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THE ROLE OF MEDIA DISCOURSE IN SHAPING NATIONAL LINGUISTIC IMAGES: A CROSS-CULTURAL ANALYSIS

ABSTRACT

This research aims to analyze images in media discourse that shape national linguistic perspectives. A cross-cultural analysis of diverse media materials delineates linguistic images. The study objectives include examining the linguistic nature of an image, analyzing its functions, characterizing “discourse” and “media discourse”, and identifying images of nationality and identity in forming a nation's linguistic view.

Building upon these objectives, we will employ several key methodologies in this research. A comparative method will be extensively utilized as we intend to juxtapose several national images of various states used in shaping the general view of the media world of the country. Pragmatic and cognitive methods will be implemented in this research as we focus on salient and widespread uses of identical images that represent authentic, concrete views of culture. Various concepts can be thoroughly examined by analyzing images in this process.

Through the application of these methodologies, the conclusions of the study can be summarized by presenting national or identical images that are widely employed in media discourse, forming a general linguistic view of a given state's world. Each nation and culture possess specific characteristic features related to a particular state, which cannot be replicated in any instance. The article focuses on the cultural and national images and symbols retained in the minds of local inhabitants of the country that are represented in linguistic contexts.

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MILLIY LINGVISTIK OBRAZLARNI SHAKLLANTIRISHDA MEDIA DISKURSNING ROLI: MADANIYATLARARO TAHLIL

ANNOTATSIYA

Mazkur maqolaning maqsadi turli obrazlar va ularning media-diskursda qo'llaniladigan rolini tahlil qilish, millatning umumiy lingvistik qarashlari va g'oyalarni shakllantirishdan iborat. Shuningdek, maqolada turli lisoniy kontekstlarda muayyan xalq yoki madaniyatga xos bo'lgan obrazlar madaniyatlararo tahlillar yordamida aniqlanadi.

Ushbu tadqiqot ishi oldiga quyidagi vazifalar qo'yildi: tasvirning ushbu soha birligi sifatida lingvistik tabiatiga e'tibor qaratish; tasvirning turli funksiyalarini umumiy planda tahlil qilish; “diskurs” atamasini va uning “media-diskurs” turini tavsiflash; u yoki bu xalq haqida lingvistik qarashni shakllantirish uchun qaysi millat, o'ziga xoslik tasvirlari qo'llanilishini aniqlash.

Ushbu vazifalarni bajarish uchun tadqiqotda bir qancha usullardan foydalanildi. Jumladan, qiyoslash usuliga ko'roq e'tibor qaratildi, chunki biz u yoki bu davlatga xos bir qancha milliy tasvirlarni mamlakat ommaviy axborot vositalari olamiga umumiy nuqtayi nazarni shakllantirishda solishtirishni maqsad qilganmiz. Ushbu tadqiqotda pragmatik va kognitiv usullar ham qo'llanildi, zero, madaniyatning haqiqiy, aniq ko'rinishini ifodalovchi bir xil tasvirlarning jonli va keng ifoda topishi uchun ularga e'tiborni qaratishimiz zarur. Ushbu jarayonda tasvirlarni tahlil qilish orqali turli tushunchalarni to'liq ishlab chiqish mumkin.

Ishning xulosalari u yoki bu davlat dunyosiga umumiy lingvistik nuqtayi nazarni shakllantiradigan media-diskursda keng

The findings indicate that while media discourse significantly influences national linguistic perspectives, challenges remain in its proper usage, such as news distortion, shifts from objectivity to subjectivity, event exaggeration, and misinterpretation of national and identity-related images. Clear debates and discussions are especially crucial in modern media communication. The study recommends further research to address these issues and ensure accurate representation of cultural and national images in media discourse.

Key words: discourse, media, image, nation, linguistic view, identity, communication, representation, culture, perception.

qo'llaniladigan milliy yoki bir xil tasvirlarni aks ettirish bilan bog'liq bo'lishi mumkin. U yoki bu jamiyat kishilari ongida mavjud bo'lgan hamda yillar davomida shakllangan madaniy va milliy kodlar ularning nutqida namoyon bo'ladi. Aynan shu kontekstlardagi madaniy belgilar asosida milliy madaniyat bo'yicha muayyan xulosalarga kelish mumkin.

Kalit so'zlar: nutq, ommaviy axborot vositalari, tasvir, millat, lingvistik qarash, o'ziga xoslik, aloqa, vakillik, madaniyat, idrok.

INTRODUCTION

Today the study of discourse has already become one of the most essential issues in modern linguistics. Types of discourse are actively discussed in worldwide linguistic platforms as well. Media discourse, being a vital part of discourse in general plays a crucial role in forming real objective and sometimes subjective imagination of the surrounding world, and comes out to the world scientific arena with very important problems that should be taken into consideration. Media discourse often makes our understanding of life clear or gloomy informing us of the latest news for instance; in most cases, it has become responsible for various opinions existing among citizens of the state, members of society, culture, and a group of people. What seems to be a lie can be presented as a truth to the auditorium or on the contrary. This is a huge responsibility of media discourse to be objective, clear, and real. Linguistic features of the media text play a decisive role in the representation and interaction of media discourse, different devices or linguistic markers make the passage go through various platforms. Considering above mentioned matters we can state that any research related to modern media discourse must be reliable and analyzed deeply. At present different views of societies, and nations are also presented in media discourse. Each nation has probably got specific, identifying images that show real, general linguistic views of the nation which helps to set a concluding facts about society and people. Images that are unique for this or that nation form a general overview of the nation overall.

METHODS

The study employed multiple linguistic investigation methods including descriptive, comparative, contextual, discursive, semantic, functional, and cognitive approaches to identify specific characteristic features of images commonly used to establish general linguistic views or ideas of nations in media discourse. These methods were instrumental in uncovering national identities to form an overall representation of each nation.

Comparative methods of analysis focused specifically on examining differences and similarities between national images in the linguistic world of nations. This

approach allowed for systematic comparison of how different nations and their identities are represented through media discourse. Cross-cultural analysis was conducted to identify the main national and cultural features related to discourse contexts, with particular attention paid to the unique elements belonging to each country that cannot be repeated in another.

The research analyzed various video, audio, and discourse materials from popular English media platforms on the internet, with specific focus on BBC content. The analysis examined how different images related to specific nations are presented and how these representations contribute to forming overall linguistic views of nations. The methodology included studying news articles, photos, and media coverage of cultural events to understand how they shape national representations.

Cultural and national codes were perceived and analyzed through these various methods of investigation. The analysis acknowledged that elements belonging to one country cannot be repeated in another, treating this uniqueness as an essential methodological consideration. This approach helped ensure that the distinctive characteristics of each nation's representation in media discourse were properly identified and contextualized within their specific cultural frameworks.

RESULTS

Before coming up to the main part of our problem, we are going to focus on the term “discourse” in general. There are several various definitions of discourse in modern science. Before it was equalled to the term “text”, but modern linguistics has already given several novel functions of the term. While previous, archaic, old definitions of discourse have been “process or succession of time, events, actions, etc.” or “the act of understanding,” discourse is most simply understood today as a sort of unit of language organized around a particular subject matter and meaning. This can be compared to other ways in which language has been broken down into much smaller units of analysis, such as into individual words or sentences in studies of semantics and syntax. Furthermore, as opposed to the linguistic conception of language as a generally stable, unified, abstract symbolic system, discourse denotes real manifestations of language-actual speech or writing.

In addition, the idea of discourse often signifies a particular awareness of social influences on the use of language. It is therefore important to distinguish between discourse and the Saussurean concept of parole as a real manifestation of language. F. de Saussure’s distinction between langue and parole is such: langue is a linguistic system or code which is before the actual use of language and which is stable, homogenous and equally accessible to all members of a linguistic community [de Saussure, 1959; 17]. Parole is what is spoken or written, and differs according to individual choice. So, while discourse is also what is spoken or written, it differs from parole in that it is used to denote manifestations of language that are determined by social influences from society as a whole, rather than by individual agency. Because the form that discourse gets cannot be solely the product of individual choice, the word entails a meaningful ambiguity between generality and specificity. Discourse can refer either to what is

conventionally said or written in a general context, or to what is said or written on a particular occasion of that context. The social theory of discourse is linguistically oriented as it purposes in examining social and political event in society. In this theory, discourse is viewed as a social practice which establishes power between a varieties of entities. This leads to the rise of power and ideological practice in society which offers power in discourse and signifies a variety of world views from diverse perspectives [Sahmeni & Afifah, 2019; 43].

As our main target is to see various images in the media-discourse we have to focus on this term as well. There are several different opinions on the term “media-discourse” as one of the most discussed media-linguistic theoretical terms. T.G. Dobrosklonskaya claims that “media-discourse a set of processes and products of language activities in mass communication sphere in all diversity and complexity of their interactions” [Dobrosklonskaya, 2008; 25].

Media discourse is a term that is quite complicated to define, instead, it is often easier to firstly identify what media discourse is not. Media discourse is not face-to-face communication. Instead, it is an ongoing process integrated into our communications. Media discourse can be described as “the parameters within which a particular issue is publicly discussed or framed by the media”. In other words, it is the ongoing packaging of our interactions, depending on the discourse present. The first area of exploration is concerned with the logic of media production and reception. Information and entertainment goals, along with social, political and commercial agendas, have always driven media production. While emotions have often been mobilised by the media to achieve those goals (for example by sensationalizing a piece of news to make it newsworthy, or to support one particular editorial line), one key question is how the media is now performing these functions in an ever-shifting social landscape [Zappettini et al., 2021; 591]. Media discourse can cover vast fields of social events influencing all members of society.

We can state that there are a variety of opinions related to this when it comes to linguistic images. Here, we will present some of the most popular ideas pertaining to the term “image”. First and foremost, we should assert that every person experiences or perceives this life as it is. The images and symbols that surround us persuade us to have a generic understanding of society or gender. The language we are speaking aids us in using or verifying this or that concept as a means to help us form a linguistic representation of the language in general.

Language serves as a tool for understanding the world around us and is used for purposes beyond simple communication. We all primarily experience the world through our senses. We use our senses of sight, hearing, taste, smell, and touch to create impressions of reality around us. However, we should keep in mind that there are other, less direct ways of understanding phenomena that are occurring in the world. The most fundamental of these is the language we use, which is primarily spoken and primarily written. This is due to the fact that language is a fundamental component of human communication and, therefore, the most important source for developing comprehensions – your verbal representations of all emotions, relationships,

categorizations, and objectives – not only in the real world but also in any imaginary or investigated.

Therefore, central to this approach is addressing the question of meaning: how people perceive the world, how they comprehend it (i.e., how they create images of the world in their minds), and what they believe or mean when they use a special word. Originally thought to as an abstract system of signals used to convey information, linguistics is now studied by complementary linguists as a part of the mind (cognitive linguists) and as a subsystem of culture (cultural linguists). This is because language encompasses the whole system of cultural beliefs and practices that are connected to a particular community and reflect its culture, experiences, accomplishments, values, and traditions. However, language is used for more than just communication; it is primarily a tool for revealing truth that, in a certain (non-deterministic) way, imposes and defines an image of the world, reinforcing certain social values and specific forms of human contact. Moreover, language, the system of mental concepts (the human mind), and the cultural conditions surrounding humans inform one another, constantly engaging in various complex interactions. Therefore, this concept of the “linguistic image of the world” (also known as the “linguistic worldview” or “linguistic picture of the world”) is a crucially important, perhaps even the most important category in ethnolinguistics. Definitions of this concept may vary. However, there is no doubt that the linguistic image of the world is a summary and compilation of everyday human experiences and the meanings, norms, values, perceptions, and attitudes towards reality both the material reality and the spiritual or mental reality – adopted and accepted by a given community. What all existing definitions of the linguistic image of the world have in common is the general assumption that language is a cultural filter through which a given community perceives, categorizes and evaluates the world. The linguistic image of the world can therefore be seen as a “storehouse” of collective experiences, a linguistic repository of knowledge about humans and culture.

The linguistic picture of the world is an image of consciousness-reality reflected using language, a model of integral knowledge of the conceptual system of representations represented by language. The linguistic picture of the world is usually distinguished from the conceptual or cognitive model of the world, which is the basis of language embodiment, and verbal conceptualization of human knowledge about the world [Alefirenko et al., 2019; 143]. We perceive data through language and realize outcomes in our brains, then we react to different events via our understanding of social life.

We now move on to discuss how images construct news values, and what the devices are that may be used in news photography. In taking a discursive approach to the construal of news values in images two considerations come into play: the contextualisation of the image participants, where and with whom they are photographed and how much or how little of this is included in the image frame; and technical considerations, including shutter speed (how fast), aperture (how much light), focal length (how much in focus), lens (how distorted/natural/condensed the shot), and angle (how high or low the angle) to name but a few of these [Bednarek

& Caple, 2012; 107]. When people look at photos as objects and sources of the news process they start to evaluate the views depicted there, afterwards human brains send data related to those images concluding standard information contained by photos. Genres of texts and how news is conveyed play a significant role in informing people of data. Genres have specific schematic and linguistic realizations, which are mediated through different text types or registers [González Rodríguez, 2006; 153]. There are special discursive strategies that are used to present news to society. Findings show that a variety of discursive strategies are adopted by the newspapers to construct national identity and intergroup relations, including 1) the discursive categorization of group identity, 2) the discursive re-categorization of intergroup relations, and 3) the discursive re-categorization of intragroup relations [Chan, 2012; 369].

Today media discourses containing different news data related to various countries, and nations throughout the world represent many images based on the nations' lives. As we investigate some video, audio, and discourse materials of popular English media platforms on the internet (BBC) we have analyzed some images related to this or that nation and according to them, we tried to come up with the findings of the main target of our investigation – images that form an overall linguistic view of nations. One of these materials is devoted to the Central Asian “World Nomad Games that was held in the neighboring Uzbekistan state of Kazakstan. This material in Internet media discourse (BBC) is presented in the form of an article. It points out the importance of national games that are popular in Central Asian countries related to horse-riding with the meat of goat or sheep, sportsmen (horse riding men) aim at capturing that big piece of meat by defending and keeping it until they get a special line to be announced a winner. The story of this game dates back to a very long time ago. The game shows some identical cultural features of Central Asian nations. It represents men's power, strength, perseverance, fighting to get the aim till the end, it shows young male teens and children to be more responsible, powerful, purposeful, firm, determined, persistent, and patient. These features were brought up from childhood in Central Asian nations. The material represents a real, objective view of the nations pointing out their similar peculiar features.



A photo taken from the BBC internet platform, article named “World Nomad Games: The spectacular ‘Olympics’ of Central Asia

As far as we know, some images in the form of historical monuments or famous buildings also show unique features of the country or nation that cannot be seen or repeated in another location. That also forms a strong general view of this or that nation. An article containing travel content about Australia is presented in internet media discourse (BBC) that helps readers to picture this state into their minds by forming perceptions and clarifying various issues in their minds. The article named “Dinner with a View: Five of Sydney’s best waterfront restaurants” gives us a clear depiction of the capital city of Australia assuring readers not to get confused supposing that the country consists of only natural views or unique animal life including kangaroos that cannot be seen in any other place on the earth. But Sydney, Australia is a wonderful place to travel, to have a vacation in beautiful restaurants and delicious meals. That is probably a new image of Sydney that is being formed, however, it influences several people through images being attractive, absorbing, attention-grabbing and persuasive. Media material can demonstrate the strong positions of the author by functioning as a persuasive, assuring style to change the minds of people from positive attitude to negative or vice versa. Considering these facts we can state that media discourse has become an exceptionally essential way to convey different data or to establish an image of a worldwide phenomenon including this or that nation’s image.



A photo taken from BBC internet platform, the article named “Dinner with a view: Five of Sydney’s best waterfront restaurants”

The following sample how various images help people to establish a linguistic view of the nation related to Turkish people. The image was taken to analyze concerns with food tourism somehow: it is also related to a national identical image. As the article claims hazelnuts are one of the most ancient nuts in the history of human beings. The Turkish city of Giresun is the birthplace of hazelnuts. Picturesque, delightful, charming and beautiful nature and plantations where these nuts grow open probably a novel image of Turkey and Turkish people. Turkey has various images to represent an overall view of the nation and the country in media discourse, but being a birthplace of hazelnuts that are exported throughout the world, having got the exceptionally appropriate nature and location for growing this wonderful nut, a new depiction of the country is presented via media. In these circumstances, we can state the fact that anything which can seem to be simple or ordinary, tiny or minor may be imaged as a unique, identical issue related to the nation or state. The power and influence of modern media discourse are so significant that it can be able to change or intensify existing images of the nation due to various conditions.



A photo taken from BBC internet platform, article named “Giresun, Turkey: The hazelnut capital of the world”

DISCUSSION

The linguistic picture of the world is also commonly interpreted as a reflection of everyday, commonplace ideas about the world. The idea of the linguistic model of the world is the following: every natural language reflects a certain way of perception of the world, imposed as obligatory for all native speakers. The conceptual picture of the world or “model” of the world, unlike the linguistic picture, constantly changes, reflecting results of cognitive and social activity, but separate fragments of the linguistic picture of the world still for a long time preserve survival, relic ideas of people about the universe. Why does this process happen? The reason is probably related to changes that take place daily. Human beings sometimes are not able to catch up with all the events happening around them. Creating a verbal portrait of the image-person, one can analyze not only his or her “linguistic image”, but also help to plan further activities – improving speech skills and so on [Valikova, 2016; 12]. Image descriptions not only contain information about the different objects present in an image but also tell about their states and spatial relationships. Even for complex images, this information can be easily extracted, hence leveraging the gap between visual perception and semantic grounding [Gupta et al., 2012; 606]. Images depict a number of additional representations rather than the only description.

The picture of the world can be presented using spatial (up-down, right-left, east-west, far-near), temporal (day-night, winter-summer), quantitative, ethical and other parameters. Its formation is influenced by language, tradition, nature and landscape, upbringing, education, and other social factors. A picture of the world is not a simple set of “photographs” of objects, processes, properties, etc., for it includes not only reflected objects, but also the position of the reflecting subject, his attitude toward these objects, and the subject’s position is the same reality as the objects themselves. The system of socio-typical positions, relations, and evaluations is reflected in the system of the national language and takes part in the construction of the linguistic

picture of the world. The linguistic picture of the world is a set of ideas about the world, a certain way of conceptualizing reality, historically formed in the minds of a given linguistic community and reflected in the language.

The term “the linguistic picture of the world” according to V.A. Maslova is nothing more than a metaphor, because in reality, the specific features of the national language, which records the unique socio-historical experience of a particular national community of people, create speakers of this language not a different, unique picture of the world, different from the objectively existing, but only a specific colouring of the world due to the national importance of objects, phenomena, processes, selective attitude to them, which is generated by the specific activities of the language [Maslova, 2004; 132]. Every nation has its linguistic picture of the world based on various factors including social, political, religious and historical data of the state.

The main problem discussed in this article includes the description of nationality and national images in media discourse. The country image might be considered a special type of image which covers the country’s products, brands, companies and much more. Country image is formed based on experience and opinions about the nation or country and, primarily, on information received through the various channels [Buhmann, 2016; 24]. Some items serve as linguistic units to form a general representation of this or that nation including people’s opinions, products produced in the country and whatever is linked to the nation or state. The country-image discourse model provides an alternative theoretical framework to explain the meaning of country-of-origin (COO) effects [Brijs et al., 2011; 35]. The COO effect may form a positive or unfortunately a negative effect on the description process of the country.

“Image” is a subtle mental integration of various attributes that the person projects and that people perceive and interpret in light of their beliefs, values and expectations. An “image” is everything a person has learned relevant to a situation and to the acts that occur within it... and image is a tendency composed of thoughts, feelings, and inclinations. Images change constantly with experience [Saleem, 2007; 143]. Each citizen or a person living in this or that region depicts his country through formed images, symbols and concepts in his mind. As C.R. Caldas-Coulthard mentioned “how events, people and social practices are recontextualized from two very different perspectives, how national identities are constructed in the press, either through texts or through images” [Caldas-Coulthard, 2003; 274] is very essential to study. In this case, media and discourses made there play a crucial form in generalizing and establishing the main view of the state or nation. As E.Tarasheva claims “an image of a nation constitutes the totality of attributes that a person recognises (or imagines) when he contemplates that nation. Such an image consists of three analytically distinguishable components – a cognitive component relating to what we know, an affective component relating to how we feel about the nation; and an action component that relates to actual behaviour towards the nation” [Tarasheva, 2014]. Considering these facts it is important to teach children important, morally correct, humanistic, patriotic ideas that are appreciated in this or that nation from a very early age.

Yet, news images offer an essential part of societal narrative on newsworthy

events. News images call attention and raise awareness with an immediacy that text cannot easily achieve, specifying aspects of news and increasing the mass audience's emotional reaction toward social events [Rafiee et al., 2021; 521]. They analyse the different relations that images may enter into with language and thus the different contributions they may make to the overall meaning of the meme. For example, images may serve to fill in constructional roles that are left unexpressed linguistically. Conversely, images may serve to supply a constructional frame on which the meaning of the meme is contingent. In this case, language and image exist in a supplementary relation [Hart & Marmol Queraltó, 2021; 560].

Various images help us to establish a characteristic feature or view of this or that object. Images arising from an individual's cognitive systems will not become visible until they are communicated. Mass media acts as a key player in formulating and disseminating the images of nations [Li & Chitty, 2009; 8]. Media deals on individual, national and global levels. It shows that media is conveying to people the views of one person; while on the other hand, it tells them about a particular nation or the world views overall. Media deals with individuals and groups in some particular context, the social, cultural and political events [Nawaz et al., 2013; 331]. The media are important social institutions. They are crucial presenters of culture, politics, and social life, shaping as well as reflecting how these are formed and expressed. Media 'discourse' is important both for what it reveals about society and for what it contributes to the character of society [Bell, 1995; 32]. It is nearly impossible to imagine establishing a country or nation's image without the role or participation of the media. Mass media plays an essential role in formulating and establishing the main view of the overall depiction of the nation.

Media discourse belongs to an institutional communication type which is carried out at institutes in which communication acts as a component of their organization, which is based on certain social rules and functioning ritualization [Zheltukhina, 2015; 917]. Mass media discourse is not just only an important narrative, it creates a "chronicle" of modern life, just as a literary and historical narrative embodying communicatively significant events in language images [Alefirenko et al., 2019; 145]. Agreeing with above mentioned fact we can state that media is a key social partner of the nation providing the people not only with news, and information but to constructing a special idea of the whole nation. W.A. Gamson says the following about the importance of the media: "The underdetermined nature of media discourse allows plenty of room for challengers such as social movements to offer competing constructions of reality and to find support for them from readers whose daily lives may lead them to construct meaning in ways that go beyond media imagery" [Gamson et al., 1992; 381].

At present time linguists and methodologists are focusing on several other functions of media discourse. Being an effective instrument of influence on the audience, songs, music videos and commercials have a significant potential in foreign language learning as they contribute to better acquisition of the material and the development of students' communicative skills, allow teachers to modify the lesson

content and organize the interaction with the students in a most felicitous way thus increasing the effectiveness of the educational process. Besides, the use of media discourse in foreign language teaching allows students to acquaint themselves with the cultural identity of a particular linguistic community, as media discourse possesses a certain cultural code [Gazizova & Dunyasheva, 2016; 5777]. Media discourse may provide teachers and students with more complicated but authentic materials that can widely be used in class to form a probable view of the young due to country or nation image.

Media serves as a conduit for public diplomacy, influencing a nation's global image. Diplomatic events are communicated through media channels, contributing to the formation of a nation's reputation. The language used in media coverage shapes how a nation is perceived by the global audience, impacting its diplomatic standing and relationships. Linguistic strategies in the discourse analysis of global politics underscore the profound impact of words in shaping narratives and influencing public perceptions. By unravelling the intricate web of framing, lexical choices, intertextuality, and persuasive language, researchers gain a deeper understanding of how media constructs meaning in the complex landscape of international affairs [Jha & Kumar, 2023; 10]. As you can know from the above-mentioned facts media discourse can have different functions. That is why we can claim that it has got a really vast usage field.

It is not enough to analyze media texts and show textual biases without looking at the wider socio-economic and cultural factors that may have influenced a particular form of news construction. Likewise, it is equally important to also look at the factors (textually and cognitively) that may have influenced the aspect of reception which is the final target of any media text or talk [Bello, 2014; 71]. As we know people in different social groups have got stable knowledge on this or that issues or they can be impacted by other media sources, that is the process of intertextuality. One can already have an opinion over the matter that cannot be changed by another media means.

Intentions of mass media plays a crucial role in forming ideas. The texts forming mass media discourse have complex communicative structures determined by the characteristic of this discourse's tendency to narrative efficiency and economy. The elements of narrative triad "author-narrator-character" vary according to the text author's intention, which opens up great opportunities to analyze techniques for the creation of factual and fictional narration [Aleshchanova et al., 2019; 8]. Depending on the communicative intention, two types of addressees are distinguished in the address field, i.e. repeaters and non-repeaters. Repeaters are involved in the construction of the media reality. Professional and non-professional repeaters, as well as institutional entities, stand out in this segment. The first ones are journalists who are recipients of objective reality and recipients of media reality and transmit information further to the addressee field. Unprofessional repeaters are citizen journalists who create their content and interpret previous messages [Prom, 2020; 60]. Mass-information communication is the leading type of communication today. Analysis of today's rapidly developing functional-stylistic associations, arising based on the mass media

allows to trace certain tendencies in the public consciousness, to identify meaningful features and patterns of mass communication [Kuznetsova et al., 2016; 88].

Some words related to communicative strategies. The main communicative strategies influencing the ways the model of the universe is structured are pragmatic and rhetorical. Having analysed linguistic material generated during the study, we have identified the strategy which can influence the young people's perceptions. Assessment and forecast strategies are used to create positive representations [Klemenova & Ereshchenko, 2020; 65]. Issues related to media communication, content, strategies, text forms, and participants should be studied and analyzed further to find out their roles in forming identical national images.

CONCLUSION

In summary, we can state that every nation on the earth has got some national, identical images to represent an overall view of it. Various images that make up a general representation are based on the cultural, social, economic, and historical values of that nation's society and people. Citizens of the nation, country or society carry these "cultural artefacts", identical social norms, and historical experiences with themselves for their whole lives by creating a general view of the nation. Their everyday life experience, mentality, and surrounding impacts create images that are close to those social groups which form a general representation of the nation.

Media discourse aims at pointing out the most popular and easily-remembered images of the country or society to establish a positive, strong, ever-lasting view of the nation and that representation comes out each time when this or that country is mentioned or remembered. Images are explained or turned into simple, ordinary lexical units in communication and through this process, a linguistic view, notion or concept of the nation is constructed step by step. Here nation's identical, national and unique cultural images are so crucial to forming an unforgettable representation. Unless these national, identical issues in the forms of images are lost, qualified, objective, characteristic features and representations will always be kept in all possible discourses including media discourse.

There are still some challenges, obstacles, problems, restrictions in the process of using media appropriately, situations concerning distorting news, changing it from objectivity to subjectivity, and exaggerating events happening around; some national, identical images are wrongly interpreted or presented. Besides, organizing purely clear debates and discussions as a means of communication is important for the modern media world. These issues must be studied in upcoming scientific materials.

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