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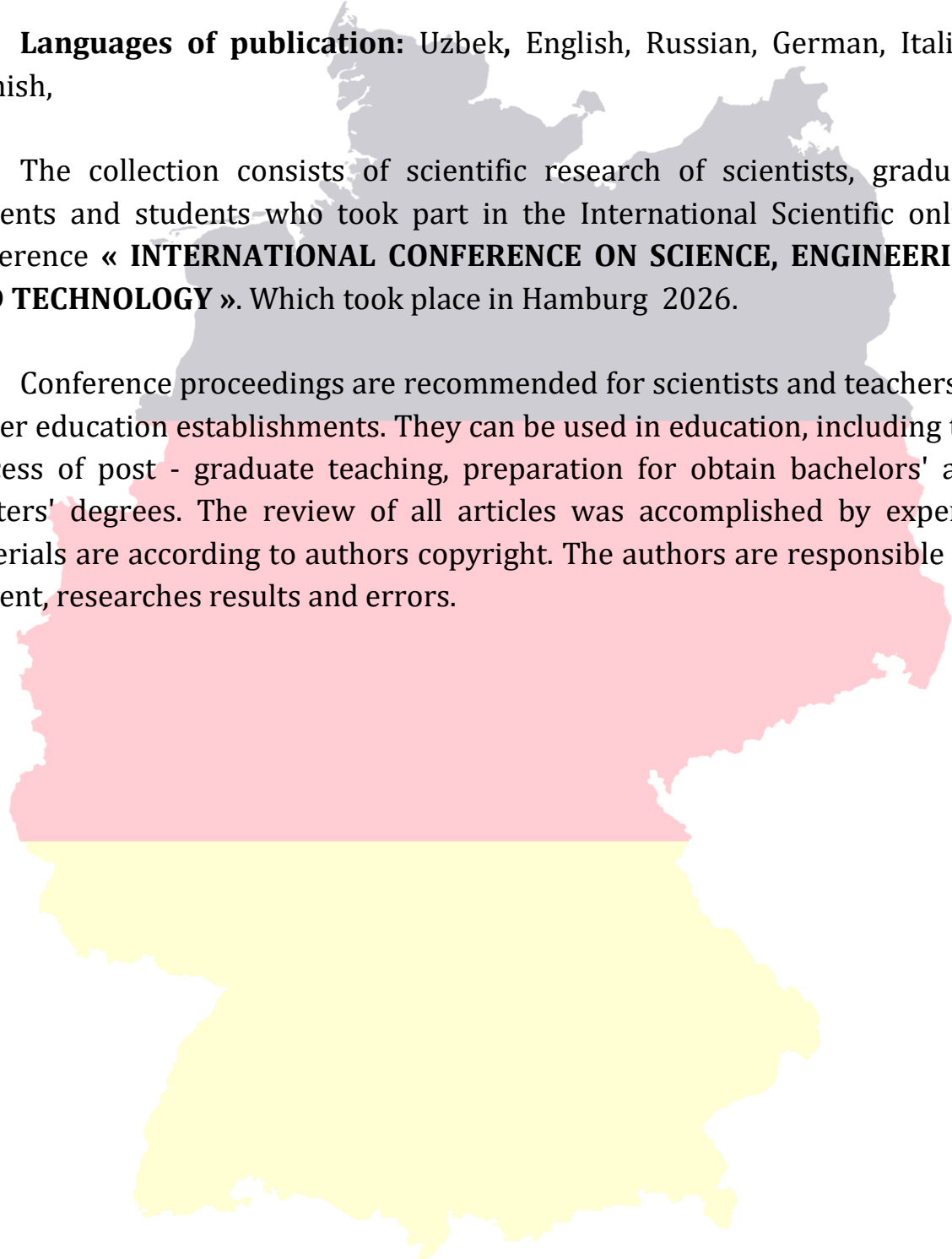


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STRUCTURAL AND SEMANTIC CHARACTERISTICS OF EMOTIVE-EXPRESSIVE MEANS IN ENGLISH MEDIA DISCOURSE

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Abstract. This study investigates the structural and semantic characteristics of emotive-expressive means in English media discourse. It aims to systematize their linguistic realization across different levels and to identify their semantic functions within media communication. Drawing on classical and contemporary approaches in stylistics, semantics, and discourse analysis, the research demonstrates that emotive-expressive means constitute a structured and functionally motivated subsystem of language that plays a key role in evaluation, persuasion, and ideological representation in media texts.

Key words: media discourse, emotive-expressive lexicon, stylistic devices, audience engagement, pragmatic functions, digital media, hybrid genres, structural-functional analysis.

INGLIZ TILIDAGI MEDIA DISKURSDA EMOTIV-EKSPRESSIV VOSITALARNING STRUKTURAVIY VA SEMANTIK XUSUSIYATLARI

Annotatsiya. Ushbu tadqiqot ingliz tilidagi media diskursda emotiv-ekspressiv vositalarning strukturaviy va semantik xususiyatlarini o'rganishga qaratilgan. Tadqiqotning maqsadi ushbu vositalarning turli lingvistik darajalarda ifodalanishini tizimlashtirish hamda ularning media kommunikatsiyasidagi semantik funksiyalarini aniqlashdan iborat. Stilistika, semantika va diskurs tahliliga oid klassik va zamonaviy yondashuvlarga tayanilgan holda, tadqiqot natijalari emotiv-ekspressiv vositalarning til tizimida strukturaviy jihatdan tartiblangan va funksional jihatdan asoslangan kichik tizimni tashkil etishini ko'rsatadi. Shuningdek, ular media matnlarda baholash, ishontirish va ideologik mazmuni ifodalashda muhim rol o'ynaydi.

Kalit so'zlar: media diskurs, emotiv-ekspressiv leksika, stilistik vositalar, auditoriya bilan o'zaro ta'sir, pragmatik funksiyalar, raqamli media, gibrid janrlar, strukturaviy-funksional tahlil.

СТРУКТУРНЫЕ И СЕМАНТИЧЕСКИЕ ХАРАКТЕРИСТИКИ ЭМОТИВНО-ЭКСПРЕССИВНЫХ СРЕДСТВ В АНГЛИЙСКОМ МЕДИАДИСКУРСЕ

Аннотация. Данное исследование посвящено изучению структурных и семантических характеристик эмотивно-экспрессивных средств в английском медиадискурсе. Целью работы является систематизация их лингвистической реализации на различных уровнях языка, а также выявление их семантических функций в процессе медиакommunikации. Опираясь на классические и современные подходы в области стилистики, семантики и дискурс-анализа, исследование показывает, что эмотивно-экспрессивные средства представляют собой структурированную и функционально



мотивированную подсистему языка. Они играют ключевую роль в выражении оценки, убеждении и идеологической репрезентации в медиатекстах.

Ключевые слова: медиадискурс, эмотивно-экспрессивная лексика, стилистические средства, вовлечение аудитории, прагматические функции, цифровые медиа, гибридные жанры, структурно-функциональный анализ.

English media discourse represents a dynamic communicative domain in which language performs multiple functions beyond mere information transfer. It is simultaneously evaluative, persuasive, and affective, with emotive-expressive means serving as a central resource for engaging audiences, framing events ideologically, and shaping social perceptions. The rapid development of digital media and multimedia platforms has intensified the role of these linguistic resources, making media texts powerful instruments of both emotional influence and ideological communication. Contemporary linguistics increasingly treats emotive-expressive means as a distinct subsystem, characterized by systematic structural patterns and multifunctional semantic properties.

The study of emotive-expressive means draws on foundational research in linguistics and stylistics. Charles Bally was among the first scholars to highlight the affective function of language, emphasizing that linguistic units carry not only referential meaning but also emotional and expressive value [1]. Roman Jakobson introduced the concept of the emotive function, situating it as a core component of communication that reflects speaker attitude and emotional stance [5]. Further development of the semantic perspective was advanced by John Lyons and D. A. Cruse, who distinguished between conceptual (denotative) and emotive (connotative) meanings, demonstrating that evaluation and emotional coloring are integral to lexical semantics [6]; [2]. V. I. Shakhovskiy systematized emotive meaning as a semantic category, underscoring its role in discourse organization and functional effectiveness [8].

Functional and discourse-oriented approaches provide additional insight into the role of emotive-expressive means. Halliday situates these resources within the interpersonal metafunction, highlighting their capacity to encode attitudes, judgments, and speaker stance. Norman Fairclough expands this view by demonstrating that emotive language in media discourse is ideologically loaded, influencing public opinion and shaping cognitive models [9]. Hunston & Thompson offer corpus-based evidence of recurrent patterns of affect, judgment, and appreciation across media texts, confirming systematic deployment [4]. Martin & White, through the Appraisal Theory, provide a semantic framework for classifying emotive-expressive resources into attitude, engagement, and graduation, allowing precise functional analysis [7]. Contemporary research by Zappettini et al. emphasizes the interaction between evaluation and emotionalization in digital media, demonstrating their impact on audience perception and engagement [10].



From a structural perspective, emotive-expressive means in English media discourse are realized at lexical, syntactic, and stylistic levels. At the lexical level, affective meaning is conveyed through evaluative adjectives (devastating, remarkable, shocking), emotive nouns (crisis, disaster, triumph), intensifiers (extremely, deeply, highly), and expressive verbs (condemn, praise, accuse). These units act as primary carriers of emotional and evaluative semantics, encoding both explicit and contextualized affective meanings.

At the syntactic level, emotive-expressive meaning is enhanced through constructions that amplify emotional salience and engage readers directly. Exclamatory sentences (What a tragedy!), rhetorical questions (How could this happen?), and inversion (Never has the situation been so critical) increase pragmatic force and emotional impact, fulfilling Halliday's interpersonal metafunction. These syntactic mechanisms establish a dynamic interaction between text producers and audiences, fostering emotional resonance and interpretive engagement.

Stylistic mechanisms further intensify emotive-expressive meaning. Figurative and rhetorical devices, such as metaphors (economic storm, political battlefield), hyperbole (unprecedented crisis), repetition, and parallelism, enhance discourse coherence, foreground evaluation, and increase memorability. Stylistic strategies allow journalists and content creators to frame complex social and political realities through emotionally charged linguistic representations, demonstrating the interdependence of structural form and semantic function.

From a semantic perspective, emotive-expressive means fulfill multiple interconnected functions. The evaluative function expresses positive or negative judgment, guiding interpretation and reflecting speaker stance. The intensifying function amplifies semantic and emotional force. The affective function evokes emotional responses, increasing audience engagement and empathy. The persuasive function influences attitudes, beliefs, and behavioral orientation, while the ideological function frames events according to socio-political perspectives. These functions operate simultaneously, forming a complex semantic network that strengthens communicative effectiveness and audience impact.

The methodology employed for this study integrates semantic analysis, corpus-based methods, and discourse analysis. Semantic analysis classifies lexical items and identifies functional roles, while corpus-based analysis examines frequency, collocation, and distribution patterns of emotive-expressive resources, validating their structural regularity. Discourse analysis situates these linguistic patterns within cultural, ideological, and communicative contexts, facilitating the interpretation of affective, evaluative, and persuasive functions. The empirical base includes a diverse corpus of English media texts, comprising digital news articles, broadcast transcripts, online blogs, and social media posts, ensuring a comprehensive and representative sample.



Findings indicate that emotive-expressive means constitute a systematically organized, multifunctional subsystem within English media discourse. Lexical units reveal recurrent patterns of affect, judgment, and appraisal. Syntactic constructions reinforce emotional intensity and pragmatic engagement, while stylistic devices enhance textual cohesion, evaluation salience, and memorability. Functional analysis demonstrates that evaluative, intensifying, affective, persuasive, and ideological functions are intertwined, producing cumulative semantic effects that amplify communicative and persuasive impact. Corpus-based evidence confirms the statistical significance and genre-specific distribution of these patterns, highlighting adaptability to hybrid digital formats and multimedia genres. These results underscore the centrality of emotive-expressive means in mediating audience perception, fostering engagement, and conveying ideological perspectives in contemporary media discourse.

Conclusion

This study demonstrates that emotive-expressive means in English media discourse constitute a systematically organized subsystem with distinct structural and semantic properties. Lexical resources, including evaluative adjectives, emotive nouns, intensifiers, and expressive verbs, encode affective and evaluative meanings, while syntactic constructions such as exclamations, rhetorical questions, and inversion amplify emotional impact and pragmatic force. Stylistic devices like metaphor, hyperbole, repetition, and parallelism enhance discourse coherence, interpretive richness, and memorability.

Semantically, these means perform interrelated functions: evaluation, intensification, emotional engagement, persuasion, and ideological framing. Corpus-based and discourse analyses confirm their systematic deployment across genres and their adaptability to digital and hybrid media formats. Overall, emotive-expressive resources are essential for shaping audience perception, enhancing communicative effectiveness, and conveying social and ideological perspectives. Their multifunctional and structured nature underscores their central role in contemporary English media discourse.



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