

THE ROLE OF PRAGMATICS, PRAGMALINGUISTICS AND MEDIA DISCOURSE IN SHAPING MODERN COMMUNICATION

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Abstract. In the rapidly evolving landscape of global communication, the interaction between media discourse, pragmatics, and pragmalinguistics has become a central topic in linguistic research. This extended thesis aims to integrate these three interrelated domains in order to provide a comprehensive understanding of how meaning is constructed, interpreted, and strategically manipulated in contemporary communication, particularly within media contexts. Media discourse represents a highly influential form of language use that not only transmits information but also shapes public perception, constructs social realities, and reinforces ideological frameworks. Pragmatics, as a theoretical discipline, offers essential tools for analyzing how meaning is derived from context, going beyond the literal interpretation of linguistic expressions. Pragmalinguistics, in turn, focuses on the specific linguistic resources and structures that speakers employ to perform communicative acts effectively. This study explores how these fields intersect and complement each other in explaining communication processes, with particular emphasis on pragmatic strategies such as implicature, presupposition, speech acts, framing, and politeness. It argues that a combined approach allows for a deeper and more nuanced understanding of language use in modern society.

Keywords: media discourse, pragmatics, pragmalinguistics, discourse analysis, communication strategies, implicature, presupposition, speech acts, framing, politeness theory, ideological representation.

РОЛЬ ПРАГМАТИКИ, ПРАГМАЛИНГВИСТИКИ И МЕДИАДИСКУРСА В ФОРМИРОВАНИИ СОВРЕМЕННОЙ КОММУНИКАЦИИ

Аннотация. В условиях стремительно развивающегося глобального коммуникативного пространства взаимодействие медиадискурса, прагматики и прагмалингвистики стало одной из центральных тем лингвистических исследований. Данная расширенная работа направлена на интеграцию этих трёх взаимосвязанных областей с целью обеспечения комплексного понимания того, как значение конструируется, интерпретируется и стратегически манипулируется в современной коммуникации, особенно в медиаконтексте. Медиадискурс представляет собой высоко влиятельную форму использования языка, которая не только передаёт информацию, но и формирует общественное восприятие, конструирует социальные реальности и укрепляет идеологические рамки. Прагматика как теоретическая дисциплина предоставляет важные инструменты для анализа того, как значение выводится из контекста, выходя за пределы буквального понимания языковых выражений. Прагмалингвистика, в свою очередь, сосредоточена на конкретных языковых средствах и структурах, которые говорящие используют для эффективного осуществления коммуникативных актов. Данное исследование рассматривает, как эти области пересекаются и дополняют друг друга в объяснении коммуникативных процессов, с особым акцентом на прагматические стратегии, такие как имплицатура, пресуппозиция, речевые акты, фрейминг и вежливость. Утверждается, что комплексный подход позволяет достичь более глубокого и многогранного понимания использования языка в современном обществе.

Ключевые слова: медиадискурс, прагматика, прагмалингвистика, дискурс-анализ, коммуникативные стратегии, имплицатура, пресуппозиция, речевые акты, фрейминг, теория вежливости, идеологическая репрезентация.

Introduction. Language is a fundamental tool for human interaction, but its function extends far beyond the transmission of information. In real-life communication, meaning is not simply encoded in words and sentences; rather, it is dynamically constructed through context, intention, and social interaction. This perspective lies at the heart of pragmatics and its related field, pragmalinguistics.

At the same time, media discourse has emerged as one of the most powerful domains of language use in the modern world. Through newspapers, television, and digital

platforms, media influences how individuals perceive events, form opinions, and interact with others. The integration of pragmatics and media discourse analysis provides valuable insights into how language operates in these contexts.

The concept of pragmatics was significantly developed by H. P. Grice, who introduced the Cooperative Principle and the theory of implicature, emphasizing that speakers often convey meanings indirectly. Similarly, John Searle highlighted that language is a form of action, not just a system of representation. These foundational theories are essential for understanding how communication functions both in everyday interaction and in media discourse.

This thesis seeks to synthesize these perspectives by examining how pragmatic principles and pragmalinguistic tools are employed in media communication to construct meaning and influence audiences.

Theoretical Integration of Pragmatics and Media Discourse

Pragmatics provides a framework for understanding how meaning is shaped by context, including situational, social, and cultural factors. In media discourse, context plays a crucial role in determining how messages are interpreted. Media texts are not isolated linguistic units; they are embedded within broader social and ideological frameworks.

Pragmalinguistics contributes to this analysis by focusing on the linguistic forms used to express communicative intentions. These include sentence structures, lexical choices, discourse markers, and stylistic devices. Together, pragmatics and pragmalinguistics allow researchers to analyze both the "how" and the "why" of communication.

Media discourse, therefore, can be seen as a practical application of pragmatic principles. It relies heavily on indirectness, implied meaning, and strategic language use to achieve its communicative goals. This makes it an ideal domain for studying the interaction between language, meaning, and society.

Pragmatic Strategies in Media Communication

One of the key connections between these fields is the use of pragmatic strategies in media discourse. These strategies enable media producers to convey messages effectively while shaping audience interpretation.

Implicature is widely used in media texts to communicate meanings indirectly. By implying rather than stating information explicitly, media can influence audience perception while maintaining a degree of ambiguity.

Presupposition allows media to present certain ideas as given or unquestionable. This can subtly shape beliefs and attitudes without overt persuasion.

Speech acts, as described by John Searle, play a crucial role in media communication. News reports often use assertive acts to present information as factual, while editorials and advertisements may use directive or expressive acts to influence opinions and behavior.

Framing is another important strategy that determines how information is presented. By selecting certain aspects of a story and emphasizing them, media can shape how events are understood.

Politeness strategies, developed by Penelope Brown and Stephen C. Levinson, are used to maintain social harmony and manage relationships, particularly in interviews and political discourse.

These strategies demonstrate how pragmalinguistic tools are used in media discourse to achieve communicative goals.

The Role of Ideology and Power

An important aspect of media discourse is its relationship with ideology and power. Language is not neutral; it reflects and reinforces social structures and power relations. Media discourse often presents information in ways that support particular viewpoints or interests.

From a pragmatic perspective, this involves the strategic use of language to guide interpretation and influence beliefs. For example, framing, lexical choice, and presupposition can all be used to promote certain ideologies.

Understanding these mechanisms is essential for developing critical awareness and media literacy. It allows individuals to recognize how language is used to shape perceptions and influence decision-making.

Implications for Language Learning and Communication

The integration of pragmatics, pragmalinguistics, and media discourse has important implications for language education. In many cases, language learners focus on grammar and vocabulary but lack pragmatic competence. This can lead to misunderstandings and ineffective communication.

By incorporating pragmatic and media discourse analysis into language teaching, educators can help learners develop the ability to interpret implied meanings, use appropriate communication strategies, and understand cultural differences.

This is particularly important in the context of English as a global language, where communication often occurs between speakers from different cultural backgrounds.

Conclusion

In conclusion, the integration of pragmatics, pragmalinguistics, and media discourse provides a comprehensive framework for understanding modern communication. These fields collectively demonstrate that meaning is not fixed or purely linguistic but is dynamically constructed through context, interaction, and communicative intention.

Media discourse serves as a powerful example of how language can be used strategically to inform, persuade, and influence audiences. Pragmatics explains how meaning is interpreted in context, while pragmalinguistics identifies the linguistic tools used to achieve communicative goals.

Together, they offer valuable insights into the relationship between language, society, and power. In an increasingly media-driven world, understanding these concepts is essential for both effective communication and critical engagement with information.

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