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NEWSPAPER DISCOURSE AS LINGUISTIC AND COGNITIVE MODELLING OF THE LANGUAGE WORLD PICTURE

The newspaper discourse is a unique phenomenon within the socio-cultural context that plays a significant role in shaping the language picture of the world. The article emphasises the relevance of studying newspaper discourse from the point of view of linguistic and cognitive theory and its persuasive influence on the language picture of the world. The lingo-cognitive approach allows us to consider language as a means of cognition and construction of reality. In the context of newspaper discourse, this approach is manifested through the analysis of linguistic structures that shape the perception of social events and phenomena. Metaphorical constructions, frame models, narrative structures – all these elements perform the function of cognitive modelling, influencing the formation of mental pictures in the minds of the recipient. Newspaper discourse not only reflects but also actively shapes social norms, values, and ideologies. Through the choice of topics for news items and articles, the specifics of information presentation, language style and other discursive strategies, newspapers contribute to the construction of certain social narratives. Such modelling has a significant impact on the collective consciousness, encouraging reflection on current social issues and contributing to the formation of public opinion. Therefore, newspaper discourse is a modern synergistic field for studying the mechanisms of linguistic and cognitive modelling, which allows us to analyse how social reality is structured through language. The analysis of linguistic and cognitive aspects enables a critical approach to the interpretation of media texts, identifying hidden layers of meaning and assessing potential ideological and manipulative strategies. Thus, a deep understanding of newspaper discourse contributes to the formation of critical thinking, which is an integral part of the competence of an educated person in the information society. It not only represents various cultural perspectives but also promotes mutual understanding between cultures. The linguistic and cognitive analysis of newspaper texts can reveal how language and discourse practices reflect cultural characteristics and identities, thereby facilitating cultural dialogue. Newspaper discourse is also an important source for studying the processes of language dynamics. It records linguistic innovations, and changes in vocabulary, style and grammar; thus reflecting social transformations and language development.

The linguistic and cognitive approach provides a deeper understanding of how these changes affect the perception of reality and the formation of a linguistic picture of the world. The study of this topic contributes to the development of critical thinking, media literacy and intercultural competence, which are the keys to adapting to the challenges of the modern information society. The linguistic and cognitive analysis of newspaper discourse opens up new perspectives for understanding the mechanisms of social reality formation and cultural dialogue.

Key words: *world picture, linguistic and cognitive modelling, newspaper discourse, newspaper text.*

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ГАЗЕТНИЙ ДИСКУРС ЯК ЛІНГВОКОГНІТИВНЕ МОДЕЛЮВАННЯ МОВНОЇ КАРТИНИ СВІТУ

Газетний дискурс – це унікальний феномен у межах соціокультурного контексту, що виконує вагомую роль у формуванні мовної картини світу. У статті наголошено на актуальності вивчення газетного дискурсу з погляду лінгвокогнітивної теорії та його персуазивному впливі на мовну картину світу. Лінгвокогнітивний підхід дозволяє розглядати мову як засіб пізнання та конструювання реальності. У контексті газетного дискурсу, цей підхід виявляється через аналіз мовних структур, які формують сприйняття соціальних подій та явищ. Метафоричні конструкції, фреймові моделі, нарративні структури – всі ці елементи виконують функцію когнітивного моделювання, впливаючи на формування ментальних картин у свідомості реципієнта. Газетний дискурс не лише відображає, але й активно формує суспільні норми, цінності та ідеології. Через вибір тем для заміток та статей, специфіку подання інформації, мовний стиль та інші дискурсивні стратегії, газети сприяють конструюванню певних суспільних нарративів. Таке моделювання має значний вплив на колективну свідомість, спонукаючи до рефлексії над актуальними соціальними питаннями та сприяючи формуванню публічної думки. Відтак, газетний дискурс – це сучасне синергетичне поле для дослідження механізмів лінгвокогнітивного моделювання, яке дозволяє аналізувати, як через мовні засоби відбувається структурування соціальної реальності. Аналіз лінгвокогнітивних аспектів дозволяє критично підходити до інтерпретації медійних текстів, виявляти приховані змістові шари та оцінювати потенційні ідеологічні та маніпулятивні стратегії. Таким чином, глибоке розуміння газетного дискурсу сприяє формуванню критичного мислення, що є невід’ємною частиною компетентності освіченої особистості в інформаційному суспільстві. Лінгвокогнітивний аналіз газетних текстів може виявити способи, за допомогою яких мовні засоби та дискурсивні практики відображають культурні особливості та ідентичності, сприяючи культурному діалогу. Газетний дискурс також є вагомим джерелом для вивчення процесів мовної динаміки. Він фіксує мовні інновації, зміни в лексиці, стилістиці та граматиці, відображаючи тим самим суспільні трансформації та розвиток мови. Лінгвокогнітивний підхід дозволяє глибше розуміти, як саме ці зміни впливають на сприйняття реальності та формування мовної картини світу. Вивчення цієї теми сприяє розвитку критичного мислення, медіаграмотності та міжкультурної компетентності, що є ключовими для адаптації до викликів сучасного інформаційного суспільства, відкриваючи нові перспективи для розуміння механізмів формування соціальної реальності й культурного діалогу.

Ключові слова: картина світу, лінгвокогнітивне моделювання, газетний дискурс, газетний текст.

In the modern world, newspaper discourse plays a significant role in shaping public opinion and the linguistic picture of the world. At the same time, it not only transmits information but also influences the cognitive processes of readers, modelling their perception of reality. In the context of globalisation and the dynamic development of the media space, newspaper discourse is acquiring new forms and functions, which requires a deeper understanding of its impact on the cognitive structures of public consciousness. There is a need for a detailed analysis of the linguistic and cognitive mechanisms through which the language of newspapers influences the formation of ideas about the world

in different social groups. The main aspect of the study is to identify the specifics of linguistic and cognitive modelling in newspaper discourse and its impact on the readers' linguistic picture. This involves analysing the lexical, syntactic, and stylistic means to create certain frames, metaphors, and narratives. Particular attention should be paid to how newspaper discourse explicates and constructs social, political, cultural, and economic realities, and how readers perceive and interpret these models. The research is interdisciplinary, combining knowledge from linguistics, cognitive science, social psychology, media communication, and other related disciplines.

An important aspect is the analysis of the impact of digital technologies on the evolution of newspaper discourse and its effect on cognitive perception, which includes the study of new formats of newspaper communication, such as online platforms, social networks, podcasts, blogs, and understanding of their role in shaping the linguistic picture of the world. Given the dynamics of globalisation processes and the evolution of media technologies, newspaper discourse is adapting to the new communicative conditions of our time, resulting in the emergence of new forms and functions that necessitate a deep analytical understanding of its impact on the cognitive structure of society.

Newspaper discourse has always been an object of active scientific research in many fields. The concept of discourse and the communicative approach to its study can be found in the works of G. Pocheptsov, O. Selivanova, K. Serazhym, Y. Maslova, T. van Dijk, I. Shevchenko, O. Morozova, and others. The linguistic and stylistic aspect of the study of newspaper discourse is covered by the works of A. Zahnitko, O. Popkova, L. Tyshakova, O. Khoroshun, M. Navalnaya, and others. The issues of linguistic objectification of various concepts in media discourse have been studied by A. Vezhbytka, O. Zadorozhna, V. Zusman, L. Kompantseva, T. Kosmeda, M. Pimenova, M. Skab, V. Starko, Y. Stepanov, T. Romanova, V. Ulianova, and others. Attention is focused on the concept of the “language world picture” and the significant role of a person, language and the outside world in its construction in the works of such researchers as S. Polubelov, V. Zhayvoronok and others. The problem of linguistic and cognitive modelling is highlighted in the works of I. Biskub, T. Kremeneva, T. Fesenko.

The linguistic and cognitive modelling of the language picture of the world is an important area of cognitive linguistics that focuses on how language reflects and shapes human perception of the world and explores the interaction between linguistic structures and cognitive processes, analysing how people conceptualise reality through language. George Lakoff, one of the most famous researchers in cognitive linguistics who developed the theory of metaphorical thinking and studied how metaphors shape our perception of the world, noted that metaphor is the main mechanism by which not only abstract concepts are realised, but also the ability to think abstractly is ensured (Lakoff, 1980: 149). His research emphasises that metaphor is primarily an unconscious structure that helps us understand complex abstract concepts with the help of more concrete concepts with a simpler structure (Lakoff, 2006: 232). Metaphorical mappings are distinguished by their versatility: some

are universal, and others are common or culturally specific (Lakoff, 1993: 245). George Lakoff argues that metaphor is prevalent not only in language but also in the way we think and behave, suggesting a deep relationship between language and cognition. This theory suggests that abstract concepts and ideas are understood through more concrete, familiar experiences through metaphorical projections. Ronald Langacker, the founder of cognitive grammar, studies how language structures reflect cognitive processes, an approach that “views language as a system of symbols that reflects our knowledge of the world and experiences” (Langacker, 1987: 97). Daniel Sperber and Deirdre Wilson developed the theory of relevance, which conceptualises language as an effective means of communication with a focus on maximising the cognitive benefits for communicators, which helps to understand the pragmatic potentialities of language and the way we use it to achieve our goals in different contexts (Sperber & Wilson, 1995). Researcher O. Semenov in his work “The Role of Metaphor in Language and Philosophy: An Analysis of Metaphorical Thinking in the Ukrainian Language” notes that “the study of the linguistic features of different peoples and their interaction with cognitive processes can contribute to a better understanding of the mechanisms of thinking and worldview” (Semenov, 2022: 94). It is also worth paying attention to E. Fedorenko’s research “Neurobiology of Language: From Basics to Complexity” (2020), in which the researcher studies “the neurobiological foundations of language, analysing how the brain processes language structures and interacts with language at different levels” (Fedorenko, 2020: 121). Scholars have used a wide range of methods, from detailed analysis of linguistic structures to experimental investigation of cognitive processes, to explore how we conceptualise our experiences through language.

Linguistic and cognitive modelling is an interdisciplinary field that brings together linguistics, psychology, cognitive science, sociology, anthropology and cultural studies. This approach allows for a comprehensive study of how language affects cognitive processes and social interaction, as well as how linguistic and cognitive structures reflect and influence cultural dynamics. In the era of globalisation and digital technologies, understanding the mechanisms of linguistic and cognitive modelling is of particular relevance. Analysing the linguistic pictures of the world created by the media, social networks and other digital platforms allows us to identify how modern identities, social interactions and cultural trends are shaped. It also opens up opportunities for critical analysis of language manipulation and its impact on public opinion. One of

the challenges of linguistic and cognitive modelling is the need to develop methodologies that would allow for accurate measurement and analysis of the impact of language on cognitive processes and cultural practices.

Newspaper discourse as linguistic and cognitive modelling of the language picture of the world is of great interest to linguistics and cognitive sciences, reflecting the specific ways in which language structures and transforms our perception of social reality. The linguistic and cognitive modelling of the language picture of the world is the process by which language is used to structure, organise and reproduce our perception of the world. This approach is based on the idea that cognitive processes, such as perception, thinking and understanding, are closely related to linguistic structures and explications in a text. At the centre of linguistic and cognitive modelling is the notion that language not only represents reality, but also actively shapes the concepts and categories through which we interpret the world around us. The concept of “world picture” is complex and includes “three main components: world-view, world perception and world-view” (Polubelova, 2017: 3). Therefore, the process of linguistic and cognitive modelling involves the formation of linguistic means used to conceptualise, categorise and communicate experience and knowledge about the world.

Newspaper discourse, as an important mass medium, plays an important role in this process, as it forms a certain cognitive framework through which readers perceive events, personalities and social phenomena. The linguistic picture of the world in newspaper discourse is formed through the choice of vocabulary, stylistic devices, metaphors and narrative structures, which together create a certain image of reality. Such linguistic elements allow us to build specific cognitive models that influence the way readers interpret the information presented.

Metaphor is a powerful tool for cognitive modelling, as it allows for the transfer of meaning from one conceptual domain to another, thereby creating new associations and connections. In newspaper discourse, metaphors are often used to create emotional resonance or to conceptualise complex social and political processes in a more accessible and understandable way. Our conceptual system, within which we perceive the world and form relationships with it, is metaphorical in nature. This means that metaphors are not only stylistic or rhetorical devices used in language to achieve a certain effect, but they are fundamental to our understanding and conceptualisation of the world.

For example, when we talk about “high goals” or “coming through a tough time”, we use spatial

metaphors to make abstract concepts of success and hardship understandable. In this way, metaphor serves as a bridge that allows us to understand and express abstract ideas through more familiar, concrete images. Conceptual metaphor theory has significant implications for understanding cognitive processes. It emphasises that our ability to think abstractly is based on metaphorical processes. This indicates that metaphor is not just a linguistic elocution, but also a clear disposition in the structuring of our concepts and categories, as it has a persuasive influence on our perception, conclusions, and actions.

Framing in newspaper discourse means the use of certain linguistic constructions and contexts that define the framework for interpreting events, ideas, or characters. This allows the media to direct the audience’s attention to certain aspects of reality while ignoring or minimising others. Framing can influence the formation of public opinion by emphasising specific meanings, emotions, and evaluations that are in line with the interests or ideology of the media.

The cognitive effects that newspaper discourse has on readers include changes in perceptions, ideas, and attitudes towards objects of reality. Due to the persuasive influence of certain language patterns, the audience develops stable cognitive schemes that form an understanding of social phenomena. Thus, newspaper discourse not only informs but also models the way of thinking of its target audience. After all, knowledge about society creates the basis of the linguistic picture of the world, which is expressed in the lexicon, phraseology and grammatical structures of the language. Vocabulary is an important element in shaping and defining the characteristics of the language picture of the world. The emergence of new words and expressions in a language is closely related to social life and events. As social conditions change, so does the lexical composition of the language. This ability of language to reflect constant changes in the world proves its adaptability, dynamism, and flexibility.

The analysis of newspaper discourse as a linguistic and cognitive modelling of the language picture of the world faces challenges related to the abundance of linguistic data and its multidimensionality. At the same time, the application of modern methods of linguistic and cognitive analysis, including corpus-based research and cognitive modelling, opens up new perspectives for a deeper understanding of how language affects cognitive processes and social behaviour. Thus, language serves as a tool for social identification and differentiation. An individual’s identity is also shaped by linguistic and cognitive processes, as self-identification and recognition by

others depend on linguistic expression and perception. How we talk about ourselves, and our country, what stories we tell about our lives, and how others interpret these linguistic expressions have a significant impact on our understanding of our own identity. The cognitive mechanisms through which language impacts our perception and thinking include attention, memory, analogy, inference, and categorisation. Through these processes, we selectively focus on certain aspects of information, store and retrieve knowledge, make connections between different ideas and objects, draw conclusions based on available information, and organise our experiences into understandable categories.

Through a comprehensive approach that includes the analysis of metaphors, framing, narratives and other linguistic means, it is possible to identify how newspaper discourse shapes the linguistic picture of the readers' world, their understanding, and attitude to topical social issues of a certain period (for example, war). Such an analysis is important for understanding the impact of the media on the formation of identity, public opinion and cultural norms in modern society.

Newspaper discourse and linguistic and cognitive modelling of the language picture of the world are interrelated concepts that play a significant role in the study of language and cognition. This relationship is realised through the mechanisms of media content influence on the formation and reproduction of social knowledge, perceptions, identities and cultural codes. Newspaper discourse represents a complex system of linguistic, textual and socio-cultural practices that transmit information, reflect reality and shape public opinion. It is part of a broader media landscape where certain images of the world are constructed through language, social events are covered, facts are interpreted and opinions are expressed. The newspaper discourse not only informs the reader but also influences his or her perception of reality, forming certain thought patterns, types of identity and world-view.

Linguistic and cognitive modelling of the language picture of the world, on the other hand, focuses on the study of how language reflects and structures human perception of the world. This area studies the mechanisms by which linguistic units and structures are organised into a system of knowledge about the world around us, creating a unique language picture of the world for each language community. Linguistic and cognitive modelling includes the analysis of semantic fields, metaphors, conceptual categories and other linguistic tools that allow people to categorise experience, generalise knowledge and develop new ideas.

Newspaper discourse plays a significant role in reflecting and shaping the linguistic picture of the world of readers due to the following features:

Table 1 highlights various aspects of the influence of newspaper discourse on the formation of the readers' linguistic picture of the world. The analysis demonstrates that newspapers not only broadcast information, but also actively shape the perception, attitudes, and understanding of reality among their audience through certain *special mechanisms*:

- selection and focusing of information indicates the process of selecting events and information for publication, which not only reflects but also influences the information space that shapes readers' perceptions of the world;
- language and stylistics play a key role in conceptualising and interpreting events, using vocabulary, metaphors, and stylistic figures to form a certain perception of reality;
- the repetition and consolidation of frames help to consolidate certain ideas and stereotypes in the minds of readers, influencing their perception of social reality;
- intertextuality and dialogicity reveal the links between newspaper texts and other forms of cultural and media discourse, enriching and broadening readers' understanding of various aspects of reality;
- agenda-setting emphasises the role of newspapers in identifying key topics and issues that society should pay attention to, thereby shaping public opinion;
- identity formation points to how newspapers contribute to defining and strengthening individual and collective identities through the presentation of symbols, stories, and images;
- emotional impact focuses on the ability of newspapers to evoke emotional responses through language and visuals, which influences the emotional perception of information by readers;
- reflecting and broadcasting cultural values highlights the role of newspapers in strengthening cultural identity and heritage by publishing materials reflecting national traditions, history, art and other aspects of culture.

Each of these aspects of newspaper discourse plays an important role in shaping the linguistic picture of the world of readers, influencing their understanding of society, politics, culture and their own identity. Through these mechanisms, newspapers not only inform the public but also actively participate in the education of public opinion, shaping social norms and cultural values. Thus, analysing these aspects allows us to understand how media content can influence the way people perceive the world around them and

Table 1

Peculiarities of newspaper discourse in reflecting and shaping the language picture of the readers' world

Selection and focus of information	Newspapers selectively present information and focus on certain events, facts, and personalities, which affects which aspects of reality are visible to readers. This choice is not accidental and often reflects certain ideological, political, economic or cultural priorities of the editorial staff. In this way, newspaper discourse shapes the perception of what is important in the world at large.
Language and style	The choice of vocabulary, metaphors, syntactic constructions and stylistic figures in newspaper discourse represents a certain conceptualisation of events and phenomena. Language is used not only to describe reality, but also to interpret and evaluate it. The metaphors and frames used by the author in newspaper texts can form specific ways of perceiving and understanding social reality.
Repeat and consolidate frames	Frequent repetition of certain topics, words, and phrases helps to consolidate the relevant frames in the minds of readers, which leads to the formation of stable associations, stereotypes, and perceptions.
Intertextuality and dialogicity	Newspaper discourse does not exist in isolation, but enters into a dialogue with other media texts, cultural products, and public discourses. Through intertextual references, citations, allegories, and references to well-known cultural codes, newspaper discourse enriches and expands the linguistic picture of the world of its readers, ensuring its multidimensionality and multifacetedness. This aspect allows readers to establish connections between different information flows, historical events and cultural phenomena, creating a comprehensive and deep understanding of the present.
The agenda of public attention	Newspapers not only report the news but also shape the agenda of public attention, indicating which events and issues are worth paying special attention to. By focusing on certain topics, newspapers influence the prioritisation of public debate, thereby modelling a linguistic picture of the world in which some aspects become more important than others.
Formation of identity	Newspaper discourse also contributes to identity formation, both at the individual and collective levels. Through the presentation of certain symbols, stories, myths and images, newspapers help readers identify with certain social, national, cultural or political groups, promoting a sense of belonging and community.
Emotional impact	Due to the use of emotionally charged vocabulary and the battle of narratives, newspaper texts can evoke various emotions - from sympathy and admiration to anger and indignation, which affects the perception of information and the formation of attitudes towards events. The authors deliberately bring up emotionally charged topics that can evoke strong feelings in readers. Such publications may cover humanitarian crises, tragedies, stories of personal heroism or betrayal, social conflicts etc. The presentation of materials related to these topics is aimed at attracting the attention of the audience and evoking an emotional response. Photographs, infographics, and other visual materials accompanying newspaper articles also play a significant role in shaping emotional reactions. Visual content can evoke emotions much faster and more intensely than text, allowing readers to "see" events through their eyes, which increases emotional engagement.
Support for debate and discussion	Newspapers are a long-standing platform for public debate and discussion, providing an opportunity for different voices to be heard. The press publishes articles, interviews, expert columns, and letters from readers, which facilitates the exchange of opinions and ideas, and the coverage of different views on current issues. This stimulates public dialogue and helps identify problems and find ways to solve them.
Reflecting and transmitting cultural values	Newspapers play an important role in transmitting cultural values, traditions and norms, which helps to strengthen cultural identity. They publish materials covering national holidays, historical events, prominent personalities, literature, art, music and other aspects of culture. This allows readers to better understand and appreciate their cultural heritage and contributes to the preservation of cultural diversity.

what ideas and values become dominant in the public consciousness. This emphasises the importance of a critical approach to the consumption of media products and the ability to analyse and evaluate the information being expressed.

The correlation between newspaper discourse and linguistic and cognitive modelling of the language picture of the world is that newspaper discourse is one of the means of forming and modifying the language picture of the world. Through the choice of topics, vocabulary, stylistic figures and other linguistic means, newspaper texts not only reflect existing social narratives but also actively participate

in their formation and rethinking. They influence the cognitive processes of readers, contributing to the reassessment of already-known facts, the establishment of new knowledge and, ultimately, the change of the linguistic picture of the world. Thus, newspaper discourse functions not just as a mirror of society, but as an active participant in the process of cognitive modelling of reality.

On the other hand, the linguistic and cognitive modelling of the linguistic world picture allows us to better understand how newspaper discourse influences the formation of world-view attitudes. The study of metaphors, narratives, and other linguistic means used

in media texts opens up the possibility of analysing how specific modes of expression affect the perception of information by readers, and how cognitive schemes and stereotypes are formed and transformed.

This interconnection between newspaper discourse and linguistic and cognitive modelling emphasises the need for an integrated approach to analysing media texts. On the one hand, it is important to consider media messages as a product of social processes, cultural norms and ideological orientations. On the other hand, it is necessary to pay attention to the impact of these texts on the cognitive structure of readers' perception of the world, understanding that language not only reflects but also actively shapes our reality.

Thus, newspaper discourse and linguistic and cognitive modelling of the linguistic world picture interact as two sides of the same process – the formation and reproduction of socio-cultural reality through language. This emphasises the importance of media texts in modern society and the need for a critical approach to their analysis, taking into account both their content and their impact on the perception and thinking of the audience. Prospects lie in the further development of interdisciplinary research, including the use of modern technologies, such as machine learning and natural language processing, to better understand the interaction between language, thinking and culture.

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