

UNIVERSITY OF ECONOMICS IN BRATISLAVA
FACULTY OF APPLIED LANGUAGES

Registration number: 106006/M/2025/ 36122167630394372

Analysis of the Language of Media Discourse

Master Thesis

2025

Bc. Bianka Pavlíková

EKONOMICKÁ UNIVERZITA V BRATISLAVE
FAKULTA APLIKOVANÝCH JAZYKOV

Analysis of the Language of Media Discourse

Master Thesis

Study program: Foreign Languages and Intercultural Communication

Field of study: Philology

Consultation centre: Department of Linguistics and Translatology

Supervisor: Mgr. Silvia Adamcová PhD.

Bratislava 2025

Bc. Bianka Pavlíková

Affirmation

I hereby declare that I am the sole author of the work presented herein and that I have not used any sources other than those listed in the bibliography and identified as references.

In Bratislava, 20.04. 2025

.....
Bianka Pavlíková

Acknowledgement

I would like to express my gratitude to my supervisor Mgr. Silvia Adamcová, PhD. for her time, beneficial comments and helpful proposals. I am grateful for her constructive and insightful feedback.

Abstrakt

PAVLÍKOVÁ, Bianka: Analýza jazyka médií. – Ekonomická univerzita v Bratislave. Fakulta aplikovaných jazykov. Katedra interkultúrnej komunikácie. – Vedúca záverečnej: Mgr. Silvia Adamcová, PhD. – Bratislava: FAJ EU, 2025, XX s.

Vývoj jazyka médií zohráva rozhodujúcu úlohu pri formovaní verejnej diskusie, ovplyvňovaní spoločenského vnímania a prispôsobovaní sa technologickému pokroku. Táto práca skúma jazykovú transformáciu mediálneho diskurzu od 19. storočia do 21. storočia, pričom sa zameriava na prechod od tradičnej tlačenej žurnalistiky k digitálnym a sociálnym mediálnym platformám. Pomocou kritickej diskurznej analýzy (CDA) a korpusovej lingvistiky táto štúdia skúma kľúčové jazykové prvky vrátane rámcovania, lexikálnych volieb, emocionálneho jazyka a interaktivity, aby pochopila ich vplyv na novinársku objektivitu a zapojenie publika.

Prostredníctvom kritickej diskurznej analýzy historických a súčasných mediálnych textov tento výskum skúma, ako sociokultúrne a technologické zmeny ovplyvnili jazyk médií. Štúdia poukazuje na rozdiely medzi štruktúrovanými, formálnymi a jednosmernými tlačenými médiami a rýchlym, interaktívnym a emocionálnym charakterom digitálneho diskurzu. Okrem toho skúma dôsledky mediálneho jazyka pri formovaní ideologických naratívov a vnímania verejnosti v ére okamžitého šírenia informácií.

Zistenia tejto práce prispievajú k širšiemu pochopeniu toho, ako sa mediálny jazyk vyvíja spolu so spoločenskými a technologickými zmenami. Zdôraznením významu mediálnej gramotnosti tento výskum nabáda ku kritickému prístupu k mediálnemu diskurzu a poukazuje na nevyhnutnosť rozpoznať jazykové stratégie, ktoré formujú verejnú mienku. V konečnom dôsledku táto štúdia poskytuje pohľad na prebiehajúcu transformáciu mediálnej komunikácie a jej úlohu v digitálnom veku.

Kľúčové slová:

Médiá, jazyk, sociálne siete, clickbait, komunikácia, vývin jazyka

Abstract

PAVLÍKOVÁ, Bianka: Analysis of the Language of Media Discourse. – University of Economics in Bratislava. Faculty of Applied Languages. Department of intercultural communication. – Supervisor: Mgr. Silvia Adamcová, PhD. – Bratislava: FAL EU, 2025, XX pp.

The evolution of media language plays a critical role in shaping public discourse, influencing societal perceptions, and adapting to technological advancements. This thesis explores the linguistic transformation of media discourse from the 19th century to the 21st century, focusing on the shift from traditional print journalism to digital and social media platforms. By employing Critical Discourse Analysis (CDA) and corpus linguistics, this study examines key linguistic features, including framing, lexical choices, emotional language, and interactivity, to understand their impact on journalistic objectivity and audience engagement.

Through a critical discourse analysis of historical and contemporary media texts, this research investigates how sociocultural and technological shifts have influenced media language. The study highlights the differences between structured, formal, and one-directional print media and the fast-paced, interactive, and emotionally driven nature of digital discourse. Additionally, it explores the implications of media language in shaping ideological narratives and public perception in an era of instant information dissemination. The findings of this thesis contribute to a broader understanding of how media language evolves alongside societal and technological changes. By emphasizing the importance of media literacy, this research encourages critical engagement with media discourse and highlights the necessity of recognizing linguistic strategies that shape public opinion. Ultimately, this study provides insights into the ongoing transformation of media communication and its role in the digital age.

Keywords:

Media, language, social media, clickbait, communication, language evolution

Table of Contents

<i>Introduction</i>	8
<i>1. What is Critical discourse analysis</i>	10
1.1 Language, discourse and knowledge	10
1.2 Types of knowledge	11
<i>2. Difference between spoken and written media language</i>	16
<i>3. Types of media and their language characteristics</i>	19
3.1 Types of media	20
<i>4. Language of social media</i>	21
<i>5. ELF MEDIA</i>	22
5.1 The Role of English in a Globalized World	25
5.2 The Power of Social Media Language: How It Shapes Modern Communication and Society.....	27
<i>6. Aims and methodology</i>	30
<i>7. A Brief History of Mass Media and Culture</i>	32
7.1 The Evolution of Language in Media: 19th Century vs. 21st Century	35
<i>8. The Growth and Evolution of 19th-Century Newspapers</i>	37
<i>9. Newspaper of modern times</i>	39
<i>10. Writing style analysis</i>	42
10.1 Clickbait of the 19th century	43
<i>11. Writing analysis of the 21st century</i>	46
11.1 Clickbait of the 21st century.....	48
<i>12. Vocabulary of social media</i>	49
<i>Discussion</i>	55
<i>Conclusion</i>	57
<i>Resumé</i>	60
<i>Bibliography</i>	63

Introduction

Language is an essential tool for expressing our thoughts, emotions, opinions, and ideas. It forms the backbone of communication, allowing us to convey meaning effectively. Without language, constructing and understanding ideas would be impossible. Meanwhile, media focuses on key elements of language to capture the audience's attention. Together, language and media are intricately intertwined—language articulates ideas, while media amplifies them to reach broader audiences.

Media uses language as a medium to present concepts from diverse perspectives, influencing public discourse through carefully chosen words. It serves as a repository of political, literary, and social knowledge, keeping individuals informed and engaged. Through media, authors, poets, and dramatists can extend their influence, ensuring their messages reach a wider audience. Like a rainbow brightening the sky, media enhances ideas through the strength of language.

Language is not just a communication tool—it is the lifeblood of human civilization. All human activities rely on language for their execution. As social creatures, we use both verbal and nonverbal communication, and media plays a vital role in spreading these messages. It serves as a medium for publicity, persuasion, and awareness, shaping public opinion in the process. The interplay of language and media simplifies intricate concepts, making them more understandable and accessible.

Physiologically, language is the backbone of communication, while media acts as a facilitator, fostering comprehension. Media refines language to deliver information in an organized and impactful way. It transforms abstract thoughts into coherent narratives, ensuring clarity. Through this process, media enhances language's effectiveness, turning it into a powerful tool for shaping perspectives.

Language evolves and adapts to various contexts and roles. Mass media—covering newspapers, magazines, radio, television, and the internet—serves as the primary vehicle of communication, reaching large audiences. It significantly shapes cultural values and social norms. To protect and promote cultural integrity, adopting positive and ethical values is essential, and media contributes to spreading these values.

English, recognized as the global language, facilitates communication among organizations and institutions worldwide. In today's interconnected era, values influence how we perceive and process information. Environmental awareness, democratic ideals, and social integration contribute to societal growth, and media plays an instrumental role in nurturing these values.

Ethical principles are crucial in media discourse, affecting both individuals and communities.

The relationship between language and media is like a fabric woven in all directions. Media extends the reach of language, ensuring its presence even in remote regions. It maintains academic standards while advancing societal values. The aesthetic appeal of language, enriched by poetic and literary elements, enhances human expression.

Poetry, as an art form, utilizes language to evoke profound emotions and engage the intellect. Poets use words, imagery, and metaphors to connect various facets of human experiences. Figurative language, which sets poetry apart from prose, creates a distinctive rhythm and resonance. The interplay of natural and artificial elements has captivated poets for ages, influencing their creations.

Prose, unlike poetry, structures ideas in an analytical and logical manner. Digital literature has reshaped how we interact with literary works, making them more engaging and accessible. Social media and online platforms have transformed the way we consume information, enabling individuals to actively participate in public discourse.

In modern society, artificial intelligence is revolutionizing language and literature, blending imagination with realism. Media serves as a cornerstone in education, disaster management, and public awareness by utilizing language to inform and educate. Its application spans across religious, literary, commercial, scientific, and political fields.

Media has become an integral part of daily life. From reading newspapers in the morning to watching news bulletins in the evening, it shapes our routines and views of the world. Even in remote villages, people eagerly await news updates, highlighting media's universal impact. The fusion of language and media continues to influence knowledge, culture, and communication in this ever-evolving world.

1. What is Critical discourse analysis

Critical Discourse Analysis is the interdisciplinary approach in discourse analysis which explores ideology, power as well as the power abuse within context. As an interdisciplinary approach, it includes a number of theories, methodologies and types of research issues from different social fields. As a consequence, it became a diverse area of study with a great variety of approaches, guidelines and a number of disciplines.

The founding fathers of CDA are such famous discourse analysts and applied linguists as Norman Fairclough (1995,2005), Ruth Wodak (2004), Teun A. van Dijk (1995, 1998, 2012), Wodak and Meyer (2009), and van Leeuwen (1995, 2009). All of them achieved significant results in the study of discourse and society before the establishment of CDA as a field of science. However, even if the above-mentioned key authors of the discipline conduct scientific work in the same research area, their approach can be distinguished on the basis of methodology, theories and the focus of the research interests.

“Media discourse spans multiple disciplines. Alongside its central role in media and cultural studies, it is rigorously examined in fields like linguistics—particularly in conversation analysis, critical discourse analysis, communication ethnography, linguistic anthropology, pragmatics, and sociolinguistics—as well as in cultural geography, psychology, sociology, and tourism studies. This breadth and diversity contribute to both its strengths and its challenges, as parallel developments have emerged across these various fields.” – (Talbot, 2007)

Van Dijk

1.1 Language, discourse and knowledge

“Discourse has many cognitive and social functions, such as coordination, cooperation, affiliation, solidarity, domination, resistance and so on. Yet, we focus on the basic function of all text and talk: the communication of knowledge or information. It is plausible that the communicative functions of language have an evolutionary advantage over other functions. Like other species, humans are able to communicate to conspecifics where to find food, warn of predators or other dangers, convey emotions and so on. But only humans have non-indexical discourse that goes beyond the here and now, can tell stories about past personal

experiences, account for them, engage in argumentation and communicate detailed plans for the future. Hence, it is not surprising that humans have developed sophisticated linguistic and discursive means to convey new knowledge and to relate it to old knowledge. Such communicative abilities in turn presuppose cognitive abilities that allow language users to know what recipients surely or probably know, abilities that are also required for an explicit theory of Common Ground”

1.2 Types of knowledge

In epistemic approaches to language, discourse and conversation, the concepts of “information” or “knowledge” are used in a rather vague and general sense. We need to be more explicit and make distinctions among different types of knowledge. Table 1 shows how and where this knowledge is mentally represented and how it is shared in what communicative situations.

Type of knowledge	Mode of representation	Social basis
Generic knowledge	Semantic memory: concepts, prototypes, scripts, etc.	Largely socially shared and presupposed in epistemic communities
Knowledge of public events	Semantic memory? Public models	Partly socially shared and presupposed in epistemic communities
Interpersonal knowledge of events	Episodic memory: general models	Partly shared among individual persons (family, friends, colleagues, etc.) across situations
Interpersonal experiences	Episodic memory: experience models	Unique, partly shared among individuals, in one situation
Communicative experience	Episodic memory: context models	Unique, partly shared among interaction or communication participants
Personal knowledge	Episodic memory: general models	<i>Intrapersonal</i> , across situations
Personal experiences	Episodic memory: specific models	<i>Intrapersonal</i> , private and unique in one situation
Basic personal experiences	Episodic memory: fragments of mental models	<i>Intrapersonal</i> , private, unique in one situation, but with generic basis

Table 1: Types of knowledge, representation and their social basis

The cognitive distinctions previously discussed are not solely grounded in experimental evidence or cognitive psychology theories. These distinctions are further informed by evolutionary, developmental, and functional aspects, driven by social

perception, interaction, and particularly language and discourse. Different genres of discourse align with distinct mental representations. For example, personal stories during conversations typically reflect mental models of individual experiences, while news media conveys public mental models of events or the experiences of key figures. These models—whether personal or socially shared—rely on generic knowledge, which may often be implied in narratives but can also be explicitly stated, particularly when introducing new generic knowledge, often found in explanatory discourse genres.

Discourse genres and their structures are shaped not only by underlying knowledge frameworks but also by how communicative situations are subjectively represented in participants' context models. It is not the recipients' existing knowledge that dictates aspects like focus, indexical structures, and sentence presuppositions. Instead, it is shaped by what speakers believe or know about the recipients' knowledge, captured in the K-device of their context models. Similarly, news reports are influenced not just by journalists' situation models of current events but also by their context models, which include writing for publication and addressing a broader audience—distinct from recounting the same story casually to a friend. Context models are also vital for evidentials, especially when reporting information received secondhand, whether in everyday conversation or academic work. This highlights how the type of source indexed by evidentials can serve as a genre marker, helping distinguish between casual conversations, scholarly writings, news articles, or courtroom testimony.

Research in discourse analysis emerges from numerous academic fields, each contributing unique perspectives. Linguistics and anthropology provided foundational models for understanding and analyzing discourse, while disciplines like communication, cognitive and social psychology, philosophy, literary criticism, and artificial intelligence have adapted these frameworks to address their specific concerns. The interdisciplinary nature of discourse analysis has led to varied definitions of “discourse” and “discourse analysis.” For example, linguists often describe discourse as language extending beyond the sentence level. Fasold (1990: 65) defines discourse as the study of language use, focusing on individual patterns and instances. Meanwhile, critical theorists might view discourse as encompassing language and broader social practices, including ideologies that reinforce or challenge power structures.

Given the multiplicity of definitions, linguistic studies often begin with an overview of existing interpretations. Jaworski and Coupland (1999: 1–3), in their compilation of discourse analysis papers, list ten varied definitions, which generally fall into three

categories: language beyond the sentence, language use, and a broader conceptualization of social practice that integrates both linguistic and non-linguistic dimensions.

Not long ago, the term "media" referred mainly to traditional platforms—broadcast and print outlets—dedicated to reporting, interpreting, and delivering news, whether global or local, serious or lighthearted, as either events or entertainment. A key concept in media production and consumption was Marshall McLuhan's 1960s assertion that "the medium is the message," which emphasized that the format and channel of news delivery are just as important as its content. This idea has profoundly influenced research into media discourse. Toward the end of the twentieth century, the Internet and digital technologies reshaped the traditional media landscape—comprising newspapers, television, and radio—ushering in features like round-the-clock updates, various transmission modes (online and offline), increased audience participation (through citizen journalism and user-generated content), and innovative storytelling styles (including SEO, links, videos, and visuals). These advancements, coupled with economic challenges and media consumption shifts, led to staff reductions and newsroom closures, forcing fewer journalists, photographers, and editors to handle increasing workloads.

In more recent times, the rise of mobile technology, digital devices like smartphones and tablets, and social media platforms such as Facebook, YouTube, Twitter, Reddit, and Instagram have accelerated this transformation. News aggregation software now delivers content directly to users, prompting media organizations and journalism programs to evolve by integrating "visualization and digital storytelling" into journalists' and students' skill sets. These developments, with their intricate discursive and social dimensions, present fresh challenges for media researchers.

Today, "media" encompasses far more than traditional print and broadcast platforms. Audiences are spoiled with choices, and platforms like YouTube, Facebook, and Twitter have become major cultural influencers and sources of news. The "medium" has shifted to "social," extending beyond conventional news models. Over the past decade, the concept of media has significantly evolved, breaking boundaries and inspiring extensive scholarship in disciplines like cultural studies, media studies, critical theory, semiotics, rhetoric, film studies, and journalism. Increasingly, linguists are examining media language, as reflected in discussions on social media, multimodality, and mediated discourse.

Given the vast global reach of media, it naturally garners intellectual interest from various fields. Research explores areas such as news production, advertising, entertainment, and social media, alongside the ongoing transformations. Despite changes fueled by digital

innovation and economic constraints, news—be it a front-page headline, viral video, talk-radio piece, or local blog post—often shapes public discourse and influences policymakers, reflecting or driving the public agenda.

The United Kingdom has long been at the forefront of media language research, pioneering approaches like content analysis and advancing into areas such as Critical Discourse Analysis, multimodality, social semiotics, and corpus linguistics. Early studies, such as the influential "Bad News" series (1976) by the Glasgow University Media Group, laid the groundwork for analyzing media discourse in the UK, Europe, and Australia. These studies scrutinized factors like word choice, information placement, and quotations for signs of bias, despite facing some critiques from subsequent researchers.

This foundational work was instrumental in shaping the field of media studies, which draws on cultural studies, semiotics, and critical theory. Scholars such as Graddol and Boyd-Barrett (1994) underscored the diversity of approaches within media studies, highlighting contributions from figures like M.A.K. Halliday, who analyzed language in oral and written forms, and Stuart Hall, who explored how audiences interpret cultural codes. This legacy has been continued by researchers like Aitchison, Lewis, Bell, Garrett, Johnson, and Ensslin, who have examined the complexities of media language in various contexts.

Researchers from the UK, continental Europe, Australia, New Zealand, and parts of Asia have significantly advanced the study of media discourse, firmly establishing it as a unique field. In contrast, media studies in the United States have traditionally focused on quantitative communication research or political science-based methods. However, some American scholars, such as Zelizer and Jamieson, have provided notable insights into political discourse and journalism. U.S.-based linguists often approach media through fields like linguistic and social anthropology, multimodality, pragmatics, and interactional sociolinguistics, emphasizing the social effects of media language.

From its inception, media discourse analysis has focused on identifying bias or ideology within language and exploring power dynamics in society. Consequently, social theory has often taken precedence over linguistic theory in this field, as demonstrated by the work of early scholars such as the Glasgow University Media Group, Davis and Walton, and Kress and Hodge. Researchers like Verschueren (1985) and Bell (1991) have critiqued analyses that are overly simplistic, lack linguistic precision, or assume a straightforward connection between language and ideology, urging caution against deriving predictable conclusions solely from the structural aspects of news production.

As media research becomes increasingly interdisciplinary, the emphasis has shifted toward uncovering insights that emerge from combining various approaches. These methods, elaborated on in the next section, include pragmatics, social semiotics, Critical Discourse Analysis, Conversation Analysis, sociolinguistic variation, narrative analysis, Interactional Sociolinguistics, linguistic anthropology, ethnography, corpus-assisted discourse analysis, and multimodality. Innovations such as specialized corpora, newsroom ethnographies, and practice-based methodologies, alongside renewed attention to historical perspectives, are shaping novel directions in media discourse research.

News media discourse revolves around three fundamental elements: the news text itself (whether oral, written, or visual), the process of creating these texts, and the orientation toward audiences. Traditionally, the text has been the primary focus for media researchers, as it conveys values and ideologies that both influence and reflect broader societal contexts. The production process—encompassing the norms and practices of the news community—has undergone considerable advancements in recent years. New studies have revealed how these processes impact and shape news discourse, influencing its various aspects.

The third element, audience interaction, is informed by frameworks such as Bell's audience design (1991) and accommodation theory (Giles, Coupland, and Coupland, 1991). This domain examines how audience engagement influences the social and linguistic significance of media texts, particularly within digital environments and the interactive spaces of social media. This area has become a thriving field of inquiry, with researchers from multiple disciplines investigating the impact of new media (e.g., Alia, 2010; Androutsopoulos, 2013; Jones and Hafner, 2012; Knaś, 2009; Koteyko, 2010; Law, 2013; Mykietiak, forthcoming; L. Squires, 2011; Thurlow and Mroczek, 2011).

Digital media introduces fresh research opportunities, encouraging scholars to reconsider what defines a text (Lewis, 2003), explore the role of visual and video components (Caple and Knox, 2012; LeVine and Scollon, 2004), investigate changes in genre structures (Jucker, 2006), and analyze interaction and participation within media settings (Chovanec, 2010; Law, 2010). Collectively, these digital platforms offer unique insights into the evolving connections between text, production processes, and audience engagement in media discourse (Cotter, 2015).

Media plays an undeniably crucial role in contemporary society, often surpassing traditional institutions as the primary means of understanding the world. Since discourse influences people's perceptions of reality, the authority and impact of media discourse are readily apparent. In democratic systems, media serves an essential purpose as a platform for public

dialogue. Ideally, journalists uphold democratic principles by presenting a broad spectrum of perspectives on governance and public affairs—creating a vibrant, diverse forum where contrasting ideas can interact and be debated. As a result, regular interaction with media has a profound influence, making it vital to develop a theoretical understanding of this dynamic (Talbot, 2004).

2. Difference between spoken and written media language

Spoken and written media languages, inherently distinct in their nature and function, deliver communication that varies greatly in immediacy, structure, permanence, and audience interaction. Spoken language is often characterized by its spontaneous and fluid nature, as speakers navigate real-time communication, frequently relying on intonation, body language, and immediate contextual clues to convey meaning and emotion. This mode of communication tends to exhibit less formal structure, utilizing simpler syntactic constructions and vocabulary, often including fillers, repetition, and contractions that help maintain the flow of interaction. Conversely, written language permits the luxury of meticulous planning and revision, resulting in more formally structured and precise expressions of thought, wherein complex vocabulary and syntax can be employed to articulate nuanced ideas. The permanence of the written word affords readers the opportunity to revisit and scrutinize the text, requiring writers to anticipate audience interpretation without the immediate feedback present in spoken exchanges. Furthermore, written communication compensates for the lack of physical and vocal cues through careful selection of words, punctuation, and text formatting, making explicit those aspects of context that cannot be immediately shared. Consequently, understanding the disparities between these two modes is paramount, as it influences not only the construction of messages by the sender but also their interpretation by the audience, shaping the overall efficacy of media communication.

One prominent feature of language in media is the strategic use of attention-grabbing headlines and memorable catchphrases. Media outlets often employ short, provocative, or emotionally charged language to quickly capture the audience's attention. These headlines act as entry points to the information, shaping the audience's initial perception and framing of the topic.

Media language often reflects a certain tone and potential bias. Journalists and writers make deliberate choices in words, adjectives, and adverbs to convey a specific tone that

aligns with their intended message or influence. The use of positive or negative language can shape readers' views on events, people, or ideas, ultimately affecting public opinion. Furthermore, media outlets may exhibit biases rooted in political affiliations, ownership, or target audiences. This bias can appear in the selection of sources, framing of stories, and use of loaded language. As a result, it's essential for media consumers to remain aware of these biases and seek diverse perspectives for a more balanced understanding.

Sensationalism and emotional appeals are also common in media language, frequently aimed at eliciting strong reactions. This is often evident in news coverage, where dramatic language, vivid imagery, and personal stories are used to heighten emotional engagement. By appealing to emotions, media outlets create a sense of urgency around specific issues, sustaining audience attention.

Media language has the power to frame topics and influence public opinion by presenting information from perspectives. Choices in wording, emphasis, and omissions can impact how readers interpret an event. This framing often aligns with the media outlet's agenda, promoting certain narratives and shaping public discourse.

Visual language is equally crucial in media, with images, infographics, and videos serving to convey messages and grab attention. Visual elements can strengthen the written content, evoke emotions, and simplify complex information. The choice and arrangement of visuals greatly affect how messages are understood.

Media language also includes specialized jargon and technical terms specific to fields like science, technology, finance, or law. While jargon can improve accuracy, it may also create a barrier for readers unfamiliar with the terminology. Journalists must balance precision with accessibility to reach a broader audience.

Sound bites and quotes from prominent individuals are often used to add credibility and impact. These brief, memorable statements are selected to support particular narratives. While sound bites can clarify complex issues, they may also oversimplify, lacking nuance and context. Media consumers should consider the full context of quotes before forming opinions.

Media language can also perpetuate stereotypes through certain phrases or portrayals. Stereotypes simplify complex identities, potentially leading to misrepresentation and discrimination. Journalists should be conscious of their language choices to promote respectful representations of diverse groups.

Opinion pieces and editorials are frequently featured alongside news articles. These pieces explicitly present the author's perspective or analysis, offering a space for debate and

commentary. It's essential for media consumers to distinguish between objective news reporting and opinion to grasp the range of perspectives.

In an era of misinformation and “fake news,” fact-checking is now a critical part of media language. Responsible journalists and media organizations strive to verify facts before publishing, maintaining credibility and trust with their audiences through fact-checking, reliable sources, and transparent corrections.

Digital media platforms, like social media and online news, have brought unique language adaptations. Social media, with its character limits, hashtags, and emojis, has developed a distinct style. Online articles and blogs often include hyperlinks, multimedia, and interactive features to engage readers. Language in digital media is typically brief, immediate, and attention-focused, fitting the fast-paced online environment.

3. Types of media and their language characteristics

Media has undergone significant transformation over time, evolving alongside human civilization and technological advancements. In its earliest forms, media consisted of oral and written communication—such as storytelling, poetry, and letters—limited by time, geography, and audience reach. The invention of the printing press in the 15th century marked a pivotal shift, enabling mass production and distribution of books, newspapers, and pamphlets. This development expanded media’s reach, fostering the spread of knowledge, culture, and ideas on an unprecedented scale.

The 19th and 20th centuries introduced electronic media, including the telegraph, telephone, radio, television, and cinema. These innovations allowed the transmission of audio and visual signals over long distances in real time. As a result, media became faster, more diverse, and more interactive, shaping a global media culture.

In the 21st century, digital media has taken centre stage with the rise of the internet, social media, and mobile devices. These technologies facilitate the creation, storage, and sharing of digital content in formats such as text, images, audio, and video. Digital media has revolutionized communication by increasing connectivity, enabling personalized experiences, and empowering users to act as both producers and consumers of content.

The term “media” is derived from the Latin word *medius*, meaning “middle” or “intermediate.” Broadly, media refers to the channels or tools used to store, transmit, or deliver information and data. It also encompasses the institutions and organizations responsible for producing and distributing information or entertainment to the public. Examples include newspapers, magazines, books, radio, television, cinema, the internet, social media, and mobile phones.

Media serves various purposes, such as education, entertainment, information dissemination, persuasion, advertising, marketing, and public relations. It plays a vital role in communication by reaching and influencing a wide audience.

Media can be classified into different types based on its purpose, audience, format, content, ownership, and technology. This blog will explore the definitions and significance of media, its evolution, key features, and types. We’ll also delve into effective corporate communication, the importance of media, and potential career opportunities in the field.

3.1 Types of media

Media can be classified into several types based on their format, purpose, audience, and technology. Each type of media has distinct language characteristics tailored to its medium and audience.

Print Media Includes newspapers, magazines, books, pamphlets, brochures, and posters.

- Language characteristics is formal and structured which means that print media often uses grammatically correct and structured language. It provides in-depth information, allowing for thorough exploration of topics. The tone varies depending on the audience – formal for newspapers, conversational for magazines. In printed media it is very important that “Once printed, the text remains unchanged.”

Broadcast Media includes radio and television.

- Television combines spoken language with visuals, while radio relies on auditory delivery. Broadcast media often uses casual, engaging and relatable language to connect with the audience. Language is concise due to time constraints, especially in news segment. It also aims to evoke emotions or prompt action, especially in advertisements.

Digital Media includes websites, blogs, social media platforms, email, and online streaming.

- Encourages two-way communication through comments, likes, and shares. Online content often uses short sentences, bullet points, and bold phrases. Combines text with images, videos, and infographics to enhance engagement. Social media platforms frequently use hashtags and emojis to simplify communication and add personality. Language is often simplified or translated to cater to diverse audiences.

Outdoor Media includes billboards, posters, banners, and transit advertising.

- Uses minimal text, often no more than a few words or phrases. Relies on slogans, rhymes, or puns to create a lasting impression. Text is paired with bold graphics and images for clarity and appeal. Adapts language to regional or cultural contexts to connect with the target audience.

Cinema and Film media includes movies, documentaries, and video advertisements.

- they use spoken language that reflects the characters identities, culture, and context. Language is crafted to elicit emotions and connect with viewers. Relies on a combination of spoken words, visuals, and background scores for storytelling. Carefully designed dialogues ensure precision and impact.

Social Media platforms include Facebook, Instagram, Twitter, TikTok, and LinkedIn.

- Informal tone to foster a sense of connection and relatability. Other incorporates internet

slang, memes, and trending phrases. Keywords and phrases prefixed with hashtags enhance visibility and reach. Language is tailored to specific audiences or individuals. Content is short and to the point, optimized for quick consumption.

Traditional Folk Media includes oral storytelling, theatre, puppetry, and cultural performances.

- Relies on spoken language, often accompanied by music or rhythm. Language reflects local dialects, idioms, and cultural nuances. Encourages audience participation through questions, chants, or responses. Often uses allegories, proverbs, and metaphors to convey messages.

Mobile Media includes mobile apps, SMS, and instant messaging platforms like WhatsApp or Telegram.

- Uses abbreviations, acronyms, and shorthand for faster communication. Messages are real-time and often include emojis or GIFs for emphasis. Tailored to individual users, fostering a sense of direct communication.

Each type of media has its unique linguistic features, shaped by the medium's nature and the audience's needs. Adapting language to suit the specific type of media ensures effective communication and audience engagement.

4. Language of social media

Different media platforms vary significantly in their services, influencing the way people communicate based on the purpose of their interactions. For instance, gaming platforms and social networks like Facebook differ in communication styles. Facebook enables users to share posts publicly or exchange private messages for more personal interactions. On the other hand, gaming platforms often demand fast, real-time communication. Similarly, Twitter, like Facebook, offers public and private messaging options but emphasizes quick exchanges due to its character limit, fostering brevity. Conversely, Facebook accommodates longer and more detailed posts, which affect the tone and depth of conversations. Each platform adapts its communication tools to suit user needs while maintaining its audience. For example, YouTube, primarily focused on video content, includes a comment section for discussions, feedback, and other exchanges.

Platforms like Facebook and Twitter also allow users to share external content, such as YouTube videos or Reddit links, facilitating cross-platform interactions. This interconnectedness attracts diverse users worldwide, introducing various cultural and linguistic perspectives to social media. Consequently, social media becomes a hub for

languages and dialects, characterized by real-time communication shortcuts like acronyms. Acronyms such as LOL (laughing out loud) originated as time-saving tools and became popular through early chat services. Equivalent expressions exist across cultures: Japanese users use "w," Russian speakers say "XAXA," Spanish speakers type "JAJAJA," and in Thailand, laughter is conveyed with "555," as "5" is pronounced "ha" in Thai.

Social media has also introduced linguistic innovations like hashtags (#), used to emphasize topics or events. Unlike acronyms, hashtags are universally recognizable across languages, making them effective tools for creating trends. These developments reflect a shared online dialect that functions as a written lingua franca, overcoming language barriers. While text-based communication dominates real-time interactions, platforms such as Skype and Discord offer voice and video options for direct exchanges. Text communication continues to expand, with acronyms and shorthand methods gaining popularity due to time constraints and character limits.

Acronyms play a significant role in English as a Lingua Franca (ELF) interactions on social media. Users often correlate acronyms in their native language with English equivalents, integrating them into conversations. However, this can lead to confusion when acronyms are misinterpreted, especially during rapid exchanges in real-time chats or online games. Such scenarios highlight the importance of English proficiency for effective communication. When users rely on native-language acronyms, misunderstandings can arise, complicating interactions in ELF contexts. Although acronyms simplify dialogue, they can pose challenges in bridging linguistic gaps within fast-paced digital environments.

Social media platforms continuously adapt to meet the diverse communication needs of their users. YouTube, primarily a video-sharing platform, also features an active comment section where users engage in discussions about content, ask questions, or delve into related topics. This adaptability encourages a sense of community and interaction that goes beyond the videos themselves. Similarly, platforms like Facebook and Twitter allow users to share external content, such as YouTube videos, Reddit threads, or news articles. This cross-platform functionality enhances the digital experience, merging various forms of media into a cohesive and seamless ecosystem.

One of the standout features of social media is its global reach. Users from different cultural and linguistic backgrounds interact on these platforms, creating a unique melting pot of communication styles and languages. This worldwide environment has fostered the development of an online dialect characterized by speed, simplicity, and innovation. For instance, acronyms have become a cornerstone of fast-paced communication. Early

examples like "LOL" (laughing out loud) gained popularity as time-saving tools for expressing humor or amusement and have since become widely recognized. Other cultures have developed their own equivalents: Japanese users type "w" (short for "warai," meaning laughter), Russian speakers use "XAXA" (phonetically "hahaha"), Spanish users write "JAJAJA," and Thai users use "555," as the pronunciation of "5" in Thai is "ha."

In addition to acronyms, social media has introduced linguistic tools like hashtags (#), which are used to emphasize specific topics or actions. Unlike acronyms, which vary between languages, hashtags are visually universal and easily understood across linguistic boundaries. This universality has made hashtags a powerful tool for fostering trends, supporting social movements, launching marketing campaigns, and building communities. These innovations in online language represent the emergence of a shared digital dialect—a kind of written lingua franca. While this dialect helps bridge linguistic gaps, it is primarily text-based and lacks the auditory nuances of spoken communication. Real-time verbal interactions are facilitated by platforms like Skype, Zoom, and Discord, which provide voice and video options. However, written formats remain dominant in online exchanges, where time constraints and character limits encourage the widespread use of acronyms, symbols, and other shorthand methods for efficient communication.

In the context of English as a Lingua Franca (ELF), acronyms play a distinct role. People often integrate acronyms from their native languages into English-language conversations on social media, creating a blend of linguistic practices. While this can enrich self-expression, it also introduces the potential for misunderstandings, particularly in fast-paced environments like online gaming or instant messaging. For example, a Spanish speaker typing "JAJAJA" might confuse someone unfamiliar with it, while a Japanese user's use of "w" could go unnoticed outside their cultural context. These instances highlight the challenges of relying on acronyms in cross-cultural digital interactions.

The speed and brevity of real-time communication often compel users to simplify their messages, making familiarity with widely used acronyms and shorthand essential for effective digital interaction. When users default to native-language acronyms, communication gaps can occur, transforming these shortcuts into obstacles in ELF communication. Despite these challenges, the demand for efficiency ensures that acronyms and other shorthand methods continue to evolve alongside the platforms they inhabit.

Social media platforms serve as hubs for linguistic innovation, enabling users to experiment with new ways of expressing themselves while connecting across cultural divides. The interaction of native languages, English as a global medium, and digital creations like

hashtags and acronyms underscores the profound influence of technology on human communication. As online communities grow more interconnected, this shared digital dialect is likely to expand further, offering new forms of expression that transcend geographic and linguistic boundaries.

5. ELF MEDIA

English has long been recognized as a global language, transcending traditional territorial, cultural, and social boundaries. As it is used worldwide, individuals continuously adapt and reshape English to fit their unique socio-cultural contexts. This dynamic process has given rise to the concept of English as a Lingua Franca (ELF), which examines how English facilitates transnational and intercultural communication.

ELF research stems from the World Englishes framework, which studies national English varieties such as Nigerian English or Malaysian English. However, ELF focuses on broader aspects like diversity, transnational communication, and multilingualism, rather than strictly categorizing English by nation. Researchers explore how people creatively modify English to enhance communication and mutual understanding.

Studies on ELF have identified several linguistic processes—regularization, reduction of redundancy, and increased explicitness—all aimed at improving clarity. Unconventional uses of English are not seen as flaws but as linguistic innovations that serve specific communicative purposes. A central aspect of ELF interaction is the negotiation of meaning, where participants actively employ conversational strategies to ensure comprehension. These strategies include pre-emptive measures to prevent misunderstandings, such as clarifying ambiguous statements, and reactive solutions to resolve miscommunication by collaboratively refining meaning (Cogo & Dewey, 2012).

ELF plays a pivotal role in international contexts where speakers with different native languages must communicate effectively. Common users include business professionals in multinational organizations who rely on ELF for meetings, negotiations, and correspondence. Academics and researchers depend on ELF as English dominates scientific publications and international conferences. Students in English-medium instruction programs at universities also engage with ELF both socially and academically. Furthermore, expatriates and travelers utilize ELF to interact with locals and global communities, while social media users and gamers employ ELF to connect across platforms and cultures.

Social media exemplifies the global phenomenon of linguistic diversity, uniting users from varied cultural and linguistic backgrounds. Platforms like Facebook and Instagram illustrate this trend, hosting millions of global users. Facebook, for instance, grew to 175 million active users by 2009, and by 2016, averaged 1.23 billion daily users, with 85.2% of activity outside North America (Facebook Company Info). Instagram reached 700 million active users by 2017, with 80% residing outside the United States (Instagram Press; Parker, 2016). Such platforms reveal how English serves as a common tool to bridge linguistic divides, enabling communication in the face of language barriers.

In today's digital era, English dominates global communication, driven by factors like the economic influence of English-speaking nations (especially the U.S.), the widespread appeal of American culture, the growth of international travel and education requiring a shared language, and the internet's preference for English as the primary medium. Nevertheless, ELF in digital contexts presents challenges, such as miscommunication arising from differing English norms across linguistic groups (Berns, 2012; Boyd & Ellison, 2007; Cann et al., 2011). Despite this, ELF continues to evolve as an effective medium for global interaction, particularly on social media.

As globalization intensifies, the study of ELF remains vital. Its presence in social media highlights the adaptability, negotiation, and linguistic innovation people use to foster intercultural communication. Understanding ELF can help us navigate the complexities of digital communication while embracing the linguistic diversity that defines our interconnected world.

5.1 The Role of English in a Globalized World

To understand English's role on a global scale, it is useful to consider Kachru's model of English circles, which categorizes speakers into three groups: the Inner Circle, which includes countries where English is the first language such as the United States, the United Kingdom, and Australia; the Outer Circle, which consists of countries where English plays a significant role due to colonial history, such as India, Nigeria, and Singapore; and the Expanding Circle, which includes countries where English is learned as a foreign language, such as China, Russia, and Brazil. For speakers outside the Inner Circle, English serves as a key tool for accessing online information, entertainment, and global communities. Social

media has amplified these interactions, enabling users to engage in English according to their preferences and needs, as Berns (2012) has observed.

The adaptability and global reach of social media platforms have provided fertile ground for interactions in English as a Lingua Franca (ELF). As digital communication increasingly depends on English, social media services have evolved to accommodate the linguistic needs of a diverse global audience. This shift has led to increased accessibility of translation tools and multilingual interfaces, the rise of English-dominated online trends and internet slang, and greater exposure to English-based content, which encourages users to improve their proficiency. Scholars such as Kelly-Holmes and Pietikäinen (2012) have explored how this exposure influences language learning. While some users resist using English online, they are vastly outnumbered by those who actively enhance their English skills to navigate the digital world. This trend is particularly evident among younger generations, especially millennials and Generation Z, who have grown up immersed in social media. Users from the Outer and Expanding Circles often achieve English proficiency levels comparable to native speakers due to their constant exposure to English through digital interactions, a phenomenon discussed by Larsen-Freeman and Anderson (2011).

Kachru's model remains valuable for analysing English's global use, but the traditional classification of speakers as L1 (native) or L2 (non-native) has become increasingly complex. Many speakers in the Outer and Expanding Circles do not perceive themselves strictly as non-native speakers, as they use English fluently in daily life. Moreover, Kachru's model is specific to English, whereas the L1/L2 distinction applies to all languages. Social media has challenged conventional ideas of native speaker identity. Many young users from non-English-speaking countries attain near-native proficiency through ELF interactions on platforms such as YouTube and Twitter, where exposure to English-language content fosters reading, writing, and listening skills. Online gaming environments, including games like Fortnite, Call of Duty, and League of Legends, provide in-game voice chats that encourage spoken English practice and real-time communication. Additionally, platforms such as Facebook and Instagram facilitate multilingual social interactions, allowing users to communicate in English daily. These digital tools are reshaping how linguists define a native speaker, especially in the context of ELF. Language proficiency is no longer solely determined by birth and environment but also by constant interaction and engagement in global digital spaces, as argued by Boyd and Ellison (2007), Iaia (2016), and Larsen-Freeman and Anderson (2011).

As globalization continues to drive digital communication, English remains the dominant Lingua Franca for online interaction. Social media has accelerated the blending of linguistic identities, making traditional concepts of native versus non-native speakers less relevant. In this evolving linguistic landscape, proficiency and adaptability have become more significant than birthplace, reshaping the way English functions in a hyper-connected world.

5.2 The Power of Social Media Language: How It Shapes Modern Communication and Society

Social media has transformed modern communication, influencing the way people interact, express themselves, and even perceive the world. From casual conversations to political discourse, digital platforms have created a unique linguistic landscape that blends informal language, visual elements, and evolving trends. This shift is especially evident among younger generations, who have developed new forms of expression through slang, abbreviations, and emojis. However, this evolution raises important questions about the future of language, the challenges of maintaining traditional communication skills, and the broader impact on society.

The language used on social media is dynamic and constantly evolving, shaped by cultural shifts and technological advancements. Digital communication has introduced new linguistic norms that prioritize brevity, informality, and visual elements. Hashtags, for instance, have revolutionized online discourse by allowing users to categorize topics and participate in global conversations. The hashtag "#MeToo" became a defining movement in discussions about sexual harassment and gender equality, demonstrating the power of concise digital expressions to drive social change (Jackson, Bailey & Welles, 2020). Similarly, words and phrases that originated on platforms like Twitter and TikTok, such as "simp," "ghosting," and "slay," have entered mainstream language, further illustrating the rapid spread of online vernacular.

One of the most noticeable effects of social media on language is the widespread use of abbreviations. Acronyms such as "LOL" (laugh out loud), "BRB" (be right back), and "SMH" (shaking my head) have become commonplace in digital conversations and have even been integrated into spoken language (Crystal, 2011). This linguistic efficiency allows users to communicate quickly, but it also challenges traditional grammar and sentence structures. Moreover, the rise of emojis has introduced a visual component to

communication. Emojis function as a universal digital language, transcending linguistic barriers and enhancing emotional expression in text-based conversations. According to linguist Marcel Danesi (2017), emojis can even serve as direct substitutes for words, creating a new form of semiotic communication that is intuitive and widely understood.

Despite the advantages of digital language, there is growing concern about its impact on traditional communication skills. Scholars argue that the overuse of informal digital expressions can contribute to a decline in formal writing abilities. Naomi Baron (2008) found that students who frequently engage with social media tend to struggle with spelling, grammar, and sentence structure in academic settings. The shift towards casual, fragmented communication can make it difficult for young people to distinguish between informal digital interactions and the structured writing required in professional and academic environments. Some educators have noted an increase in students incorporating texting abbreviations into essays, suggesting that the boundaries between formal and informal language use are becoming increasingly blurred.

Beyond the classroom, social media language has also influenced workplace communication. Digital shorthand and emoji usage, once considered unprofessional, are now commonly found in business emails and internal messaging systems. However, this trend has sparked debates about professionalism and clarity. While some companies embrace a more relaxed communication style to appeal to younger employees, others worry that the lack of formality could undermine effective workplace interactions. Misinterpretation is another concern, as emojis and slang can carry different meanings across cultures and age groups, leading to potential misunderstandings in professional settings.

The generational divide in language use is another critical aspect of social media's influence. While younger users adapt quickly to evolving digital trends, older generations often struggle to keep up with new slang and online expressions. This gap can create communication barriers between different age groups, making intergenerational conversations more challenging. In some cases, older individuals may misinterpret or fail to understand the meaning behind certain digital expressions, leading to confusion and frustration (Tagliamonte, 2016). This phenomenon is particularly evident in the workplace, where younger employees may use social media-influenced language that older colleagues find unfamiliar or inappropriate.

Despite these challenges, social media language can also be harnessed for positive change. Digital platforms provide an opportunity to spread awareness about important social issues, using concise and engaging language to reach a broad audience. For instance, climate

activists have effectively used hashtags like "#FridaysForFuture" to mobilize young people around the world in the fight against climate change. Similarly, mental health awareness campaigns have utilized social media to destigmatize mental illness, encouraging open discussions about well-being through relatable and accessible language. The ability to communicate complex social issues in an easily digestible format has made digital activism a powerful force in shaping public opinion and policy.

To ensure that social media language remains a tool for positive engagement rather than a barrier to effective communication, individuals and organizations must take responsibility for how they use language online. Individuals should be mindful of their word choices, recognizing the impact that language can have on shaping public discourse. Avoiding misinformation, promoting inclusivity, and using respectful language can contribute to a healthier online environment. Additionally, educational institutions and workplaces should integrate digital literacy programs to teach young people how to navigate online communication responsibly while preserving essential grammar and writing skills.

Companies and institutions also have a role in setting guidelines for professional communication in the digital age. Organizations can establish clear policies for employees who manage social media accounts, ensuring that language use aligns with brand values and professional standards. Moderating comments on social media platforms can help prevent the spread of hate speech and misinformation, fostering a more respectful and inclusive online community. By promoting positive digital interactions, businesses and institutions can help bridge the gap between traditional communication norms and the evolving nature of online language.

The rapid evolution of social media language presents both opportunities and challenges. While it enables creativity, inclusivity, and global connectivity, it also raises concerns about the erosion of traditional communication skills and the potential for misunderstandings. Striking a balance between embracing digital language and maintaining effective communication standards is essential for individuals, educators, and organizations alike. As social media continues to shape the way people express themselves, it is crucial to use language responsibly, ensuring that it remains a tool for connection rather than division.

6. Aims and methodology

This thesis aims to analyse the evolution of media language, focusing on the transition from traditional print journalism to modern digital discourse. The primary objective is to examine how linguistic styles, rhetorical strategies, and journalistic conventions have changed over time by comparing historical newspapers from the Victorian era with contemporary digital media. By investigating these shifts, this study seeks to provide insights into the broader societal, cultural, and technological influences that have shaped media communication.

To achieve the primary objective of this study, we set the following research questions:

1. How have the linguistic and stylistic characteristics of media discourse evolved in the transition from 19th-century print journalism to contemporary digital media?
2. What lexical and syntactic differences exist between Victorian-era print newspapers and contemporary digital news?

By systematically examining these questions, this research aims to contribute to the understanding of the dynamic nature of media language and its implications for modern journalism.

Another key aspect of this research is the comparison of vocabulary and stylistic choices between 19th-century print journalism and 21st-century digital media, including social media platforms. This study will highlight the lexical and syntactical differences in news reporting by compiling and analysing a vocabulary list from both time periods. Furthermore, it will assess whether these linguistic shifts have impacted the objectivity and credibility of journalistic discourse.

To address these aims, this research is guided by two hypotheses:

1. The language used in 19th-century news articles is more formal and complex compared to the simpler and more accessible language used in 21st-century digital news and social media.
2. The transition from print to digital media has led to a decrease in journalistic objectivity, with social media fostering more subjective and opinion-driven discourse than 19th-century newspapers.

To achieve these research objectives, this study employs a qualitative content analysis approach, utilising Critical Discourse Analysis (CDA) as the primary analytical framework. CDA is particularly useful in examining the power dynamics, ideological underpinnings, and social influences embedded within media language. By applying this method, the

research aims to uncover patterns of linguistic transformation and their implications for contemporary communication.

The study will involve collecting and analysing a corpus of Victorian-era newspaper articles and contemporary digital media texts. The historical texts will be sourced from digital archives of 19th-century newspapers, while modern texts will be drawn from reputable news websites, blogs, and social media platforms. To ensure a balanced comparison, articles covering similar topics (such as politics, crime, or social issues) will be selected from both time periods.

A qualitative coding framework will be developed to identify recurring themes, narrative structures, and rhetorical strategies. This framework will categorize linguistic features such as sentence complexity, vocabulary richness, tone, and levels of subjectivity. Additionally, the research will assess shifts in journalistic norms by analysing differences in reporting style, editorial voice, and audience engagement.

By integrating historical linguistic analysis with modern discourse studies, this research aims to provide a comprehensive understanding of how media language has evolved. The findings will contribute to ongoing discussions about the role of digital media in shaping public perception and journalistic integrity, ultimately shedding light on the broader transformation of news communication over time.

As part of this thesis, we created a vocabulary to show how the language of media has changed over time. The goal was to compare the words and expressions used in newspapers from the 19th century with those used in today's digital media, such as online news articles and social media posts. This helped me understand how media language has become simpler, more emotional, and more focused on the reader.

First, we selected several newspaper articles from the Victorian era. These were found in online archives of historical newspapers, such as *The Times*. We chose articles that discussed similar topics as today's media, including politics, crime, and society. We carefully read through the texts and picked out common or interesting words, especially formal expressions and old-fashioned terms that are no longer used today. These words were added to a list that represented the typical vocabulary of that time.

Next, we looked at current digital media sources. This included online articles, blog posts, and social media content like tweets and Facebook posts. We again focused on similar topics to keep the comparison fair. We collected words and phrases that stood out because they were more modern, casual, emotional, or even slang. We also noted the frequent use of hashtags, emojis, and abbreviations, which are now common in media language.

7. A Brief History of Mass Media and Culture

Before Johannes Gutenberg's revolutionary invention of the movable type printing press in the 15th century, books were laboriously handwritten, making each copy unique. The printing press transformed the production of print media, allowing for mass production at significantly lower costs. Coupled with advancements in transportation, texts could now reach wider audiences with unprecedented ease. Gutenberg's invention played a key role in major cultural movements like the European Renaissance and the Protestant Reformation. Another German innovator, Friedrich Koenig, advanced media production even further in 1810 by introducing steam-powered printing presses. While hand-operated presses in 1800 could produce roughly 480 pages per hour, Koenig's machine more than doubled this efficiency—a number that surged to 3,000 pages per hour by the 1930s.

This leap in efficiency coincided with the rise of daily newspapers, which became essential for increasingly urbanized 19th-century Americans. Unable to rely on gossip and word of mouth for local news, these individuals turned to newspapers to navigate their rapidly changing surroundings. The Industrial Revolution brought greater leisure time and disposable income for some, and media guided consumers in utilizing both. Benedict Anderson, a media theorist, argued that newspapers helped cultivate a sense of national identity by portraying readers across the country as part of a shared community (Anderson, 1991).

The 1830s marked a shift in the newspaper industry with the emergence of penny papers. These low-cost broadsheets posed a challenge to traditional daily newspapers, offering sensationalized stories of murder and adventure instead of political reporting. By catering to a broad audience at affordable prices, the penny press laid the groundwork for modern tabloids.

The early 20th century saw the advent of radio, the first major nonprint form of mass media. Radios, more affordable than telephones, gained widespread popularity by the 1920s, enabling enormous audiences to listen to the same broadcast simultaneously. In 1924, Calvin Coolidge's preelection speech reached over 20 million listeners. Radio became a powerful tool for advertisers, providing access to vast and engaged audiences. An advertising consultant described the medium as "a glorious opportunity" for spreading sales propaganda, with listeners engaging from the comfort of their homes (Briggs & Burke, 2005). By downplaying regional distinctions, radio fostered a unified American lifestyle increasingly defined by consumer goods. This consumer culture, exemplified in the 1920s by products

like ready-made clothing, electric phonographs, and year-round fresh orange juice (Mintz, 2007), contributed to the overproduction that exacerbated the Great Depression when demand plummeted.

The post–World War II era in the United States brought prosperity alongside television—a captivating new mass communication medium. From only 17,000 televisions in 1946, ownership surged, with two-thirds of American households owning a set within seven years. The booming economy of the 1950s and 1960s cemented the American home as a consumer hub, equipped with televisions, cars, and suburban houses, driving a thriving consumer economy (Briggs & Burke, 2005). Broadcast television dominated, with three major networks controlling over 90 percent of news programs, live events, and sitcoms. Critics argued that TV promoted a conformist culture by shaping perceptions of “normal” American life. However, television also influenced the counterculture of the 1960s, notably during the Vietnam War, with nightly broadcasts of war footage and protests intensifying societal divisions.

As broadcast media like radio and television captivated audiences, newspapers and print media adapted to coexist in this changing landscape. Print media offered durability, easy archiving, and flexibility for users to read content at their leisure. Broadcast media, by contrast, operated on strict schedules, creating a sense of immediacy but fleetingness. Before digital video recorders emerged in the late 1990s, pausing or replaying live television was impossible.

The media landscape experienced another significant transformation in the 1980s and 1990s with the rise of cable television. In the early days of television, viewers had limited options, which contributed to claims of homogeneity. For example, in 1975, the three major networks accounted for 93% of all television viewing. By 2004, however, this figure had plummeted to 28.4%, thanks to the expansion of cable services. Cable providers introduced a vast array of channels catering to niche interests, from golf and classic films to sermons and shark videos. Despite this variety, the three major networks maintained dominance until the mid-1990s. The Telecommunications Act of 1996, intended to increase competition by deregulating the industry, paradoxically led to numerous mergers and consolidations, leaving the majority of broadcast control in the hands of a few large corporations. The Federal Communications Commission (FCC) further relaxed regulations in 2003, allowing a single company to own up to 45% of a market, compared to the 25% limit in 1982.

The origins of today’s media age can be traced back to the invention of the electrical telegraph, patented in 1837 by Samuel Morse. The telegraph revolutionized communication

by severing its dependence on physical transportation. Regardless of whether a message needed to travel 5 miles or 500, the telegraph made distant information as accessible as local news. As telegraph lines expanded globally, they created an early version of the World Wide Web. This invention paved the way for technologies like the telephone, radio, television, and the internet. The laying of the first transatlantic cable in 1858, enabling almost instant communication between the United States and Europe, was heralded by the London Times as “the greatest discovery since that of Columbus, a vast enlargement...given to the sphere of human activity.”

Shortly after, wireless communication emerged as an extension of telegraph technology, eventually leading to innovations like radio and television. While several inventors, including Nikola Tesla, contributed to early wireless experiments, Guglielmo Marconi is credited with creating the first practical wireless radio system. Initially used for military purposes, radio technology soon entered homes, capturing public interest. By the 1920s, major media networks such as the National Broadcasting Company (NBC) and the Columbia Broadcasting System (CBS) emerged, quickly dominating the airwaves. In 1926, these networks owned 6.4% of U.S. broadcasting stations; by 1931, that number had climbed to 30%.

The 19th century also saw major advancements in visual media. Early photographic techniques, pioneered independently by inventors like Joseph Niépce, Louis Daguerre, and William Henry Fox Talbot, eventually led to the development of cinema and television. In the United States, George Eastman’s Kodak camera, introduced in 1888, made photography affordable and accessible to the average household, much like the radio and telephone. Moving pictures debuted around the turn of the century, with America’s first projection hall opening in Pittsburgh in 1905. By the 1920s, Hollywood had produced its first stars, such as Charlie Chaplin, and by the late 1930s, audiences were enjoying color films with sound, including classics like *Gone With the Wind* and *The Wizard of Oz*.

Television, which transforms images into electrical impulses for transmission and reconversion, existed before World War II but gained widespread popularity in the 1950s. In 1947, 178,000 television sets were manufactured in the U.S., a figure that soared to 15 million just five years later. The medium eclipsed radio, cinema, and live theater by enabling viewers to enjoy sound and visuals without leaving home. In the United States, commercial broadcasters like CBS and NBC dominated programming, while the British Broadcasting Corporation (BBC) offered a government-managed, advertisement-free alternative funded through licensing fees. By 1955, there were approximately 36 million television sets in the

United States compared to just 4.8 million across Europe. Live broadcasts of major national events, such as royal weddings in England and Japan during the 1950s, spurred additional sales as consumers sought to witness these spectacles in real time.

7.1 The Evolution of Language in Media: 19th Century vs. 21st Century

The use of language in media has undergone significant transformations from the 19th century to the 21st century, shaped by technological advancements, cultural shifts, and changing communication needs. While the 19th century was dominated by print-based media and formal, structured language, the 21st century is characterized by digital media, informal communication, and rapid information exchange.

During the 19th century, the primary forms of media were newspapers, books, pamphlets, and letters. Print journalism played a crucial role in informing the public, with newspapers acting as the main source of news, political discourse, and literary expression. The language used in media during this era was typically formal, elaborate, and highly structured, reflecting the literary and rhetorical styles of the time. Writers and journalists employed long, complex sentences, rich vocabulary, and persuasive techniques to convey their messages.

Media in the 19th century was largely one-directional, meaning that information was disseminated from publishers to the public with little room for immediate feedback or interaction. Since print media was the dominant form of communication, access to information was often limited to literate individuals, and news travelled much more slowly compared to today's standards. Editorials, essays, and serialized novels were commonly published in newspapers, making language a crucial tool for shaping public opinion, discussing societal issues, and engaging readers intellectually.

Additionally, the absence of mass electronic media meant that language in media relied heavily on textual clarity and detail. Radio and television had not yet emerged, so people depended on the written word to stay informed and entertained.

In the 21st century, media has evolved into a highly dynamic, interactive, and multimedia-driven landscape. The rise of the internet, television, social media, and digital platforms has revolutionized how language is used and consumed. Unlike the lengthy and structured language of the 19th century, modern media embraces concise, direct, and often informal communication to cater to fast-paced lifestyles.

One of the biggest shifts is the multimedia integration of language—media is no longer just text-based but also incorporates images, videos, infographics, and sound. Social media platforms such as Twitter, Instagram, and TikTok have encouraged a shift toward brevity, slang, emojis, and visual storytelling. Additionally, the widespread use of instant messaging and comment sections has made communication two-directional, allowing for immediate audience feedback and discussion.

Another major difference is the global reach of language in media. In the 19th century, media was largely localized due to physical limitations in printing and distribution. Today, digital media allows real-time communication across the world, breaking language barriers through translation tools, video subtitles, and multilingual content. English, as a global lingua franca, has become more dominant in media, while regional languages have also found a space in digital platforms.

Furthermore, the speed of information dissemination has drastically increased. News that once took days or weeks to reach the public in the 19th century can now spread within seconds via online news portals, social media, and live-streaming services. However, this also comes with challenges, such as misinformation, fake news, and the need for digital literacy.

Key Differences Briefly		
Feature	19th Century Media	21st Century Media
Primary Medium	Newspapers, books, pamphlets	Digital media, social media, television, online news
Language Style	Formal, structured, elaborate	Concise, informal, interactive
Communication Flow	One-directional (publisher to reader)	Two-directional (interactive, real-time feedback)
Information speed	Slow (printed news took days/weeks to spread)	Instant (news spreads within seconds)
Audience Reach	Localized due to printing limitations	Global, enabled by the internet and digital tools
Multimedia Use	Purely text-based	Text, images, videos, emojis, GIFs, and memes

Table 2: Key Differences in Media Language

The evolution of language in media reflects broader societal changes in communication, technology, and information consumption. The 19th century relied on carefully crafted, formal language in print media, while the 21st century prioritizes speed, accessibility, and multimedia engagement. While modern media allows for faster, more interactive, and global communication, it also brings challenges such as information overload and digital misinformation. Nonetheless, the fundamental role of language in shaping public discourse, educating society, and fostering connections remains as important as ever.

8. The Growth and Evolution of 19th-Century Newspapers

The 19th century was a pivotal era for newspapers, defined by rapid growth, technological breakthroughs, and profound changes in how information reached the public. Innovations in printing technology, rising literacy rates, and an increasing appetite for timely news drove the rise of print media in the United States and beyond. Newspapers became essential for shaping public opinion, fostering political discussion, and providing vital information to urban and rural populations alike.

In the early 1800s, newspapers remained relatively scarce and expensive, requiring significant resources such as access to a printing press, skilled workers, and a reliable distribution network. However, the growing demand for news—spurred by economic expansion, territorial growth, and political developments—led to a boom in newspaper publishing, particularly in the United States. The First Amendment’s guarantee of press freedom encouraged the proliferation of independent publications, fueling this growth.

By the 1830s, the number of U.S. newspapers had surpassed those in Great Britain. The 1840 census documented 1,631 newspapers in the U.S., a number that rose to 2,526 by 1850, with total annual circulation reaching half a billion copies. This achievement was remarkable given that the country’s population was less than 23.2 million at the time. The number of daily newspapers also surged, climbing from 24 in 1820 to 254 in 1850. Cities like New York, Philadelphia, and Boston emerged as major publishing hubs, producing newspapers that influenced national discourse.

Urbanization, the rise of political parties, and economic development were key factors driving the expansion of newspapers. As cities grew, newspapers catered to an increasingly literate population’s need for information. Many newspapers aligned with

political parties, becoming platforms for advancing party agendas and contributing to a partisan press culture.

A major catalyst for the 19th-century newspaper boom was the advancement in printing technology. Early newspapers relied on hand-operated Gutenberg-style presses, which were slow and labor-intensive, producing only a few hundred copies per hour. The introduction of steam-powered printing presses in the 1830s revolutionized the industry, enabling the production of thousands of sheets per hour. This innovation made newspapers more affordable and accessible to the public, giving rise to the “penny press.” Sold for just one cent, penny papers like *The Sun*, founded in 1833 by Benjamin Day in New York City, targeted working-class audiences, generating revenue through advertising rather than high cover prices.

Transportation advancements also played a significant role in newspaper expansion. The development of railroads in the mid-19th century allowed newspapers to be distributed over long distances, reaching readers in remote areas and distant cities. The invention of the telegraph in the 1840s transformed news reporting, enabling newspapers to obtain information from across the nation and internationally within hours instead of weeks.

Newspapers in the 19th century were not just sources of news—they were platforms for advocacy, cultural expression, and debate. Many were openly tied to political parties, using their influence to shape public opinion on issues like slavery, states’ rights, and economic policy. For instance, abolitionist papers like *The Liberator*, founded by William Lloyd Garrison in 1831, played a critical role in spreading anti-slavery messages and rallying public support for abolition.

Social reform movements also relied heavily on newspapers. The women’s suffrage movement, temperance advocates, and labor rights organizations used newspapers to promote their causes. Publications like *The Lily*, founded in 1849 by Amelia Bloomer, championed women’s rights and dress reform, while labor papers like *The Working Man’s Advocate* advocated for workers’ rights and fair wages.

Newspapers also served as a source of entertainment and literary enrichment. Serialized novels and short stories were a staple, with authors like Charles Dickens often debuting their works in newspapers before publishing them as books. Humor and satire were popular features, with political cartoons frequently critiquing politicians and societal issues of the day.

The rise of newspapers in the 19th century was not just a technological and social phenomenon but also a major economic development. Advertising became an essential

revenue stream for newspapers, allowing them to lower subscription costs and reach a broader audience. Businesses recognized the potential of newspapers to reach consumers and began placing ads for products ranging from patent medicines to clothing and household goods.

With the increase in circulation, newspapers became a lucrative business, and many publishers sought ways to expand their operations. Some newspapers grew into powerful media empires, with publishers such as James Gordon Bennett of *The New York Herald* and Horace Greeley of *The New York Tribune* becoming major figures in the industry. These newspapers were known for their extensive coverage of politics, business, and international affairs, attracting both local and national audiences.

The 19th century was a golden age for newspapers, marked by rapid growth, technological innovation, and a profound impact on society. Newspapers became a central part of everyday life, informing the public, shaping political discourse, and promoting social change. The steam-powered printing press, the telegraph, and the expansion of transportation networks all contributed to the rise of mass media, making newspapers more widely available than ever before.

Newspapers of this era laid the foundation for modern journalism, introducing many of the practices and standards that continue to shape the industry today. While the media landscape has changed dramatically in the 21st century, the legacy of 19th-century newspapers remains evident in the ongoing role of journalism as a watchdog, a source of information, and a platform for public debate.

9. Newspaper of modern times

The 21st century has ushered in a transformative era for print media, characterized by rapid technological advancements, shifting consumer behaviours, and significant economic challenges. Traditional newspapers and magazines, once the primary conduits of information, now navigate a complex landscape where digital platforms dominate and the demand for instant access to news has reshaped the industry's foundations.

One of the most pronounced trends in recent decades is the steady decline in print circulation. As readers increasingly turn to digital sources for news consumption, print newspapers have experienced substantial reductions in their subscriber bases. This shift is not merely a change in medium but reflects deeper alterations in how audiences engage with

content. The immediacy and accessibility of online news have rendered the traditional morning paper less relevant to a populace accustomed to real-time updates.

Accompanying the drop in circulation is a significant decrease in advertising revenue, historically the financial backbone of print publications. Advertisers now favour digital platforms that offer targeted marketing capabilities and measurable engagement metrics. This migration has left many print outlets struggling to sustain their operations, leading to cost-cutting measures, staff reductions, and, in some cases, complete cessation of print editions. For instance, the New Jersey Star-Ledger announced plans to end its print edition in February 2025, citing escalating production costs and dwindling demand for physical newspapers.

In response to these challenges, numerous publications have pivoted towards digital subscriptions and alternative revenue streams. Recognizing that content remains their most valuable asset, these organizations have implemented paywalls, membership programs, and premium content offerings to monetize their digital platforms. The Times Media, for example, reported a profit increase to £61 million for the year ending June 2024, attributed to the addition of 29,000 digital-only subscribers, bringing their total to 594,000 digital-only subscribers.

However, the transition to digital is fraught with its own set of challenges. While some readers are willing to pay for quality journalism, the proliferation of free news sources online makes it difficult to convert a substantial portion of the audience into paying subscribers. Publications must balance the need for revenue with the risk of alienating readers accustomed to free content.

Amidst the broader decline, a countertrend has emerged with the resurgence of niche and luxury print magazines. Titles that offer curated, high-quality content and aesthetic appeal have found favour, particularly among younger demographics seeking tangible and collectible items. The revival of i-D magazine in the UK, after a hiatus since 2023 due to Vice's bankruptcy, exemplifies this phenomenon. Spearheaded by Karlie Kloss through her Bedford Media conglomerate, the magazine's return taps into the growing nostalgic demand from Generation Z for physical media that provides a unique and immersive experience. Similarly, in Australia, the magazine industry has witnessed a revival, with around 500 regularly published titles and growth observed in the luxury sector. Successful relaunches of publications like Elle and Harper's Bazaar indicate a sustained interest in print media that offers distinctive value propositions, such as in-depth features, high-quality photography, and exclusive insights.

Technological advancements have both disrupted and offered opportunities to the print media industry. The rise of social media platforms and news aggregators has altered how news is disseminated and consumed, often bypassing traditional gatekeepers and challenging the authority of established publications. This democratization of content creation has led to an oversaturated information environment, where distinguishing credible journalism from misinformation becomes increasingly difficult.

Conversely, technology has enabled publications to innovate in content delivery, engage with audiences through multimedia formats, and leverage data analytics to understand reader preferences better. The integration of artificial intelligence and machine learning into news production and distribution presents both potential efficiencies and ethical considerations, as the industry grapples with maintaining journalistic integrity in an automated landscape.

Despite the challenges, print media continues to play a vital role in society. Newspapers and magazines serve as critical watchdogs, holding power to account and providing in-depth analysis that is often lacking in the fast-paced digital news cycle. The tactile nature of print also offers a respite from screen fatigue, allowing readers to engage with content in a more focused and contemplative manner.

Moreover, print publications contribute to cultural preservation and identity, offering curated narratives that reflect and shape societal values. The enduring presence of print media underscores its adaptability and the persistent demand for quality journalism, even as the mediums of delivery evolve.

The 21st century has been a period of profound transformation for print media, marked by declining circulation, evolving revenue models, and the imperative to adapt to digital innovations. While challenges abound, opportunities exist for publications that can effectively navigate the digital landscape while preserving the core values of journalism. The resurgence of niche and luxury print magazines demonstrates that, despite the dominance of digital platforms, there remains a place for thoughtfully produced print media that offers unique value to its readers. As the industry continues to evolve, the resilience and adaptability of print publications will be crucial in defining their role in the modern information ecosystem.

10. Writing style analysis

The language used in this Victorian newspaper is highly formal and elaborate, reflecting the stylistic conventions of the late 19th century. Words such as “efficacious,” “insomuch,” and “marvellous” appear frequently, revealing a preference for expressive and somewhat archaic vocabulary that has largely fallen out of common usage today. Advertisements emphasize qualities such as purity and effectiveness, using words like “celebrated,” “absolute,” and “perfectly warranted” to assure readers of a product’s superiority. The writing assumes an educated audience accustomed to lengthy, detailed descriptions rather than the more concise, direct language seen in modern media.

The syntax and sentence structure in this newspaper are noticeably complex, with long, multi-clausal sentences filled with commas and semicolons. Rather than breaking ideas into short, digestible statements, a single sentence often conveys an entire argument. For instance, the passage describing Beecham’s Pills states that the Czar “frequently carries a box of them in his pocket and may be seen swallowing a couple before he sits down to meat.” This sentence combines multiple ideas—an endorsement from royalty, a sense of habitual use, and an implication of the pills’ necessity—all within a single breath. Punctuation plays a crucial role in guiding the reader through such dense structures, with colons and semicolons used liberally to separate clauses in a way that feels antiquated by modern standards.

The tone of the newspaper is overtly persuasive, especially in advertisements. Sensationalist language is used freely, with products claiming, “marvellous effect” and “absolute accuracy.” There is a distinct appeal to authority, with references to medical experts, endorsements from prestigious institutions, and claims of scientific superiority. An advertisement for cod liver oil, for example, insists that it is “the purest, the most palatable, the most digestible, and the most efficacious,” layering superlative upon superlative to create

alamy

Image ID: 2RNE3EC
www.alamy.com

an overwhelming sense of reliability. These advertisements do not merely present products; they craft elaborate narratives of trust and necessity, convincing the reader that without these remedies, they risk falling behind in health and well-being.

In terms of discourse and framing, this newspaper page is dominated by advertisements rather than hard news. Instead of reporting on political or social affairs, the content is structured around consumerism, with a particular focus on health remedies, personal grooming, and household products. The framing of these advertisements suggests a deep trust in expert opinions and scientific advancements, reflecting an era when branding relied heavily on the perception of authority rather than user testimonials or peer reviews. The portrayal of Beecham's Pills as a favourite of the Czar, for instance, places emphasis on status and elite approval rather than empirical evidence of efficacy.

Compared to modern media, this Victorian newspaper presents stark differences in both language and approach. Advertisements today are far more regulated, avoiding the exaggerated medical claims that were commonplace in the 19th century. While Victorian ads rely on grandiose descriptions and authoritative endorsements, contemporary marketing leans toward relatability, scientific backing, and digital engagement. Additionally, sentence structure has shifted dramatically; modern media favours short, clear sentences with minimal punctuation to ensure quick readability, especially in the era of online content consumption. The shift in tone is also evident, as modern advertisements often focus on practical benefits rather than poetic or highly stylized persuasion.

Overall, this Victorian newspaper offers a fascinating glimpse into the language, structure, and persuasive techniques of its time. The formal vocabulary, elaborate syntax, and grandiose tone reflect a different approach to both advertising and journalism—one that relies heavily on authority, detailed description, and florid language to capture the reader's attention. In contrast to today's more straightforward and regulation-bound media, Victorian newspapers prioritized persuasion through intricate wording and an emphasis on trust in established institutions.

10.1 Clickbait of the 19th century

This article is a fictionalized 19th-century news report about a monstrous serpent discovered in the sewers beneath London. It describes a terrifying encounter between two sewer workers and a giant snake, leading to public panic and speculation about its origins. The piece uses

dramatic language, sensational descriptions, and fearful speculation to grip readers and stir emotion.

Clickbait refers to content designed to attract attention and encourage clicks or sales through exaggerated or misleading headlines. In the 19th century, similar tactics were used in sensationalist newspapers like *The Illustrated Police News*, which employed shocking headlines and lurid storytelling—like the tale of the sewer serpent—to boost circulation and excite public curiosity.

SHOCKING DISCOVERY! A MONSTROUS SERPENT FOUND IN A LONDON SEWER!

By J. Percival Hawthorne

Published in *The Illustrated Police News*, April 3, 1878

London was gripped by terror yesterday as workmen in the city's labyrinthine underbelly stumbled upon what may be the most appalling natural horror ever witnessed in the capital. A **colossal serpent**, reported to be no less than **thirty feet in length**, was discovered writhing in the fetid waters of a subterranean passage beneath Fleet Street, sending a wave of hysteria through the district.

The shocking revelation came when two sewer workers, Mr. Thomas Wilkes and Mr. Henry Garretson, were clearing debris from an overflow tunnel near Ludgate Hill. Mr. Wilkes, speaking to our correspondent, described the moment of horror:

*"We were wading through the filth when suddenly Henry let out a cry that froze my very blood! I turned and there, lurking just beneath the surface, I beheld two glistening, **malignant eyes** fixed upon us. It was a beast unlike any I had seen before—its hide as black as pitch, its coils as thick as a man's torso!"*

A desperate struggle ensued as the creature, seemingly enraged by the disturbance, lashed out at the men with **unnatural speed**. Mr. Garretson, barely escaping with his life, sustained a **terrible wound to his leg**, inflicted by what he described as the serpent's "razor-like fangs, each no less than three inches in length!" The men, in sheer terror, fled the tunnel, only to raise the alarm upon reaching the street.

A BEAST OF UNKNOWN ORIGINS

Authorities from the Metropolitan Police arrived at the scene within the hour, accompanied by Dr. Algernon F. Pemberley, a noted naturalist from the Royal Society. Upon investigation, the eminent doctor issued a most disturbing hypothesis:

*“Gentlemen, I can scarce believe what I have witnessed. Such a specimen ought not to exist in this part of the world! I am of the opinion that this monstrous ophidian, if indeed it is not some unnatural aberration, may have arrived in the sewers **by means of an illicit cargo from the Orient or the Americas**, where such creatures are known to dwell.”*

A theory has emerged that the **great beast may have been feeding upon the city’s vermin population**, growing to its prodigious size in the utter darkness of the subterranean world. More ominous still is the **possibility that it is not alone!** Dr. Pemberley has cautioned that if such creatures have made their home beneath our feet, we may be standing upon an **infestation of dreadful proportions.**

A CITY IN FEAR – WILL THE GOVERNMENT ACT?

Already, the discovery has sent ripples of panic through the district. Concerned citizens have gathered outside the offices of the Metropolitan Board of Works, demanding immediate action. Several local tradesmen, including Mr. Reginald Thorpe, owner of a popular Fleet Street alehouse, have voiced their alarm:

“Who among us shall walk the streets safely, knowing that such horrors may lurk beneath? Will the authorities allow this monstrous presence to fester, waiting for some unwitting child to be dragged into the depths?”

The Lord Mayor’s office has yet to issue an official statement, but it is whispered among those in government circles that a **full-scale cleansing of the sewer system may soon be ordered.** However, whispers abound that **such a beast could never have thrived without dark meddling from the unseen forces of the city’s occult underworld.** Could it be that London’s hidden societies, those whispered of in gaslit alleyways, have been at work in unnatural experiments?

SIGHTINGS FROM THE PAST – A TERRIFYING PATTERN?

Curiously, this is not the first time such an unholy creature has been reported beneath the capital. Records from as early as **1856** suggest that workers in the same district reported glimpses of **“an enormous shadow, moving against the flow of the Thames.”** These reports were dismissed at the time as the ravings of overworked sewer men, but in light of this week’s ghastly discovery, such accounts must now be **re-examined with the utmost seriousness.**

The people of London must ask themselves: is this but an isolated horror? Or does this **monstrous serpent** herald the rise of something **far more sinister?**

One thing is certain—until this creature is captured or slain, **no man, woman, or child can tread the streets of London without glancing fearfully at the cobblestones beneath their feet, wondering what may slither below.**

11. Writing analysis of the 21st century

Modern newspapers emphasize clarity and accessibility, utilizing simple, direct language to connect with a broad audience. This marks a sharp contrast to the elaborate and ornate style of Victorian-era publications, which favored grandiose vocabulary and florid phrasing. Words like "effective" now replace the more formal "efficacious," while concise expressions such as "so much so that" have supplanted "insomuch." Jargon and technical terminology are minimized, and when necessary—particularly in political, financial, or scientific contexts—they are typically explained to ensure broader comprehension. Even adjectives are used sparingly in modern newspapers. For example, where Victorian advertisements might proclaim a product as "the most palatable, the most digestible, the most efficacious," a contemporary equivalent would simply state, "Easier to digest and clinically proven to work." Overall, the trend has shifted toward neutral, factual language, leaving behind the poetic and persuasive tones of the past.

In keeping with this shift, modern newspapers favor shorter, punchier sentences and straightforward syntax. The long, complex, multi-clausal constructions that dominated Victorian prose have largely been replaced by concise, easily digestible statements—a necessity in today's fast-paced digital landscape. A verbose Victorian sentence such as, "A new and most shocking revelation has come to light regarding the state of affairs in the financial district, where, in a turn of events that has startled even the most seasoned of investors, market values have plummeted beyond all expectation, leaving many in a state of dismay and despair," would now be succinctly reported as, "Stock markets plunged today, surprising analysts and worrying investors." Additionally, punctuation has been simplified. The Victorian tendency to use semicolons, colons, and excessive commas has given way to shorter paragraphs, bullet points, and the liberal use of periods to improve readability and accessibility.

Modern journalism adheres to principles of neutrality and factual reporting, especially in respected publications like *The New York Times*, *The Guardian*, or BBC News. These outlets aim to maintain an objective tone by presenting facts with minimal emotional or persuasive

influence. However, tone can vary depending on the type of publication. Sensationalist tabloids like *The Daily Mail* or *The Sun* often echo the exaggerated language of Victorian newspapers. For example, where a reputable source might report, "Police are investigating a series of break-ins in the city center," a tabloid headline could sensationalize the same story as, "City in Fear: Crime Wave Sweeps the Streets!" Opinion pieces and editorials still retain persuasive elements, but they are generally structured with clear and logical arguments rather than flowery or poetic rhetoric.

Another defining feature of modern newspapers is their strong emphasis on accuracy and balance. Most strive to incorporate diverse perspectives by quoting multiple sources and presenting counterarguments to provide fairness. This approach contrasts sharply with the Victorian tendency to frame stories as moral lessons or dramatic spectacles. For example, a political scandal today would focus on answering the essential journalistic questions—who, what, when, where, why, and how—relying on direct quotes from key figures rather than employing a narrative-heavy style. Additionally, modern newspapers frequently integrate multimedia elements, such as photographs, infographics, and video content, which stand in stark contrast to the purely text-based format of Victorian papers.

The differences between Victorian and modern newspapers extend beyond language and tone to presentation and focus. Victorian newspapers relied on lengthy, ornate sentences and persuasive rhetoric, while modern journalism prioritizes brevity, clarity, and neutrality. While Victorian publications were text-heavy with minimal visual aids, contemporary newspapers employ bold headlines, subheadings, and digital-friendly layouts for easy navigation. Modern outlets also focus on public reactions, statistical data, and diverse viewpoints, rather than the expert endorsements and moralistic storytelling typical of Victorian papers.

Despite their differences, both Victorian and modern newspapers aim to engage their audiences, though their methods have evolved significantly. Victorian publications captivated readers with elaborate language, rhetorical flourishes, and lengthy narratives, while today's newspapers focus on efficiency, factual accuracy, and user-friendly formats. Nevertheless, elements of sensationalism and emotional framing persist, particularly in tabloids and online media. Furthermore, the rise of digital platforms has added new dimensions to journalism, emphasizing interactivity and instant updates, further distinguishing modern newspapers from their Victorian predecessors.

11.1 Clickbait of the 21st century

Clickbait has become a pervasive element of online media in the 21st century, characterized by sensationalized headlines designed to entice users into clicking on content that often fails to deliver on its provocative promises. This strategy exploits human curiosity and the desire for novel information, leading to increased engagement and, consequently, higher advertising revenues for content creators.

The term "clickbait" refers to content that employs misleading or exaggerated headlines to attract attention. This practice is not entirely new; similar tactics have been observed historically in journalism. For instance, the *Great Moon Hoax of 1835* involved a New York newspaper, *The Sun*, publishing false reports about life on the moon to boost readership. However, the digital age has amplified the reach and impact of such strategies, making clickbait a dominant feature of contemporary online media.

One infamous example of modern clickbait is the widespread use of headlines such as “You Won’t Believe What Happened Next!” or “Doctors Hate This One Simple Trick!” These phrases rely on curiosity gaps, compelling readers to click for answers. Websites such as *BuzzFeed* and *Upworthy* became famous for using such headlines, optimizing their content for social media virality. While some of their articles contained legitimate or entertaining information, others exaggerated or misled audiences to generate traffic.

Researchers have identified several approaches to studying clickbait. One focus is the development of algorithms and programs to detect and filter clickbait content. Another approach examines the semantic techniques used in headlines and texts to arouse curiosity. Additionally, studies explore the psychological mechanisms that make audiences susceptible to clickbait and assess the credibility of such headlines. For example, a study published in *Computers in Human Behavior* found that people are more likely to engage with content that evokes strong emotions, such as anger or surprise.

The ethical implications of clickbait are significant. Sensational and misleading content can undermine traditional journalistic values such as accuracy, objectivity, and transparency. This erosion of standards poses challenges for media ethics, as the pursuit of clicks often takes precedence over the dissemination of truthful and meaningful information. A notorious case occurred in 2016, when several websites spread false headlines claiming that Pope Francis had endorsed Donald Trump for president. This misleading story went viral, influencing public discourse despite being entirely fabricated.

The impact of clickbait extends beyond individual media outlets. Social media platforms, driven by algorithms that prioritize engagement, often amplify sensational content. This amplification can lead to increased polarization and the spread of misinformation. For example, in 2020, Facebook and Twitter had to take action against misleading COVID-19 articles that gained traction due to clickbait-style headlines, such as “This Simple Home Remedy Can Cure COVID Instantly!” Studies have shown that posts inciting strong emotional reactions, such as anger, are disproportionately likely to contain misinformation. Addressing the challenges posed by clickbait requires a multifaceted approach. Media literacy initiatives can educate audiences about the tactics used in clickbait and encourage critical consumption of online content. Furthermore, the development and implementation of algorithms to detect and demote clickbait can help reduce its prevalence. However, these technological solutions must be balanced with considerations of free speech and the dynamic nature of online media.

In conclusion, clickbait represents a complex phenomenon at the intersection of technology, psychology, and media economics. Its prevalence in the 21st century poses significant challenges to the integrity of information dissemination. Ongoing research and ethical considerations are essential to mitigate its impact and promote a more informed and discerning public.

12. Vocabulary of social media

We compiled two sets of vocabulary to demonstrate how media language has evolved over time. The aim was to compare the words and expressions found in 19th-century newspapers with those used in contemporary digital media, including online news articles and social media posts. This comparison allowed us to observe how media language has become progressively simpler, more emotionally charged, and increasingly oriented toward engaging the reader.

Word	Definition
Add a friend	to give access to your profile to a person a Facebook and gain access to their profile

Advertence	Referring to attention or notice, sometimes found in formal announcements.
AI (Artificial Intelligence)	A rapidly developing technology covered frequently in both business and science news.
AI-generated content	A phrase that has gained relevance with the rise of AI-driven journalism and creative work.
Alternative media	media content that is generally independent and non-mainstream
Algorithm	A set of rules used by social media and search engines to filter content, often mentioned in discussions about online influence.
Blog	a regularly update page or website that is usually managed by one person or a small group
Breakthrough infection	A term used to describe infections that occur despite vaccination.
Cancel culture	A term used to describe public backlash against individuals or companies.
Carbon footprint	The amount of carbon dioxide emissions linked to an individual, company, or country.
Clickbait	Internet content where the main intention is to draw attention and persuade users to click on a link to a particular website
Climate crisis	A term replacing “climate change” in some publications to emphasize urgency.
Come across	to find something by accident
Correspondence	Used frequently to mean “news reports” or “letters from reporters in the field.”
Crowdfunding	funding projects by using lots of small donations from internet users
Cryptocurrency	Digital currencies like Bitcoin and Ethereum, now a major topic in financial news.

Cyberattack	A hacking attempt targeting institutions or governments, a term frequently used in security-related reporting.
Cyberbullying	using internet to send threatening or intimidating messages
Data privacy	how private your user data is kept
Deepfake	A digitally altered video or image used to spread false information.
Disinformation	False or misleading information spread deliberately, especially online.
Diversity and inclusion	Frequently used in corporate and educational reporting, emphasizing representation.
Ecommerce	businesses and transactions operating on the internet
Efficacious	Meaning “effective,” often used in advertisements for medicines and remedies.
Expeditiously	Meaning “quickly and efficiently,” commonly found in business advertisements.
Get hooked on	to become addicted to something
Gig economy	A labour market characterized by freelance and short-term jobs, frequently discussed in employment news.
Greenwashing	A term for misleading claims about environmental friendliness, often used in corporate investigations.
Haberdashery	A shop selling men’s clothing and small accessories, a term that has largely fallen out of casual use.
Hacker	a person who gains unauthorised access to information/accounts online
Indisposed	A polite way of saying someone was ill or unwell, commonly used in obituaries and health-related notices.

Inflation	A rise in prices, often the focus of economic reports and financial analysis.
Influencer	a person who influences costumers online by promoting or discussing products/services
Insomuch	A formal way of saying “to such an extent.”
Internet/Online safety	The process of staying safe from fraud, exploitation, or other malicious acts. Online
Jump on the bandwagon	to like something because it is popular with other people
Killing time	to engage in an activity aimed at wasting or passing time
Long COVID	A condition where symptoms persist long after initial infection, now commonly reported in health news.
Log on/in	go through the process of entering a computer system/program/website
Marvellous	Used frequently to describe products in advertisements, meaning “wonderful” or “astonishing” (though still in use today, it was far more common and exaggerated in Victorian writing).
Meme	an illustration/photo or text that is intended to spread jokes/amusing ideas
Mental health crisis	A phrase gaining prominence as awareness around mental well-being grows.
Misinformation	False or misleading information that spreads unintentionally, often linked to social media.
Net zero	A goal of balancing greenhouse gas emissions with removals, widely used in environmental reporting.
Obliged	Used in the sense of being grateful or indebted, often found in formal notices.
Pandemic	A word that became central in global news following COVID-19.

Patronage	Often found in business ads, meaning the support of customers or the public.
Pecuniary	Referring to financial matters, often used in legal and business sections.
Perambulator	A formal term for a baby carriage (now simply called a “pram” or “stroller”).
Phishing	sending fraudulent email to entice people into providing personal information or money
Polarization	Refers to increasing ideological division, commonly used in political coverage.
Populism	A political approach that appeals to ordinary people, often contrasted with the elite.
Premium content	internet content that must be subscribed to and paid for
Proprietor	Frequently used to refer to business owners or landowners, particularly in advertisements.
Reshoring	The opposite of outsourcing, referring to companies bringing jobs and manufacturing back to their home country.
Sanctions	Economic or political penalties imposed on countries, frequently used in international news
Sensationalism	exaggerated news that is designed to get people’s attention by shocking them
Singular	Used in the sense of “remarkable” or “extraordinary,” often to describe unusual events.
Streaming	the live continuous transmission of video/audio content
Supply chain	A major topic in post-pandemic economic news, referring to the production and distribution network of goods.
Sustainability	A key word in business and environmental news, referring to long-term ecological balance.
Take by storm	to become highly successful very quickly

Take off	to become successful
To block	to prevent someone from using or seeing a particular account or service online
To browse	to view different web pages on the internet
To crash	to suddenly stop working
To follow	to subscribe to the page of a person or organisation on a social media platform
To scroll	to move up and down on a screen To swipe – to move from left to right on a screen
To swipe	to move from left to right on a screen
Trending	something that has become extremely popular online
Troll	a person who deliberately offends or upsets other people online
Tweet	to make a post on the social media site Twitter
Update your status	post new information about your current state/situation on a social media site
Variant	A term used frequently in virology, especially regarding new strains of viruses.
Viral	a story or post that has become extremely popular online
Virtual friends	friends that have only met online and not in-person
Warranted	Meaning “guaranteed” or “certified,” frequently seen in product advertisements.
Whistleblower	A person who exposes wrongdoing within an organization, often appearing in investigative journalism.
Woke	Originally meaning socially aware, now often debated in political and cultural discourse.

Discussion

An examination of the terms “blog,” “efficacious,” “haberdashery,” “influencer,” “whistleblower,” and “warranted” uncovers their origins, meanings, and the factors influencing their evolving usage over time.

The word “blog” is a shortened version of “weblog,” a combination of “web” and “log.” Jorn Barger introduced the term “weblog” on December 17, 1997, to describe his activity of “logging the web.” Later, in 1999, Peter Merholz humorously split “weblog” into “we blog” on his website, sparking the widespread adoption of the term. A blog refers to an online platform or journal that presents content in reverse chronological order, with the newest entries appearing first.

“Efficacious” is an adjective dating back to the early 16th century, derived from the Latin term “efficax,” which means “effectual” or “efficient.” It describes something capable of delivering a desired effect, commonly used in contexts like medicine to indicate effective treatments. Though still in use, alternatives such as “effective,” “efficient,” and “potent” are more frequently employed in everyday speech.

The term “haberdashery” entered English in the early 15th century through Anglo-French, originally denoting the wares sold by a haberdasher. In British English, it refers to a shop for sewing supplies and small accessories, while in American English, it usually means a men’s clothing store. The decline in the usage of “haberdashery” is linked to the emergence of large department stores and e-commerce, which have rendered specialized shops less common. Synonyms include “clothing store,” “dry goods store,” and “notions store.”

“Influencer” has existed in English since the mid-1600s, originally describing an entity or individual capable of influencing others. In modern usage, it refers specifically to people who impact others’ purchasing decisions due to their expertise, position, or connection with their audience, particularly on social media. The contemporary sense of “influencer” has gained significance with the growth of digital marketing and online platforms.

The term “whistleblower” arose in the 19th century, likening individuals who disclose unethical or hidden activities to referees blowing whistles to signal infractions. It remains relevant, especially in legal and corporate settings, to describe those exposing unethical or illegal practices within organizations.

“Warranted,” an adjective from the early 17th century, stems from the noun “warrant,” which originated in the 14th century, meaning authorization or justification. It refers to something deemed justified or necessary. While still used, it often appears in formal or legal

contexts, with synonyms like “justified,” “authorized,” and “sanctioned” being more prevalent in casual language.

The changing usage of these words reflects societal, technological, and commercial shifts. Words such as “blog” and “influencer” have surged in prominence due to advancements in technology and the rise of digital platforms. Meanwhile, terms like “haberdashery” have diminished in everyday use, corresponding to changing retail trends and consumer behaviours.

Conclusion

This study has explored the evolution of media discourse, tracing the linguistic and stylistic transformations from the 19th century to the present. By analysing historical print journalism and contemporary digital media through the lens of Critical Discourse Analysis (CDA) and qualitative content analysis, this research has provided insights into the ways in which language, tone, and journalistic conventions have adapted to technological and societal changes. The comparative approach has illuminated the shifting nature of media communication, revealing key differences in vocabulary, sentence structure, rhetorical strategies, and journalistic objectivity.

One of the most significant findings of this research is the marked contrast between the complexity and formality of 19th-century newspapers and the accessibility and interactivity of modern digital media. Victorian-era newspapers adhered to strict linguistic norms, often employing sophisticated vocabulary, long and structured sentences, and a formal tone that reflected the authoritative role of the press at the time. Journalistic writing was more impersonal and focused on maintaining an objective stance, reflecting the press's role as a primary source of information in a society with limited means of mass communication. In contrast, the rise of digital media, particularly social media, has led to a shift towards more conversational, engaging, and emotionally charged language. The modern media landscape prioritizes immediacy and audience engagement, often at the expense of traditional journalistic objectivity.

This study also highlights how the transition from print to digital media has affected the perception of credibility and objectivity in journalism. In the 19th century, print media was largely viewed as a reliable source of information, partly due to the formality of its language and the structured presentation of facts. The contemporary media environment, however, is characterized by the rapid dissemination of information through multiple channels, including social media platforms where journalistic norms are often relaxed or entirely absent. The ease with which individuals can publish and share content has blurred the lines between professional journalism and user-generated content, leading to a rise in subjective and opinion-driven discourse.

Furthermore, the study identifies a trend toward simplification in modern media language. In contrast to the elaborate and detailed narratives of historical newspapers, contemporary digital news articles tend to be more concise, using shorter paragraphs, bullet points, and hyperlinks to enhance readability. This shift reflects broader societal changes, including

reduced attention spans and the growing demand for quick, digestible information. The prevalence of clickbait headlines, sensationalized language, and emotionally charged narratives further underscores the shift in journalistic priorities from purely informative reporting to audience-driven engagement.

Another key aspect of this research is the role of technology in shaping media language. The introduction of the internet and social media has not only influenced the way news is produced but also how it is consumed and interacted with. Unlike traditional newspapers, which presented information in a linear and structured manner, digital platforms enable dynamic and interactive communication. Features such as comment sections, shares, likes, and real-time updates have transformed the passive consumption of news into an active and participatory process. This shift has, in turn, impacted the language used in media discourse, encouraging more direct, engaging, and sometimes sensationalized content to attract and retain audience attention.

Additionally, the findings suggest that while modern media language is more accessible, it may also contribute to the polarization of public discourse. The personalization of digital news feeds, driven by algorithms, creates echo chambers in which individuals are exposed primarily to viewpoints that align with their own. This has led to the increasing prevalence of emotionally charged and partisan language, as media outlets and independent content creators tailor their messaging to appeal to specific ideological groups. In contrast, historical print journalism, though not entirely free from bias, adhered to more uniform linguistic standards and was less influenced by immediate audience reactions.

The implications of these findings extend beyond linguistic analysis and into broader discussions about media literacy and critical thinking. As media consumption becomes more fragmented and digital platforms continue to evolve, it is essential for audiences to develop the skills necessary to critically analyse media content. Understanding the linguistic strategies employed in different media formats can help individuals recognize bias, differentiate between fact and opinion, and engage with news in a more informed manner. This research underscores the need for media education initiatives that equip individuals with the ability to navigate the modern information landscape responsibly.

Ultimately, this study contributes to the ongoing discourse on the evolution of media communication and its societal implications. By examining the historical and contemporary shifts in media language, it sheds light on how technological advancements and cultural changes have shaped the way news is produced, disseminated, and received. While modern digital media offers unparalleled accessibility and interactivity, it also presents challenges

related to credibility, objectivity, and the overall quality of journalistic discourse. The findings of this research suggest that while the nature of media language will continue to evolve, maintaining a balance between accessibility and journalistic integrity remains a crucial challenge in the digital age.

Moving forward, further research could explore the role of artificial intelligence and automated journalism in shaping media discourse. With the increasing use of AI-generated content, new linguistic patterns and stylistic changes may emerge, further influencing public perception and engagement with news. Additionally, examining media discourse across different cultural and linguistic contexts could provide a more comprehensive understanding of how globalization has impacted journalistic language. By continuing to investigate these trends, scholars and media professionals can work toward developing strategies that promote responsible and ethical journalism in an increasingly digital world.

In conclusion, this study has demonstrated that the language of media has undergone significant transformations over time, driven by technological, cultural, and societal factors. While the transition from print to digital media has enhanced accessibility and engagement, it has also introduced challenges related to objectivity, credibility, and journalistic standards. Understanding these changes is essential for both media professionals and consumers as they navigate the evolving landscape of news and communication.

Resumé

Mediálny jazyk ako prostriedok verejnej komunikácie zohráva v spoločnosti nezastupiteľnú úlohu. Mení sa ruka v ruke s technologickým pokrokom, sociálnymi transformáciami a kultúrnymi trendmi, pričom odráža aj ovplyvňuje spôsob, akým spoločnosť myslí, komunikuje a prijíma informácie. Cieľom tejto diplomovej práce je analyzovať vývoj mediálneho diskurzu z hľadiska jazykovej formy i funkcie v časovom rámci od 19. storočia až po súčasné obdobie digitálnych a sociálnych médií. Zámerom je pochopiť, aké jazykové zmeny sprevádzali transformáciu médií, ako sa mení jazyk v rôznych médiách, a zároveň identifikovať ideologické a kultúrne posolstvá, ktoré médiá prostredníctvom jazyka sprostredkujú.

Táto téma je v súčasnosti mimoriadne aktuálna nielen pre odborníkov z oblasti lingvistiky či mediálnych štúdií, ale aj pre širokú verejnosť, ktorá je dennodenne konfrontovaná s množstvom informácií, diskurzov a jazykových štýlov. S rozmachom sociálnych médií, blogov, online platforiem a alternatívnych spravodajských kanálov sa výrazne zmenil spôsob, akým sa informácie tvoria, šíria a prijímajú. Jazyk, ktorý bol v minulosti formálny, štruktúrovaný a pomerne konzervatívny, sa dnes stáva flexibilnejším, expresívnejším, a často podlieha trendom, ktoré majú krátkodobý charakter.

Diplomová práca vychádza z interdisciplinárneho rámca, ktorý prepája poznatky z oblasti lingvistiky, mediálnych štúdií, kultúrnej antropológie a interkultúrnej komunikácie. Teoretickým základom je predovšetkým kritická diskurzívna analýza (Critical Discourse Analysis – CDA), ktorú reprezentujú autori ako Norman Fairclough, Teun A. van Dijk či Ruth Wodak. Táto metóda umožňuje odhaliť ideologické a mocenské štruktúry skryté v jazyku, a zároveň skúma vzťah medzi jazykom, spoločnosťou a poznaním. Dopĺňa ju aj korpusová lingvistika, ktorá slúži na kvantitatívnu analýzu lexiky a štylistiky v rôznych historických i súčasných mediálnych textoch.

Výskumná metóda spočíva v porovnaní korpusu novinových článkov z 19. storočia, konkrétne z britskej viktoriánskej tlače, s modernými digitálnymi médiami vrátane online žurnalistiky a sociálnych sietí. Dôraz sa kladie na tematickú i jazykovú rovnováhu – analyzované sú správy zo spoločenského a politického prostredia, kriminálne reportáže, publicistika a diskusie so spoločenským dosahom. Výskumné hypotézy predpokladajú zmenu v jazykovej komplexnosti, štylistickej výstavbe i v úrovni objektivity v prospech emocionálnej, rýchlej a subjektívnej komunikácie v súčasnosti.

Jazyk tlačených médií 19. storočia sa vyznačuje formálnosťou, dôslednou gramatikou, komplexnou vetnou štruktúrou a vysokou mierou lexikálnej bohatosti. Texty boli štylizované do podoby verejného prejavu, často pripomínajúceho politické rečníctvo či literárne eseje. Prvky ako dlhé súvetia, rozsiahle citácie, vysoký výskyt cudzích slov a ustálených obratov boli štandardom. Novinové texty slúžili nielen na informovanie, ale aj na formovanie morálnych, národných a kultúrnych hodnôt. Vzhľadom na obmedzené komunikačné kanály boli médiá hlavným nástrojom verejného diskurzu.

Významným javom bolo aj šírenie ideológií cez tlač – či už v podobe politických pamfletov, alebo otvorenej propagandy. Čitateľ bol vnímaný ako prijímateľ, ktorému bol obsah "dodaný" zhora, bez interaktivity. Jazyk bol preto jednosmerný a autoritatívny. V centre pozornosti bola informačná hodnota textu, nie jeho estetika alebo emocionálny efekt.

V kontraste s minulosťou dnes médiá komunikujú s publikom prostredníctvom jazykových stratégií, ktoré sú prispôbolené digitálnemu prostrediu. Jazyk digitálnych médií je dynamický, fragmentovaný, zjednodušený a často až performatívny. Cieľom nie je len informovať, ale najmä zaujať, vyvolať reakciu, zdieľanie alebo diskusiu. Bežne sa využívajú clickbaitové titulky, ktoré sľubujú senzačný obsah, ale často manipulujú s významom alebo zamlčávajú dôležité fakty. V texte dominujú skrátené výrazy, slang, emotikony, a tiež hypertextové odkazy, ktoré odrážajú povahu prepojenej digitálnej reality.

Zmenila sa aj samotná štruktúra komunikácie – už nie je jednosmerná, ale interaktívna. Používateľ nie je pasívnym prijímateľom, ale aktívnym tvorcom obsahu, komentátorom a kritikou. Tento posun sa odráža aj v jazyku – ten sa stal inkluzívnejším, otvorenejším, ale aj fragmentovanejším. Prevláda prvoplánovosť, snaha o okamžité vyvolanie dojmu alebo emocionálnej reakcie.

Zvláštnu pozornosť si zaslúži aj otázka globalizácie mediálnej komunikácie. V digitálnom priestore nadobudla angličtina postavenie globálneho média – slúži ako univerzálny jazyk medzi používateľmi z rôznych krajín. Tento jav, známy ako English as a Lingua Franca (ELF), ovplyvňuje aj štruktúru jazyka: objavujú sa nové hybridné formy, vzniká internetový slang, skratky (napr. LOL, BRB, OMG) a kombinácia vizuálnych a textových prvkov. Práca upozorňuje na výzvy, ktoré táto hybridizácia prináša – znižovanie jazykovej presnosti, riziko nedorozumení, ale aj na pozitíva, ako je prekonávanie kultúrnych a jazykových bariér.

Empirická časť práce potvrdzuje hypotézu o výraznom posune v jazykovej štruktúre a štylistike médií. Jazyk 19. storočia je komplexný, intelektuálne náročný a formálne udržiavaný, zatiaľ čo súčasný diskurz sa vyznačuje zjednodušenou štylistikou, expresívnym

slovníkom a prvkami vizuálneho doplnku. Okrem toho sa v 21. storočí znižuje miera objektivity – narastá množstvo názorových článkov, blogov a subjektívnych výpovedí, ktoré sú často prezentované ako správy. Mnohé z nich cielene používajú jazykové stratégie na vyvolanie emócií, polarizáciu publika alebo šírenie konkrétnych ideológií.

Zistenia diplomovej práce podčiarkujú nevyhnutnosť rozvíjania mediálnej a jazykovej gramotnosti. V prostredí, kde je informácií nadbytok a jazyk podlieha marketingovým, politickým i kultúrnym tlakom, je potrebné vedieť rozpoznať jazykové stratégie, kriticky čítať a hodnotiť obsah, a rozlišovať medzi informáciou a manipuláciou. Jazyk nie je len nosičom obsahu, ale aj nástrojom moci a vplyvu. V tomto kontexte môže analýza mediálneho jazyka napomôcť k tomu, aby boli čitatelia a užívatelia médií vnímavejší, samostatnejší a odolnejší voči manipulatívnym technikám.

Práca zároveň otvára priestor pre ďalší výskum – napríklad na tému multimodality v médiách, preklad mediálneho obsahu alebo porovnanie mediálnych diskurzov v rôznych jazykoch a kultúrach. Vzhľadom na rýchly vývoj technológií sa dá predpokladať, že jazyk médií bude aj naďalej dynamickým a dôležitým objektom akademického záujmu.

Bibliography

BARON, N. S. (2008). *Always On: Language in an Online and Mobile World*. Oxford University Press. ISBN 9780195313055

BELL, A. (1991) *The Language of News Media*. Wiley – Blackwell. ISBN – 10 0631164359

BERNS, M. (2012). *The Expanding Role of English in Global Communication*. - article

BOYD, D. M., & ELLISON, N. B. (2007). Social Network Sites: Definition, History, and Scholarship. In: *Journal of Computer-Mediated Communication* 13. 210 – 230. International Communication Association.

CONBOY, M., (2006). *Tabloid Britain: Constructing a Community Through Language*. Routledge. ISBN 9780415355537

CRYSTAL, D. (2018). *The Cambridge Encyclopedia of the English Language*. Cambridge University Press, ISBN 9781108437738

CRYSTAL, D. (2011). *Internet Linguistics: A Student Guide*. Routledge. ISBN 9780415602716

CANN, A., DIMITRIOU, K., & Hooley, T. (2011). *Social Media: A Guide for Researchers*. Research Information Network. Corpus ID: 154635397

COGO, A., DEWEY, M. (2012). *Analysing English as a Lingua Franca: A Corpus-driven Investigation*. Continuum. ISBN: 1441158375

DANESI, M. (2017). *The Semiotics of Emoji: The Rise of Visual Language in the Age of the Internet*. Bloomsbury Publishing. ISBN – 10 1474281982

FAIRCLOUGH, N. (1995). *Media Discourse*. Redwood Books. ISBN 0 340 58889 6

FOWLER, R. (1991). *Discourse and Ideology in the Press*. Routledge. New York. ISBN10: 0-415-01419-0

IAIA, P. L., PROVENZANO, M. SPERTI, S. (2016). *ELF Reformulations of Italian 'Lingua Franca' Uses in the Subtitling of the Migration Movie Lamerica*. Capitolo di Libro. ISBN 9788897524632

JACKSON, S. J., BAILEY, M., WELLES, B. F. (2020). *#HashtagActivism: Networks of Race and Gender Justice*. MIT Press. ISBN - 100262043378

LARSEN-FREEMAN, D., ANDERSON, M. (2011). *Techniques and Principles in Language Teaching*. Oxford University Press. ISBN: 978 0 19 442360 1

LABOV, W. (2015). Voices of the Speech Community – Six People I Have Learned From. In: TANNEN, D.; HAMILTON, H. E.; SCHIFFRIN, D. (eds): *The Handbook of Discourse Analysis*. Bloomsbury Publishing Plc. ISBN 978-0-470-67073-3

FUCIU, M. (2019). The Rise of Instagram – Evolution, Statistics, Advantages and Disadvantages In: *Revista Economica* 71:4. ISSN: 1582 - 6260

STEPHENS, M. (2007) *A History of News*. Oxford University Press. ISBN – 10 0195189914

TAGLIAMONTE, S. (2016). Teen Talk: The Language of Adolescents. In: HOLMES-ELLIOTT, S.(ed.). *Language in Society*. Cambridge University Press.

TALBOT, M. (2007). *Media Discourse – Presentation and Interaction*. Edinburgh University Press. ISBN 978 0 7486 2348 8

VAN DIJK, T. A. (2014). *Discourse and Knowledge – A Sociocognitive Approach*. Cambridge University Press. ISBN 978 – 1 – 107 – 07124 – 7

VAN DIJK, T. A. (2015). *Critical Discourse Analysis*. In: TANNEN, D.; HAMILTON, H. E.; SCHIFFRIN, D. (eds): *The Handbook of Discourse Analysis*. Bloomsbury Publishing Plc. ISBN 978-0-470-67073-3

MHAISANE, K. V. (2023). *Language and Media: A Symbiotic Relationship*. In: *Shanlax International Journal of English*. Vol. 12. No. S1. pp. 67-70

MAXMUDOVA, F. M., (2024) *Features of Media Language 427 - 430*. In: *Multidisciplinary Journal of Science and Technology*, 4(4). ISSN: 2582 – 4686

Online sources

BLOG, What are the different types of media? It's extent and importance explained, In: O.P. Jindal Global, Institution of eminence deemed to be University, Feb 22, 2024, Available on the Internet < <https://jgu.edu.in/blog/2024/02/22/what-are-the-different-types-of-media/> >

British Newspaper, 1800 – 1860, In: Gale, 2007, Available on the Internet < <https://www.gale.com/intl/essays/ed-king-british-newspapers-1800-1860> >

Cambridge Dictionary, Available on the Internet < <https://dictionary.cambridge.org/dictionary/> >

CLARK-JOHNSON, S., *Newspapers in the 21st Century*, In: *Communication Lawyer*, March, 2009, Available on the Internet < https://www.americanbar.org/content/dam/aba/publishing/communications_lawyer/clark.athcheckdam.pdf >

Clickbait, In: Sprout Blog, Available on the Internet < <https://sproutsocial.com/glossary/clickbait/> >

COLCLOUGH, J., *Printing Newspapers 1400-1900: A Brief Survey of the Evolution of the Newspaper Printing Press*, In: Library of Congress – Blogs, Apr 21, 2022, Available on the Internet < <https://blogs.loc.gov/headlinesandheroes/2022/04/printing-newspapers-1400-1900/> >

History of C19th British Newspapers, In: NC State University, Available on the Internet < <https://ncna.dh.chass.ncsu.edu/infonetworks/history.php> >

IELTS Vocabulary – Social Media, In: Benchmark Education Solutions, Available on the Internet < <https://edubenchmark.com/blog/vocabulary-topic-social-media/> >

JÁCOBO – MORALES, D., MARINO – JIMÉNEZ, M., Clickbait: Research, challenges and opportunities – A systematic literature review, In: Online Journal of Communication and Media Technologies, Sep 11, 2024, Available on the Internet < <https://www.ojcmnt.net/download/clickbait-research-challenges-and-opportunities-a-systematic-literature-review-15267.pdf> >

JANKUTÉ – CARMACIU, I., What are the different types of media?, In: Whatagraph, Oct 23, 2019, Available on the Internet < <https://whatagraph.com/blog/articles/different-types-of-media> >

JHA, P., What Challenges Do Newspapers Face in the Digital Era?, In: Medium, Aug 17, 2024, Available on the Internet: < <https://jpriyanshu347.medium.com/what-challenges-do-newspapers-face-in-the-digital-era-13aaf2d349d3> >

JIMMA, J. D, Examination of English as a Lingua Franca in social media, In: Language of social media, May 2017, Available on the Internet < <https://skemman.is/bitstream/1946/27228/1/Language%20of%20social%20media,%20Jóhanna%20Dan%20C3%ADel%20Jimma.pdf> >

JIMMA, J.D. (2017). Language of social media – Examination of English as a Lingua Franca in social media. University of Iceland, School of Humanities, Department of English. Available on the Internet < <https://skemman.is/bitstream/1946/27228/1/Language%20of%20social%20media,%20Jóhanna%20Dan%20C3%ADel%20Jimma.pdf> >

KAPLAN, A. M., HAENLEIN, M. (2010). Users of the world, unite! The challenges and opportunities of social media. In: *Business Horizons* (2010) 53. pp 59 – 68. Available online at < www.sciencedirect.com >

KELLY-HOLMES, H., PIETIKÄINEN, S. (2012). Multilingualism and the Media. In: Carol A. Chapelle (ed.), *The Encyclopedia of Applied Linguistics*. Oxford and New York: Blackwell. Online Article. Available online at: <http://online.library.wiley.com/doi/10.1002/9781405198431.wbeal0801/abstract>

KLEIN, Ch., The Newspaper Flourishing Without a Paywall, In: New York Intelligencer Magazine, Mar 27, 2025, Available on the Internet: < https://nymag.com/intelligencer/article/how-the-guardian-us-flourishes-without-a-paywall.html?utm_campaign=feed-part&utm_medium=social_acct&utm_ >

Language and style – basics, In: Media Helping Media, Available on the Internet < <https://mediahelpingmedia.org/basics/journalism-language-and-style-basics/> >

Meriam-Webster, Available on the Internet < <https://www.merriam-webster.com/> >

METZGER, Z., The State of Local News, In: Local News Initiative, Oct. 23. 2024, Available on the Internet: < <https://localnewsinitiative.northwestern.edu/projects/state-of-local-news/2024/report/> >

MEUNIER, M. The Evolution of the Media in the 21st Century, In: Sciences Po Strasbourg, École, de l'Université de Strasbourg, Available on the Internet < https://www.sciencespo-strasbourg.fr/websites/sciencespo/The_Evolution_of_the_Media_in_the_21st_Century_01.pdf >

MUNGER, K., LUCA, M., NAGLER, J., TUCKER, J., The (Null) Effects of Clickbait Headlines on Polarization, Trust, and Learning, In: Oxford Academic, Apr 30, 2020, Available on the Internet < <https://academic.oup.com/poq/article-abstract/84/1/49/5827235?redirectedFrom=fulltext&login=true&> >

NAGLE, P., Media and the decline of emotional health, In: Mentalheath.com, Mar 10, 2025, Available on the Internet < <https://www.mentalhealth.com/library/types-of-media> >

Newspapers and Their Role in the 21st Century, In: StudyCorgi, Available on the Internet < <https://studycorgi.com/newspapers-and-their-role-in-the-21st-century/> >

Nineteenth-Century Mass Media: Magazines, Annuals and Scrapbooks, In: Manchester Metropolitan University, Sep 11, 2023 – Aug 23, 2024, Available on the Internet < <https://www.mmu.ac.uk/sites/default/files/2024-01/19th%20Century%20Periodicals%20Exhibition%20Guide.pdf> >

Oxford English Dictionary, Available on the Internet < <https://www.oed.com/?tl=true> >

Online Etymology Dictionary, Available on the Internet < <https://www.etymonline.com/> >

RESOR, C., Compare and Contrast Nineteenth and Twenty-First Century Media Through “Cut and Paste”, -In: Social Studies School Service, Sep 29, 2020, Available on the Internet < https://www.socialstudies.com/blog/cutting-and-pasting-in-the-19th-and-the-21st-century/?srsltid=AfmBOopp35f_Qg-rTZa-b5biJI0Nvm8zDNQ1g-dQXQHH_kXFuiLCCrLV&utm_ >

ROKEYA, Lita, A short history of “click-bait” journalism, In: Aljazeera Media Institute, Jul 26, 2022, Available on the Internet < <https://institute.aljazeera.net/en/ajr/article/1943> >

SCLEISINGER, Max, The Newspaper Press, In: The Dictionary of Victorian London, 1853, Available on the Internet < <https://www.victorianlondon.org/publications/newsinlondon.htm> >

SCOTT, Galen, Navigating the Tides of Change: Global Media Trends in the 21st Century, in: Global Media Journal, 2023, ISSN: 1550-7521, Available on the Internet < <https://www.globalmediajournal.com/open-access/navigating-the-tides-of-change-global-media-trends-in-the-21st-century.pdf> >

Social media vocabulary: List of definitions to know, In: Global Exam, Available on the Internet < <https://global-exam.com/blog/en/english-vocabulary-social-media-vocabulary-list-of-definitions-to-know/> >

STANKOVIC, Tijana, What does blog stand for?, In: 99 FIRMS, Available on the Internet < <https://99firms.com/blog/what-does-blog-stand-for/> >

The Early Nineteenth-Century Newspaper Boom, In: American Antiquarian Society, Available on the Internet < <https://collections.americanantiquarian.org/earlyamericannewsmedia/exhibits/show/news-in-antebellum-america/the-newspaper-boom> >

The evolution and media, In: Media and Culture, Available on the Internet < <https://courses.lumenlearning.com/suny-massmedia/chapter/1-3-the-evolution-of-media/> >

The Power of Social Media Language: How it Shapes the Current Generation, In: Languages Unlimited, Available on the Internet < <https://www.languagesunlimited.com/the-power-of-social-media-language-how-it-shapes-the-current-generation/> >

The Rise of Digital Journalism: Past, Present, and Fututre, In: Maryville University Blog, March 15, 2021, Available on the Internet < <https://online.maryville.edu/blog/digital-journalism/> >

UR RAHMAN, Habib, Media ethics in the era of clickbait journalism: ethical dilemmas and solutions in online media, In: ResearchGate, December 2023, Available on the Internet < https://www.researchgate.net/publication/381940501_Media_Ethics_in_the_Era_of_Click_bait_Journalism_Ethical_Dilemmas_and_Solutions_in_Online_Media >

What History Teaches Us: How Newspapers Have Evolved to Meet Market Demands, In: Center for Innovation and Sustainability in Local Media, Available on the Internet < https://www.cislm.org/what-history-teaches-us-how-newspapers-have-evolved-to-meet-market-demands/?utm_ >

The clickbait used in the thesis was selected from the archives of the following newspapers:

The New York Times,

BBC News

The Guardian

The Illustrated Police News

Testimonies of Mr. Thomas Wilkes and Mr. Henry Garretson, recorded by The London Gazette

Reports from the Metropolitan Police Archives, Fleet Street Division