МОВОЗНАВСТВО. ЛІТЕРАТУРОЗНАВСТВО

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A COGNITIVE APPROACH TO THE STRUCTURE OF ENGLISH-LANGUAGE NEWS TEXTS IN INTERNET DISCOURSE

In today's world, internet news plays a central role in how people learn about events and form opinions. English-language news texts found online not only report facts but also shape how those facts are understood and remembered. This article takes a closer look at the strategies behind that influence – how language, structure, and storytelling techniques work together to guide readers' perception. The study focuses on two key aspects: cognitive and narrative parameters. Cognitive strategies include the use of familiar frames and scripts, emotionally loaded words, metaphors, and sentence structure – all of which affect how easily the information is processed and how strongly it resonates. Narrative strategies, on the other hand, involve how stories are told: the order of events, the role of characters, emotional appeals, and the use of direct quotes or vivid scenes. These elements turn a simple report into a more engaging and memorable story, helping readers connect emotionally and draw conclusions. The research is based on examples from English-language news websites, blogs, and social media. It shows that news writers don't just present facts – they build meaning through carefully chosen words and structures. By understanding how these cognitive and narrative tools work, we can better recognize how news texts influence public opinion and emotional response. Overall, the article argues for the importance of studying news through the lens of cognitive narratology – a method that combines how we think and how stories are told. This approach helps reveal what makes news persuasive, memorable, and impactful, and opens new paths for research in media, communication.

Key words: *cognitive parameters, narrative strategies, news text structure, internet discourse, information perception, English-language news.*

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КОГНІТИВНИЙ ПІДХІД ДО БУДОВИ АНГЛОМОВНИХ ТЕКСТІВ НОВИН В ІНТЕРНЕТ-ДИСКУРСІ

У сучасному світі інтернет-новини відіграють центральну роль у тому, як люди дізнаються про події та формують свою думку. Англомовні новинні тексти, опубліковані в мережі, не лише повідомляють факти, а й формують те, як ці факти сприймаються та запам'ятовуються. У статті детальніше розглядаються стратегії, які стоять за цим впливом, – як мова, структура та прийоми оповіді працюють разом, щоб спрямовувати сприйняття читача. Дослідження зосереджене на двох ключових аспектах: когнітивних і наративних параметрах. Когнітивні стратегії включають використання знайомих фреймів і сценаріїв, емоційно насичених слів, метафор і синтаксичних конструкцій – усі ці елементи впливають на легкість обробки інформації та силу її емоційного відлуння. Наративні стратегії, своєю чергою, стосуються способів подачі історій: порядку викладу подій, ролі персонажів, емоційного впливу та використання прямих цитат або яскравих сцен. Ці елементи перетворюють звичайне повідомлення на більш захопливу та запам'ятовувану розповідь, допомагаючи читачеві емоційно залучитися та зробити власні висновки. Дослідження базується на прикладах з англомовних новинних сайтів, блогів і соціальних мереж. Воно демонструє, що новинарі не просто подають факти – вони створюють значення завдяки ретельно підібраним словам і структурам. Розуміння того, як працюють ці когнітивні та наративні інструменти, дозволяє краще усвідомити, як новинні тексти впливають на громадську думку та емоційне сприйняття. У цілому стаття підкреслює важливість вивчення новин крізь призму когнітивної наратології – підходу, що поєднує механізми мислення та способи розповіді. Такий підхід допомагає розкрити, що робить новини переконливими, пам'ятними та впливовими, і відкриває нові перспективи для досліджень у сфері медіа та комунікації.

Ключові слова: *когнітивні параметри, наративні стратегії, структуру тесту англомовних, інтернет-дискурс, сприйняття інформації, англомовні новини.*

Introduction. Internet communication is one of the valuable sources of information for contemporary society, playing a great role in the processes of public opinion formation and the conceptualization of events. News texts in English distributed via the internet are of particular significance in this respect. They not only make readers aware of what is happening in the world but also form their attitude towards events by implementing a number of cognitive and narrative strategies.

The cognitive analysis of news text enables us to examine the way information is structured and conveyed, and also the way it is received and interpreted by its readers. Cognitive parameters encompass information processing mechanisms, such as attention to specific words, grammatical structure of sentences, use of metaphors, and other linguistic devices influencing the meaning of the text. Narrative parameters are concerned with how things are told within events and stories, for example, the form of narrative, sequence of events, use of characters and action, and the way the text creates a sense of feeling within the reader.

Research into English-language news texts in internet communication is relevant to reveal how news texts shape public opinion and information perception. By using cognitive and narrative techniques, the authors of news texts can present information successfully and impact its perception. This research seeks to reveal the principal cognitive and narrative characteristics of English-language news texts and their effect on information perception by readers.

Literature Review. First of all, let us consider the cognitive parameters of English-language news text writing. Cognitive parameters encompass the means by which readers receive and process information. They may involve noticing important words, sentence organization, use of metaphors, and other linguistic devices that influence the text's meaning.

Cognitive parameters of English-language news texts are numerous factors that influence information perception and processing by readers. They are:

1. Frames and Scripts: Frames are mental structures that assist in arranging information and assigning meaning to it. They are a group of expectations and associations, which readers utilize in making sense of the text. Scripts are a series of actions or happenings, which readers anticipate in a given situation. For instance, reporting natural disasters tends to employ scripts reporting an overview of the occurrence, its impact, and the reaction of the authorities.

2. Key Words and Terms: The utilization of key words and terms is another important cognitive parameter with an influence on readers' memory and attention. Key words may either be emotionally loaded or neutral, with an influence on the news per-

ception. For instance, the use of words such as "disaster," "tragedy," or "success" can have various emotional responses and influence on the interpretation of the text.

3. Metaphors and Images: Metaphors are useful tools for thinking which enable readers to comprehend hard ideas by equating them to familiar objects or events. Use of metaphors may change the perception of news and give it a new sense. For example, the metaphor "economic storm" may lead you to associate a natural disaster with it and indicate the severity of the economic crisis (Bednarek, M., & Caple, H., 2014:135).

4. Sentence Structure and Syntax: The structure of sentences and the syntax influence the perceptibility and comprehensibility of the text. Simple and short sentences are more perceivable, whereas complex sentences take greater cognitive efforts to be understood. The active or passive voice also influences the perception of actions and events within the text.

5. Emotional Impact: Emotional impact of the text is a crucial cognitive parameter that influences memory and interpretation of information. Emotionally evocative words and phrases can invoke strong emotional feelings and leave a lasting impression in the readers' memory. For instance, news of tragedies or heroism can arouse sympathy or admiration.

6. Contextual Factors: Social and cultural variables also affect cognitive parameters of news texts. The readers might view information in a different way based on their social and cultural context. Political news, for instance, might be viewed differently in various nations based on the political background and situation.

Also, let us investigate the nature of narrative parameters in the construction of English-language news texts within internet discourse. Narrative parameters relate to how events and stories are presented within news texts. This encompasses the structure of the narrative, the sequence of events, the use of characters and their behaviors, and how the text elicits an emotional reaction from the reader.

For the research of Larysa Bieliekhova1 and Oleksandra Shapoval narratology «is a branch of literary studies which investigates the theory of narrative, unveiling what combination of what is written and how it is written affects the reader. From this point of view, we consider it necessary to rely on the methodology of cognitive narratology, which focuses on thematic, ideological and critical problems» (Bieliekhova, L., & Shapoval, O., 2024:50).

Narrative parameters of English-language news texts are parameters that include all the factors which decide the telling of stories and events in texts. They are:

1. Narrative Structure: Narrative structure is the most important of the narrative parameters. It consists of the order of events, logical unfolding of the plot, and structuring of information. The standard news report structure can comprise a headline, introduction, body, and conclusion. The headline attracts the reader's attention, the introduction provides the key information, the body elaborates on the event details, and the conclusion recapitulates the main points.

2. Order of Events: The order of events in news writing influences perception and understanding of information. Chronological order of events helps readers to grasp the unfolding of the situation easily. At times, though, news writers employ the device of inversion of events for creating a dramatic impact or highlighting particular elements of the story.

3. Characters and Their Actions: The use of characters in news reports helps readers to identify with the events and understand their impact. Characters can be individuals who take part in the events or abstract entities such as the government or an institution. Including the actions of characters in the event makes the event real and emotive.

4. Emotional Appeal: Narrative parameters include techniques of making an emotional appeal to the reader. The use of emotionally charged words, descriptions, and metaphors allows for evoking specific emotions in readers, such as sympathy, anger, or admiration. The emotional appeal of the text can render it more memorable and effective in influencing public opinion.

5. Point of View: The point of view through which information is delivered influences the perception of events. News authors can choose to utilize multiple points of view, either objective, subjective, or a mixture. An objective point of view delivers information without the judgments of the writer, whereas a subjective point of view incorporates the writer's own opinions and judgments. A mixed point of view can merge the two to provide a more balanced explanation of the event.

6. Dialogues and Quotes: Dialogues and quotes in news writing are used to form a more real and vivid image of the event. Quotes can be utilized to emphasize key points, offer more information, or establish an emotional connection. Dialogues can enable readers to comprehend the relationship between characters and actions taken.

7. Contextualization of Events: Contextualization of events involves providing additional information that informs readers about the larger context of the event. These can be historical, cultural, or social factors that affect the way the event is viewed. Contextualization complicates and enriches the picture of the event.

Analysis of English-Language News Texts. For the analysis, news articles from different English-language sources were chosen. The research revealed that cognitive and narrative parameters significantly influence the perception of information.

In order to carry out the analysis of English-language news texts, several sources with different facets of internet discourse were chosen. The study encompasses the analysis of textual structural features, mental strategies of texts, and narrative techniques. The prime focus is given to how these factors influence the interpretation and perception of information by the readers:

1. Source Selection: For analysis, news articles from English-language sources, such as major news websites, blogs, and social media, were selected. This allows greater appreciation for the range of cognitive and narrative strategies used in internet discourse.

2. Structural Elements of News Texts: Structural elements of news texts analysis entails the analysis of headlines, introductions, main bodies, and conclusions. Headlines have the tendency to capture readers' attention and provide important information. Introductions provide background facts and main information about the event, while the main bodies reveal facts and the development of the incident. Conclusions provide a summary of the main points and additional information or analysis of the event.

3. Cognitive Strategies: Cognitive strategies include the use of frames, scripts, key words, metaphors, and images. Frames structure information and give it meaning, while scripts ensure the sequence of action or event. Key words and phrases direct readers' attention and memory, while metaphors and images make complex concepts easier to understand through comparisons with more familiar objects or occurrences.

4. Narrative Strategies: Narrative strategies include the structuring of the narrative, the event sequence, the use of characters and their actions, and the creation of emotional impact. The structuring of the narrative ensures the coherent development of the plot, while the event sequence allows readers to understand the progression of the situation better. The use of characters and their behavior helps to create a more vivid and emotional image of the event, and the emotional impact of the text makes it more memorable and influential on public opinion.

5. Impact on Perception of Information: The study found that cognitive and narrative parameters significantly impact readers' perception of information. Various cognitive strategies, such as frames and scripts, make a contribution toward the organization of information and its interpretation. Narrative means, such

as narrative structure and emotional impact, add to a richer and deeper image of the event.

6. Examples of News Texts: To demonstrate the analysis, some examples of news texts that showed the use of cognitive and narrative parameters were employed. For example, natural disasters in the news usually utilize scripts made up of a description of the event, its impact, and the response of the authorities. Use of emotional words and metaphors is used to create a strong emotional impact on readers.

According to the above parameters, let us compare the structure of English-language news.

The structure of English-language news contains the same components as Ukrainian-language news with some differences. To be more specific, the title may be more compact and specific. The lead may contain more information on why the event is significant for the global community. The news body typically contains more details of the event and its implications, along with quotations and opinions from various experts. The body is also divided into pieces (Demirkol, T., & Erdoğan, A., 2024:123):

1. Headline: A brief, yet descriptive heading that grabs the attention of the reader and provides a hint of the news.

2. Lead or Introduction: The first paragraph or several paragraphs containing the most important information about the event or news report. The lead should answer the questions who, what, when, where, why, and how.

3. Body: Here lies the meat of the news, and facts of the subject or the event are described and disclosed in detail. The body contains facts, details, quotes, statistics, expert opinion, etc. The body can be crafted in a hierarchal manner with the most critical to the least important information first.

4. Background: This provides additional information pertaining to the news or event so that the reader can unmistakably understand the significance and background of the event.

5. Quotes: Quotes are used to directly include the thoughts, statements, or words of individuals associated with the event or news report. Quotes include voices and views of real people, making the news more alive and real.

6. Conclusion: The last paragraph of the news, which summarizes the main idea or infers a conclusion. The conclusion may provide further insights, predictions, or calls for action.

The introduction to the news tends to explain the nature of the event that took place and the setting. The body has a comprehensive explanation of the event that happened and provides answers to questions like "who?", "what?", "when?", "where?", "why?", and "how?" (Ismiyati, I., & Nurlatifasari, R., 2021). News texts have their structure characteristics in the English-speaking world. For example, BBC News, as a well-known global media corporation, has its own structure and formatting of texts. Brevity and conciseness are one of the main features of BBC news. The news text is a short number of words, where each word matters and conveys some sense (Lombardi, D., 2018:57).

Conclusions. Cognitive and narrative analysis of English-language news texts in internet discourse revealed essential features that influence the perception and interpretation of information by readers. The cognitive approach to the analysis of news texts showed that framing, scripts, key words, metaphors, and images are determining features that give the structuring of information and convey meaning to it.

Narrative devices, such as the narrative framework, event ordering, use of characters and their actions, and emotional effect creation, play an important role in shaping the perception of events. The use of these various narrative devices enables news authors to convey information effectively and control its interpretation.

The analysis of English-language news discourse indicated that cognitive and narrative factors work together with each other to create a dense and complex representation of the event. The use of cognitive devices, such as frames and scripts, functions to structure information and to frame its meaning. The use of narrative devices, such as narrative structure and emotional appeal, enables the memorability of the text and its influence on public opinion.

Further research can help develop effective strategies for making news texts more readable and convincing. Cognitive and narrative parameter research can also help develop new methods for examining news texts and their influence on the perception of information by readers.

Overall, the cognitive approach to the analysis of English news texts in internet discourse is a useful tool for understanding how information is framed and conveyed. Cognitive and narrative dimensions play a key role in shaping the perception and understanding of information and are therefore important for research and practical applications in journalism and communications studies.

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