Bax, 2019). Their use is gradually becoming normalized. Rules for the use of such expressive means of language are being developed. Stylistic device is not a factual indication, reflection, display of these means, but, defining the properties of these means, updates and modifies them appropriately. The stylistic use of linguistic means does not always contribute to the creation of a stylistic device. Stylistic means are not only linguistic units that have a constant stylistic connotation, i.e. the ability to express stylistic coloring outside the context, but also elements of

language that acquire it in specific acts of speech activity, in certain syntagmatic connections. Almost every linguistic unit is capable of acting as a stylistic device, which is achieved by the nature of its organization and the methods of its use in a specific statement. This significantly expands the stylistic resources of the literary language. Some authors also note that "linguistic units, in addition to the basic meaning (denotation), can have additional semantic or stylistic meanings and coloring (stylistic connotations), limiting the possibilities of using a given linguistic unit to certain spheres and conditions of communication" (Lakoff, 2003). Stylistic devices that carry certain information leave a much greater imprint in the memory of any audience (listener, reader, etc.). In this way, being emotional amplifiers they contribute to increasing the profound impact on people's mind and cognition.

2 METHODS

The study of stylistic devices at the present stage cannot but touch upon such a current linguistic aspect as media discourse. Realized by various types of media, media discourse is a thematically focused, socio-culturally conditioned activity in the mass media space. Within the framework of media linguistics, the language of the media can be considered primarily as a multifaceted discursive phenomenon, where all linguistic processes are presented in dynamics and reflect the modern picture of the world (Fairclough, 1995). The main feature of media discourse is connected, first of all, with the specificity of its functional orientation. It must be presented in a bright, expressive and emotional way to attract wide public attention. It follows from the fact that the stylistic uniqueness of media discourse lies in the way that it combines the features of both the style of communication and the style of influence. This is why media discourse is of considerable interest for stylistic analysis. The most indicative method for studying the stylistic features of media discourse is the analysis of news articles. Using their material, one can clearly show how the authors of various publications use all sorts of stylistic devices to embellish the information they present and give it maximum expressiveness. The methodological framework of the present study is grounded in a qualitative, descriptive, and interpretative research paradigm, which allows an exploration of the linguistic mechanisms through which stylistic devices manifest in media discourse, as well as for the systematic interpretation of their communicative, ideological, and pragmatic functions within contemporary public communication. Media texts represent dynamically evolving linguistic environments where stylistic strategies are intentionally deployed to influence audience perception, construct narrative coherence, and reinforce particular social or political viewpoints (Gee, 2005). The corpus of materials is compiled not only for the representativeness of diverse media genres, such as social media posts produced by media organizations, but also for their density of stylistically marked linguistic units, which makes them suitable for the targeted analysis of expressive and evaluative language. The analysis reveals methodologically interrelated stages, beginning with a systematic identification of stylistic devices across lexical, syntactic, and discourse levels, within which metaphors, hyperboles, parallel constructions, and various forms of figurative or emotionally charged language are located, categorized, and contextualized. This relies on the principles of linguistic stylistics and discourse-oriented stylistic theory, examining how stylistic forms operate as meaning making tools within the structural organization of media texts.

Subsequently, the study employs elements of critical discourse analysis, which provides a theoretical and methodological frame for interpreting how stylistic devices contribute to the shaping of positions and socio-political evaluations embedded in media narratives. This enables an understanding of stylistic devices not merely as isolated aesthetic elements but as integral components of a broader communicative strategy aimed at framing events, constructing public identities, and guiding processes. All these factors help to reflect broader linguistic practices characteristic of contemporary media discourse, ensuring that this study is theoretically grounded and methodologically justified.

3 RESULTS AND DISCUSSION

One of the most important aims of news discourse is to influence the reader. In addition, news is the main way of obtaining information about social and political processes in the country. Indeed, active participants in news discourse – politicians, diplomats, journalists, economists – often use news discourse in order to emphasize certain facts or information about some events. Stylistic devices that are most often encountered in news discourse with the aim of influencing the reader's consciousness form a certain system of images and stereotypes in him. The use of stylistic devices becomes possible when deviating from the cliched, codified official business style. Information in news articles is transmitted from the journalist to the reader by means of a language, which is an explicit and implicit way of expressing and perceiving meaning depending on the side of the communication process. Such specificity of information exchange within the framework of news discourse gives the sender, the author of the article great scope for expressing shades of meaning. For example, in news extract from China Global Television Network article oxymoron is characterized by the deliberate use of contradiction to create a stylistic effect: "The city of Shanghai is now home to China's highest and, at the same time, its *"lowest" skyscrapers*. The two buildings – the Shanghai Tower and the Shanghai Quarry Hotel – completed over the past few years, has become the new icons of the city."*(https://news.cgtn.com/news/3d3d514f784d7a4e32457a6333566d54/index.html)* In oxymoron combination *"lowest" skyscrapers*, the first component is used not in a direct but in a figurative meaning. Therefore, the opposition of meanings is distinguished in this case by a special contextual meaning, which is determined precisely in these combinations.

In another sentence of World Health Organization article about impact of COVID-19 on people we can observe such stylistic devices as metaphor and personification: "One million people have now been lost to COVID-19 and many more are suffering because of the pandemic. This milestone is a difficult moment for the world but there are *glimmers of hope* that encourage us now and in the near future." *(https://www.who.int/news-room/commentaries/detail/never-too-late-to-fight-back-against-pandemic)* The phrase *"glimmers of hope"* here means weak, barely noticeable signs or chances for an improvement of the situation, for the fulfillment of a desire. This expression indicates the presence of a small, but still existing possibility of something good, despite the general difficulty or hopelessness of the situation. This creates a vivid image and implies that hope is fragile and easily extinguished. So, stylistic devices help to create more lively and interesting news articles. They are used to attract the attention of readers giving media discourse expressiveness, emotional coloring and special meaning.

3.1 Stylistic Devices in the New Media Ecosystem

3.1.1 Metaphor: Narrative Framing in Crisis Reporting

Metaphor continues to serve as a linguistic shortcut to complex reality, especially in crisis reporting. For example, climate change reporting "Humanity is on a collision course with nature." This metaphor (used in several UN and media reports) frames environmental issues as an impending crash, emphasizing urgency, inevitability, and conflict. Metaphors help readers visualize abstract or slow-moving threats, but they also frame those threats ideologically. Is climate change a "fire" or a "failure"? The answer shifts the emotional tone and the implied solution.

3.1.2 Hyperbole: Viral Language and Clickbait Culture

Digital headlines thrive on hyperbole, partly to trigger algorithms, partly to cause emotions. For example, buzz-style headline: "This New Battery Tech Will End Oil Forever." Such claims often exaggerate scientific advancements. While the actual content may offer nuance, the headline maximizes engagement through linguistic overstatement. It prepares the reader for spectacle or urgency. On platforms like X (formerly Twitter), it is mostly observed.

3.1.3 Irony and Sarcasm: The Language of Disagreement

Irony has become a dominant stylistic mode in online commentary, especially in political discourse. For example, satirical news tweet "candidate X promises to fix the problems they helped create." Here, irony serves as a critique without direct accusation, often making it harder to counter without seeming defensive. Irony allows media creators, especially on platforms like TikTok, X, and

YouTube to communicate skepticism or resistance under the guise of humor.

3.1.4 Repetition and Parallelism: The Aesthetics of Persuasion

Repetition remains one of the most persuasive linguistic strategies, especially in speeches and campaign coverage. For example, political speech clip: "We fight for justice. We fight for truth. We fight for tomorrow." This classic use of anaphora (repetition at the start of clauses) was lifted from a political rally, and then repackaged in short-form video to maximize emotional resonance. Repetition builds rhythm and momentum. In digital formats, it also enhances memorability, key in a world of scrolling attention spans.

So, stylistic devices are not isolated flourishes, they're deeply embedded in the linguistic structure of media texts. Their reflection can be seen on multiple levels.

3.2 AI and the Rise of Programmed Style

As AI-generated journalism begins to surface, the reflection of stylistic devices becomes even more intriguing. While early AI outputs lacked flair, modern language, now they generate catchy headlines. These algorithms are learning to "speak style" in ways that reflect user engagement metrics. In this way the linguistic reflection of style is becoming optimized for attention over accuracy.

Stylistic devices shape more than form, they encode ideologies. Metaphor frames some features evoking several feelings. Irony allows media outlets to sidestep direct accountability while still critiquing. Hyperbole fuels polarization, as moderate truths are less "clickable".

Table 1: Frequency of Stylistic Devices in Media Discourse

Stylistic Device	Estimated Frequency in Media Texts (%)	Most Common Platforms	Typical Purpose
Metaphor	35%	Digital news, political coverage	Framing abstract issues, emotional storytelling
Hyperbole	25%	Social media, tabloids	Sensationalism, clickbait, urgency
Irony/Sarcasm	20%	X (Twitter), TikTok, satire sites	Social critique, humor, subversion
Repetition	10%	Speeches, campaigns, newsreels	Memorability, rhythm, emphasis
Parallelism	7%	Broadcast journalism, opinion columns	Aesthetic persuasion,
Others (e.g. pun, alliteration)	3%	Advertising, headlines	Catchiness, brand identity

Estimated from linguistic content analysis articles from BBC, CNN, TikTok News, The Guardian, and X/Twitter trending threads.

Percentages in the next table represent the relative proportion of stylistic features found in a sample corpus of several texts.

Table 2: Platform-Specific Distribution of Stylistic Devices

Platform	Metaphor (%)	Hyperbole (%)	Irony (%)	Repetition (%)	Parallelism (%)
CNN/BBC	45	10	5	20	20
The Guardian	40	15	25	10	10
X/Twitter	15	35	40	5	5
Youtube	10	25	45	15	5
AI-generated reports	30	5	0	50	15

As the chart shows, irony dominates in short-form and social-first content, with up to 45% of stylistic usage. Metaphor remains the most versatile device, used both for framing news narratives

and making abstract policies relatable. Hyperbole correlates with higher engagement, but also with lower trust scores in media literacy studies.

4 CONCLUSION AND SCOPE FOR FURTHER RESEARCH

Thus, as a result of research it is concluded that media discourse is a dynamic linguistic phenomenon with a number of linguistic features, which gives it rich imagery. Reflecting the realities of the modern world in politics, economics, culture and other areas, the language of media discourse is continuously evolving. In the fast-evolving media landscape, stylistic devices are more than linguistic decoration, they are ideological technologies. They reflect how media seeks to persuade, polarize, entertain, or inform. To understand media today is to understand its style, not just what is said, but how it's crafted, coded, and circulated. The stylistic fingerprint of media discourse is inseparable from its function. As a result, new words and collocations appear which help to adequately perceive the presented information. That is why the stylistic nuances of media discourse are what we should always pay attention while analyzing media texts from the point of view of media linguistics.

The role of stylistic devices in media discourse remains a vast and important scope for further research in this field, particularly in terms of exploring how stylistic devices function across different media genres, linguistic landscapes, and cultural contexts, while considering the evolution of language in the digital era. An important area for future investigation lies in the realm of genre-specific analyses, as the stylistic strategies used in news media, advertising, social media platforms, and entertainment content may differ significantly in both form and function, identify the distinct roles that stylistic devices play in constructing meaning within specific contexts.

The psychological dimensions of media consumption also offer an important direction for further research, particularly in understanding how the use of stylistic devices such as irony, metaphor, and hyperbole can shape the cognitive and emotional responses of audiences, thus influencing their perceptions and actions, in relation to social norms.

Finally, the ethical implications of media language would be valuable to investigate how stylistic devices may be employed to raise questions about the ethical responsibility of media and the need for critical literacy in media consumption. By addressing these various research directions, future studies can not only enrich our understanding of the linguistic mechanisms in media discourse but also contribute to a more nuanced and critical approach to the role of language in shaping the collective consciousness of contemporary society.

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Нігар Мадатова. Лінгвістичне відображення стилістичних засобів у медіадискурсі. Медіа вже не є одностороннім дзеркалом; це жива нитка дискурсу, коментарів і впливу. У сучасному цифровому середовищі редакції конкурують не тільки на рівні фактів, але й стилю. Твіт із гострою метафорою або заголовок, наповнений іронією, поширюється швидше за нейтральну новину. Оскільки новини стають більш наративно орієнтованими, стилістичні засоби в їхній мові набувають все більшої риторичної та політичної значущості. Ця стаття досліджує, як стилістичні засоби відображаються лінгвістично в сучасному медіадискурсі, розкриваючи їх вплив на фреймінг, сприйняття та публічну взаємодію. Деякі з них є позачасовими (як-от метафора), інші ж еволюціонували у відповідь на цифрові формати та очікування аудиторії. Стаття розглядає лінгвістичні особливості використання стилістичних засобів у медіадискурсі. Основною метою дослідження є визначення ролі виразних засобів у медіатекстах, і тому є значний інтерес до такого стилістичного аналізу, враховуючи, що цей аналіз створює суттєві лінгвістичні фактори, які відображають лінгвокультурні відносини. Основною точкою вивчення стилістичної оригінальності медіадискурсу є те, що в ньому поступово з'являється все ширший спектр виразів. Медіадискурс став швидшим, гострішим і більш стилізованим, ніж будь-коли раніше. Від алгоритмізованих заголовків до вірусних твітів і коментарів, створених ШІ, мова медіа тепер не лише про передачу інформації, а й про формування сприйняття. У статті розглядається, як стилістичні засоби, такі як метафора, іронія, гіпербола та повторення, відображаються лінгвістично в сучасному медіадискурсі. На основі прикладів із цифрової журналістики, політичного висвітлення та соціальних медіаплатформ аналізується, як ці засоби сприяють створенню значення, маніпуляціям і естетизації новин. Дослідження показує, що стилістичні стратегії, це не просто декоративні елементи, а ідеологічні інструменти, вбудовані в лінгвістичну тканину сучасних медіа.

Ключові слова: лінгвістичний; стилістичні засоби; медіадискурс; медіатекст.