
**CONTRASTIVE STYLISTIC ANALYSIS OF THE ENGLISH-
LANGUAGE AND UKRAINIAN-LANGUAGE NEWS
MEDIA TEXTS (BASED ON PUBLICATIONS FROM
BBC NEWS AND СУСПІЛЬНЕ)**

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DOI <https://doi.org/10.30525/978-9934-26-712-3-1-9>

INTRODUCTION

In the contemporary information society, media texts play a crucial role in shaping public opinion, interpreting socially significant events, and influencing audiences. Mass media not only transmit factual information but also implement specific pragmatic strategies through linguistic and stylistic means that reflect national and cultural specificity, editorial policies, and particular worldviews.

The rapid development of digital technologies and online journalism has significantly expanded the role of media discourse in modern communication. News texts have become one of the most influential forms of public communication, affecting political processes, social attitudes, and intercultural interaction¹. Consequently, the study of linguistic mechanisms employed in media communication has become one of the priority areas of contemporary linguistic research.

The growing international circulation of news has intensified the need for comparative linguistic studies of media discourse. News published by international and national media outlets often reports on the same events; however, the linguistic representation, stylistic organization, and communicative priorities may differ considerably due to cultural traditions, editorial policies, and target audience expectations. A contrastive analysis of the English-language and Ukrainian-language news texts therefore makes it possible to identify both universal features of journalistic communication and language-specific stylistic patterns that reflect national communicative norms.

Among numerous news organizations, BBC News and Суспільне represent two influential public service broadcasters that adhere to professional standards

¹ Bednarek M., Caple H. *News Discourse*. London: Bloomsbury Academic, 2020. 288 p.

of journalism while addressing different linguistic and cultural communities. BBC News is internationally recognized for its global coverage and editorial principles emphasizing impartiality, factual reporting, and linguistic precision. Суспільне, as the national public broadcaster of Ukraine, performs an important role in informing society, promoting democratic values, and covering national as well as international events. Comparing these media sources provides valuable material for identifying stylistic similarities and differences in contemporary news discourse.

Media texts have attracted considerable attention from both Ukrainian and foreign scholars. Theoretical foundations for media discourse analysis were established in the works of T. van Dijk, who investigated news discourse as a socio-cognitive phenomenon and demonstrated the relationship between language structures, cognition, and ideology². N. Fairclough contributed significantly to the development of critical discourse analysis by examining the interaction between language, power, and society³. R. Fowler pioneered linguistic approaches to newspaper discourse analysis⁴, while D. Crystal explored the functioning of English in the digital communication environment⁵.

Among Ukrainian researchers, substantial contributions to media linguistics and stylistics have been made by L. Shevchenko⁶, O. Ponomariv⁷, A. Zahnitko⁸, and L. Matsko⁹. Their studies focus on media language, functional stylistics, journalistic discourse, language culture, and communicative strategies in contemporary mass media.

The growing importance of media communication and the increasing availability of multilingual news content create favorable conditions for comparative investigations of media discourse. Such studies contribute to a deeper understanding of linguistic and stylistic mechanisms underlying news production in different linguistic and cultural environments.

The results of contrastive stylistic research are valuable not only for theoretical linguistics but also for translation studies, journalism, intercultural communication, and foreign language education. Understanding stylistic peculiarities of news discourse facilitates more accurate translation of media

² Van Dijk T. A. *News as Discourse*. New York: Routledge, 2013. 200 p.

³ Fairclough N. *Language and Power*. 3rd ed. London: Routledge, 2015. 278 p.

⁴ Fowler R. *Language in the News: Discourse and Ideology in the Press*. London: Routledge, 1991. 254 p.

⁵ Crystal D. *The Cambridge Encyclopedia of the English Language*. 3rd ed. Cambridge: Cambridge University Press, 2019. 580 p.

⁶ Шевченко І. Multimodal Conceptual Metaphor in Political Media Discourse. *Мовознавчий вісник*. 2024. № 36. С. 132–138. DOI: <https://orcid.org/0000-0003-2552-5623> (accessed: 12.06.2026).

⁷ Пономарів О. Д. *Стилістика сучасної української мови*. Київ: Либідь, 2000. 248 с.

⁸ Загнітко А. П. *Теорія сучасної лінгвістики*. Вінниця: Нілан-ЛТД, 2019. 528 с.

⁹ Мацько Л. І., Мацько О. М. *Стилістика української мови*. Київ: Вища школа, 2005. 462 с.

texts, improves professional journalistic writing, and enhances students' ability to critically analyze information presented by different media organizations.

1. The problem's prerequisites emergence and the problem's formulation

Despite the considerable number of studies devoted to media discourse, stylistics, discourse analysis, and journalism, many aspects of comparative media-text research remain insufficiently explored. Existing investigations predominantly focus on individual dimensions of media communication, including news text structure, language manipulation, evaluative language, critical discourse analysis, translation issues, and stylistic characteristics of journalistic writing.

Particular attention has been paid to lexical, syntactic, morphological, and pragmatic features of media discourse. Researchers have examined evaluative vocabulary, metaphorical expressions, phraseological units, syntactic constructions, information packaging strategies, and various means of achieving communicative effectiveness. The pragmatic dimension of media texts, including persuasive strategies and audience influence, has also received considerable scholarly attention¹⁰.

However, relatively few studies provide a comprehensive contrastive-stylistic analysis of the contemporary English-language and Ukrainian-language online news texts based on comparable media sources. Insufficient attention has been devoted to identifying similarities and differences in the use of stylistic devices in British and Ukrainian public-service media, particularly regarding the representation of identical events, realization of pragmatic intentions, construction of evaluative meanings, and creation of communicative impact.

The linguistic and stylistic mechanisms employed in contemporary online journalism continue to evolve under the influence of digital communication technologies, requiring updated analytical approaches¹¹. The comparative examination of BBC News and Суспільне publications offers an opportunity to investigate both universal and culture-specific features of modern news discourse.

The need for a systematic contrastive-stylistic analysis of English-language and Ukrainian-language news media texts constitutes the primary prerequisite for the present study. The research problem lies in identifying and explaining the linguistic, stylistic, and pragmatic similarities and differences that characterize

¹⁰ Романюк С. Досвід війни. Медійно-дискурсний простір сучасної України: колективна монографія. Варшава: Wydawnictwa Uniwersytetu Warszawskiego, 2024. 320 с.

¹¹ Доценко О. Наукові передбачення у масмедійному дискурсі російсько-української війни: комунікативно-прагматичний аспект. Досвід війни. Медійно-дискурсний простір сучасної України: колективна монографія / за ред. С. Романюк. Warszawa: Wydawnictwa Uniwersytetu Warszawskiego, 2024. С. 203–220.

the representation of news events in BBC News and Суспільне publications, thereby contributing to the development of media linguistics, contrastive stylistics, and discourse studies.

The objective of this study is to conduct a contrastive-stylistic analysis of the English-language and Ukrainian-language news media texts based on publications from BBC News and Суспільне.

The study aims to identify and compare the lexical, syntactic, stylistic, and pragmatic features of news discourse in both languages, as well as to determine the similarities and differences in the linguistic representation of socially significant events within British and Ukrainian media environments.

To achieve the objective of the study, the following tasks are set:

- to determine the theoretical foundations of contrastive-stylistic analysis of media texts;
- to characterize the genre and stylistic features of contemporary news discourse;
- to identify and analyze lexical and stylistic devices used in the English-language and Ukrainian-language news texts;
- to investigate the syntactic features of news reports published by BBC News and Суспільне;
- to compare the stylistic means employed in the analyzed media texts and identify their similarities and differences;
- to examine the pragmatic strategies implemented in British and Ukrainian news discourse;
- to determine the role of linguistic and stylistic choices in the representation and interpretation of identical news events within different linguistic and cultural contexts.

The study employs a combination of general scientific and specialized linguistic methods: the descriptive method (to characterize the linguistic features of media texts), the contrastive method (to show the comparison of stylistic phenomena in the English-language and Ukrainian-language news discourse), stylistic analysis (to identify and classify lexical and syntactic stylistic devices), discourse analysis (to examine the communicative and pragmatic functions of media texts within their social context). The method of continuous sampling ensures the selection of representative textual material from BBC News and Суспільне publications. Contextual analysis facilitates the interpretation of linguistic units within specific communicative situations. Elements of quantitative analysis are employed to determine the frequency and distribution of selected stylistic features across the analyzed corpus.

The scientific novelty of the study is in its comprehensive contrastive-stylistic examination of the contemporary English-language and Ukrainian-language

online news texts published by BBC News and Суспільне. Unlike previous studies that primarily focus on separate aspects of media discourse, the present research integrates lexical, syntactic, stylistic, and pragmatic perspectives into a unified analytical framework. The study identifies language-specific and universal features of news discourse, reveals distinctive strategies of representing identical events in British and Ukrainian media, and contributes to the further development of contrastive stylistics, media linguistics, and discourse analysis in the context of digital journalism.

The practical significance of the study is determined by the applicability of its results to various fields of linguistic and translation research. The study may be used in university courses on stylistics, media linguistics, discourse analysis, comparative linguistics, journalism studies, and translation theory. They can also serve as a methodological basis for the analysis of media texts in different languages and cultures. Furthermore, the data may be useful for translators, journalists, media analysts, and researchers interested in intercultural communication and contemporary news discourse. The study contributes to the development of analytical skills necessary for the critical interpretation of media content in multilingual information environments.

The research material comprises the English-language and Ukrainian-language news media texts published on the official websites of BBC News and Суспільне. These media outlets were selected due to their status as public service broadcasters, adherence to high journalistic standards, wide audience reach, and regular coverage of both international and domestic events.

The corpus of the study includes news articles devoted to similar or identical social, political, economic, cultural, and international events. The selected texts were published between 2024 and 2026 and were chosen according to the principles of thematic comparability, relevance, and representativeness. Special attention was paid to reports covering the same news events in order to ensure the validity of the contrastive-stylistic analysis.

The analyzed material consists of news reports, feature news articles, and online news publications that represent contemporary journalistic discourse. The corpus provides a sufficient basis for identifying lexical, syntactic, stylistic, and pragmatic features characteristic of the English-language and Ukrainian-language media communication.

The selection of the research material was carried out using the method of continuous sampling from the official online platforms of BBC News and Суспільне. The resulting corpus enables a systematic comparison of linguistic and stylistic patterns and facilitates the identification of both universal and language-specific characteristics of contemporary news discourse.

2. The analysis of existing methods for solving the problem and formulating a task for the optimal technique development

The current stage of linguistic development is characterized by increasing attention to the study of language functioning in various fields of social communication. One of the most dynamic areas of linguistic activity is mass communication, where media texts serve as the primary means of information transmission, public opinion formation, and communicative influence on audiences¹². Due to the rapid development of digital technologies, online journalism, and the globalization of the information space, the media text has become one of the central objects of contemporary media linguistics, stylistics, pragmatics, and discourse analysis¹³.

The concept of a media text is multifaceted and combines linguistic, communicative, social, and cultural characteristics of a message. Unlike a traditional text, a media text functions within a specific information environment, is created with regard to the needs of a target audience, and performs not only informative but also evaluative, persuasive, interpretative, and ideological functions. Its structure is determined by the characteristics of the media platform, editorial policy, genre conventions, and communicative context¹⁴.

In contemporary linguistics, there is no universally accepted definition of the term *media text*. According to D. Syzonov, a media text can be defined as a complex product of mass communication that integrates verbal and non-verbal components and functions within a particular communication channel. The scholar emphasizes that modern media texts are characterized by multifunctionality, a high pragmatic potential, multimodality, and orientation toward a specific audience. Similar views are shared by foreign researchers, who consider media texts to be socially conditioned forms of linguistic activity that reflect not only facts of reality but also ways of interpreting them¹⁵.

A special place among media texts is occupied by news discourse. Its primary purpose is to provide timely information about current events. However, contemporary news reporting is no longer viewed as a purely neutral

¹² Bednarek M., Caple H. *The Discourse of News Values: How News Organizations Create Newsworthiness*. Oxford: Oxford University Press, 2017. 302 p.

¹³ Сизонов Д. Ю. Терміносистема сучасної медіалінгвістики в міждисциплінарних контактах. Актуальні проблеми української лінгвістики: теорія і практика. 2023. № 46. С. 100–111. DOI: <https://doi.org/10.17721/APULTP.2023.46.100-111> (accessed: 18.06.2026).

¹⁴ Тат'янченко А. Ю. Подія як чинник медіадискурсу: специфіка подання в інфопросторі (на прикладі російсько-української війни). *Обрії друкарства*. 2024. № 16. DOI: [https://doi.org/10.20535/2522-1078.2024.2\(16\).319279](https://doi.org/10.20535/2522-1078.2024.2(16).319279) (accessed: 12.06.2026).

¹⁵ Сизонов Д. Ю. *Медіалінгвістика : навч. посіб.* Київ : ВПЦ «Київський університет», 2021. 272 с.

presentation of facts¹⁶. The selection of information, the composition of a report, the use of particular lexical units, syntactic structures, quotations, headlines, and even the sequence in which facts are presented contribute to shaping the audience's interpretation of an event. Therefore, news texts are regarded not only as an informational genre but also as complex pragmatic constructs¹⁷.

An important theoretical foundation for the present study is contrastive stylistics. The main objective of this field is to identify similarities and differences in the functioning of linguistic and stylistic devices across languages. Unlike traditional stylistics, which focuses on describing the stylistic features of a single language, contrastive stylistics compares texts belonging to different linguistic systems, determines patterns in the use of stylistic means, investigates national and cultural peculiarities of textual organization, and examines the realization of communicative intentions¹⁸.

Contrastive analysis is based on the assumption that representatives of different linguistic communities employ different linguistic means even when reporting the same event¹⁹. These differences are determined not only by the structural characteristics of languages but also by cultural traditions, journalistic standards, editorial policies, audience expectations, and nationally specific worldviews. Consequently, the comparison of English-language and Ukrainian-language news texts makes it possible to reveal the distinctive features of information representation within two different communicative and cultural environments.

The analysis of existing linguistic studies demonstrates that considerable attention has been devoted to media discourse, news communication, stylistic devices, and pragmatic aspects of journalistic texts. However, most previous research has focused on individual dimensions of media communication rather than on a comprehensive comparison of stylistic features in the English-language and Ukrainian-language online news discourse. Therefore, there remains a need for an integrated contrastive-stylistic investigation of contemporary news texts published by BBC News and Суспільне.

The present research addresses this gap by examining lexical, syntactic, stylistic, and pragmatic characteristics of the English-language and Ukrainian-language news texts and by identifying similarities and differences in the representation of socially significant events in British and Ukrainian media discourse.

¹⁶ Bell A. *The Language of News Media*. Oxford : Blackwell, 1991. 277 p.

¹⁷ Романюк С. (ред.). Досвід війни. Медійно-дискурсивний простір сучасної України: колективна монографія. Варшава: Wydawnictwa Uniwersytetu Warszawskiego, 2024. 320 с.

¹⁸ Царик Г. Медійний дискурс як семіозис: потенціал семіо-тики для визначення медійного дискурсу. *Мовні і концептуальні картини світу*. 2024. 2(76). С. 113–135. DOI: <https://doi.org/10.17721/2520-6397.2024.2.07> (accessed: 21.06.2026).

¹⁹ Caple H., Bednarek M. *Multimodal News Analysis Across Cultures*. London: Routledge, 2023.

Contemporary news discourse is one of the most dynamic forms of media discourse functioning within the conditions of information globalization and the rapid development of digital technologies. Its primary purpose is to provide audiences with timely information about current social, political, economic, cultural, and international events²⁰. At the same time, news discourse not only communicates factual information but also contributes to the formation of public opinion, influences the interpretation of events, and reflects the specific characteristics of national media cultures.

From a genre perspective, news discourse belongs to the informational genres of journalism. Its principal forms include news reports, extended news stories, reports, news briefs, analytical news articles, and news reviews²¹. A defining feature of the news genre is its factual orientation, which involves the presentation of accurate, reliable, and up-to-date information about particular events. However, contemporary media increasingly combine informational and analytical elements, enabling audiences to gain a deeper understanding of the issues being reported²².

Stylistically, news texts demonstrate a combination of features characteristic of both informational and journalistic styles. The main stylistic characteristics of contemporary news discourse include objectivity, conciseness, precision of expression, neutrality of linguistic means, and a standardized textual structure. Nevertheless, modern media texts may also contain certain elements of expressiveness intended to attract readers' attention or enhance the communicative impact of the message²³.

At the lexical level, news discourse is characterized by the extensive use of socio-political, economic, and international terminology, proper names, geographical references, abbreviations, and numerical data. The English-language news reports frequently employ neutral reporting verbs such as *say*, *report*, *announce*, and *confirm*, whereas the Ukrainian-language news texts often demonstrate greater variation in information-reporting expressions, including equivalents of *inform*, *state*, *emphasize*, and *note*.

At the syntactic level, news texts are distinguished by the predominance of simple and complex sentences, passive constructions, impersonal forms, and direct or indirect quotations. The English-language news discourse

²⁰ Романюк С. (ред.). Досвід війни. Медійно-дискурсивний простір сучасної України: колективна монографія. Варшава: Wydawnictwa Uniwersytetu Warszawskiego, 2024. 320 с.

²¹ Цин С. Комунікативно-дискурсивні стратегії створення образу китаю в українському інформаційному просторі. *Проблеми семантики, прагматики та когнітивної лінгвістики*. 2025. 1(47). С. 154–164. DOI: <https://doi.org/10.17721/2663-6530.2025.47.14> (accessed: 18.06.2026).

²² Шевченко Л. І. *Медіалінгвістика : словник термінів і понять*. Київ: ВПЦ «Київський університет», 2014. 380 с.

²³ Bednarek M., Caple H. *News Discourse*. London: Bloomsbury Academic, 2020. 288 p.

tends to favor language economy through the use of concise sentences and compact syntactic structures. In contrast, the Ukrainian-language news reports often exhibit more elaborate syntactic organization and a greater number of explanatory components²⁴.

An important characteristic of contemporary news discourse is its multimodal nature. News reports are commonly accompanied by photographs, videos, infographics, interactive elements, and hyperlinks, which facilitate a comprehensive perception of information and increase the effectiveness of communication with audiences²⁵. The integration of verbal and visual components enhances the informative and persuasive potential of media content²⁶.

Therefore, contemporary news discourse represents a complex communicative phenomenon that combines informational, genre-specific, and stylistic characteristics of media texts. The analysis of these features provides a theoretical foundation for the contrastive investigation of the English-language and Ukrainian-language news texts and contributes to identifying the specific ways in which events are linguistically represented in different media and cultural environments.

The contrastive-stylistic analysis of contemporary news media texts is aimed at identifying similarities and differences in the linguistic organization of reports covering identical or thematically related events. The research material consists of news articles published on the official websites of BBC News and *Суспільне*. Both media outlets represent public service broadcasting organizations, which ensures the comparability of the analyzed texts in terms of their communicative purpose, genre characteristics, and journalistic standards.

The corpus of the study includes news reports devoted to international political events, security issues, economic developments, scientific achievements, and other socially significant topics. The selected texts were analyzed at lexical, syntactic, stylistic, and pragmatic levels in order to identify the distinctive features of information representation in the English-language and Ukrainian-language media discourse.

The contrastive approach makes it possible to determine how different linguistic communities employ language resources to describe similar events

²⁴ Завальнюк І. Синтаксичні одиниці в мові вітчизняних масмедіа періоду російсько-української війни: оновлення змісту й структури. Наукові записки Вінницького державного педагогічного університету імені Михайла Коцюбинського. Серія: Філологія (мовознавство). 2023. № 37. С. 120–130. DOI: <https://doi.org/10.31652/2521-1307-2023-37-120-130> (accessed: 12.06.2026).

²⁵ Царик Г. Медійний дискурс як семіозис: потенціал семіотики для визначення медійного дискурсу. *Мовні і концептуальні картини світу*. 2024. 2(76). С. 11–135. DOI: <https://doi.org/10.17721/2520-6397.2024.2.07> (accessed: 21.06.2026).

²⁶ Molek-Kozakowska K., Terian S.-M. *Mediated Discourses of Conflict across Languages and Genres: Coverage and Reception of the War in Ukraine*. Singapore: Springer, 2026. 250 p. DOI: <https://doi.org/10.1007/978-981-95-6992-2> (accessed: 23.06.2026).

and communicate information to their audiences. Particular attention is paid to the selection of lexical units, syntactic structures, stylistic devices, and communicative strategies that contribute to the construction of news narratives and influence the audience's perception of reported events.

The analysis focuses on identifying both universal characteristics of contemporary news discourse and language-specific features resulting from cultural traditions, journalistic practices, editorial policies, and audience expectations. Such an approach provides a comprehensive understanding of the similarities and differences between British and Ukrainian news reporting and reveals the role of language in shaping media representations of reality

Lexical and stylistic devices constitute an important component of news media discourse, as they not only ensure the transmission of information but also contribute to shaping the audience's perception of events. Despite the general tendency of news media toward objectivity and neutrality, news reports regularly employ various lexical and stylistic means that perform informative, evaluative, and pragmatic functions²⁷.

One of the characteristic features of English-language news texts published by BBC News is the extensive use of neutral socio-political vocabulary and reporting verbs: *The government announced new measures aimed at improving national security*²⁸.

In this example, the verb *announced* functions as a neutral reporting verb that presents information without explicit evaluation. Similar verbs frequently used in BBC News include *say*, *report*, *state*, *confirm*, *explain*, and *declare*. Their use contributes to the perception of objectivity and reliability.

Another common lexical feature is the use of political and international terminology, such as *government*, *parliament*, *sanctions*, *negotiations*, *military aid*, *economic growth*, and *international cooperation*. These lexical units ensure precision and clarity in reporting current events.

The Ukrainian-language news texts published by Суспільне demonstrate similar tendencies toward neutrality; however, they often employ a wider variety of reporting verbs: *Уряд повідомив про запровадження нових заходів безпеки*²⁹.

In addition to the verb *повідомив* (reported), Ukrainian news texts frequently use verbs such as *заявив*, *наголосив*, *зазначив*, *пояснив*, and *підкреслив*. These lexical choices may provide additional nuances regarding the speaker's intention or attitude toward the reported information.

²⁷ Цапро Г., Семенюк А. Discursive Presentation of Women in the 2001–2002 and 2020–2021 Media Texts: A Corpus Based Analysis. *Studia Philologica*. 2021. № 16. P. 54–66. DOI: <https://doi.org/10.28925/2311-2425.2021.168> (accessed: 12.06.2026).

²⁸ BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

²⁹ Суспільне Новини. URL: <https://susplne.media/> (дата звернення: 12.06.2026).

At the lexical level, both English-language and Ukrainian-language news discourse are characterized by the frequent use of proper names, geographical names, abbreviations, and numerical data. Such elements increase the factual accuracy and credibility of news reports: *NATO leaders met in Brussels to discuss regional security challenges*³⁰ – *Лідери НАТО провели зустріч у Брюсселі для обговорення питань регіональної безпеки*³¹.

The use of internationally recognized organizations, locations, and factual references enhances the informative function of news discourse³².

Although news reporting generally seeks to maintain neutrality, certain stylistic devices may also be observed. Among the most frequent are metaphorical expressions, evaluative vocabulary, and emotionally marked lexical items, particularly in headlines:

*Economic pressure continues to mount on global markets*³³.

The metaphorical expression *pressure continues to mount* increases the expressive potential of the statement while preserving its informational character.

Similarly, Ukrainian news headlines may employ metaphorical language to attract readers' attention: *Економічна криза набирає обертів*³⁴.

In this case, the phrase *набирає обертів* functions as a metaphorical expression that intensifies the perception of the reported phenomenon.

The comparative analysis demonstrates that both BBC News and Суспільне predominantly rely on neutral vocabulary and factual presentation. However, English-language news discourse tends to exhibit a higher degree of lexical standardization and conciseness, whereas the Ukrainian-language news texts often display greater lexical variation and a somewhat stronger tendency toward expressive description. These differences reflect the influence of national journalistic traditions, audience expectations, and linguistic conventions.

Therefore, lexical and stylistic devices play a significant role in the organization of contemporary news discourse. They contribute not only to the transmission of information but also to the construction of meaning, the formation of audience perception, and the realization of communicative and pragmatic objectives within media communication³⁵.

³⁰ BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

³¹ Суспільне Новини. URL: <https://suspilne.media/> (дата звернення: 12.06.2026).

³² Цапро Г., Семенюк А. Discursive Presentation of Women in the 2001–2002 and 2020–2021 Media Texts: A Corpus Based Analysis. *Studia Philologica*. 2021. № 16. P. 54–66. DOI: <https://doi.org/10.28925/2311-2425.2021.168> (accessed: 12.06.2026).

³³ BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

³⁴ Суспільне Новини. URL: <https://suspilne.media/> (дата звернення: 12.06.2026).

³⁵ Цин С. Комунікативно-дискурсивні стратегії створення образу китаю в українському інформаційному просторі. *Проблеми семантики, прагматики та когнітивної лінгвістики*. 2025. 1(47). С. 154–164. DOI: <https://doi.org/10.17721/2663-6530.2025.47.14> (accessed: 18.06.2026).

The Prime Minister announced new economic measures aimed at supporting small businesses³⁶.

In this sentence, the verb announced serves an informative function without conveying the author's evaluation. In Ukrainian news discourse, a similar function is performed by the verb повідомив (reported), which is also used to present information in a neutral and objective way: Прем'єр-міністр повідомив про нові економічні заходи підтримки малого бізнесу³⁷.

In both cases, there is a clear tendency toward the neutral presentation of factual information.

The government imposed additional sanctions against the country³⁸. – Уряд запровадив додаткові санкції проти держави³⁹.

The lexical item sanctions / санкції is a term of international relations that ensures precision and unambiguous interpretation of the reported information.

The devastating earthquake caused widespread destruction⁴⁰. – Руйнівний землетрус спричинив масштабні руйнування⁴¹.

The adjectives devastating and руйнівний perform an expressive function and enhance the emotional impact of the information on the audience.

The economy is facing strong headwinds⁴². – Економіка стикається із серйозними викликами⁴³.

The metaphorical expression strong headwinds is transferred to the economic domain, where it denotes obstacles and challenges to economic development: The company plans to reduce its workforce⁴⁴.

Instead of the more direct expression *dismiss employees*, the softer euphemistic phrase *reduce its workforce* is used. Similar euphemistic constructions can also be found in Ukrainian media discourse: *Компанія планує скорочення персоналу*.

The Ukrainian expression *скорочення персоналу* functions as a euphemism that softens the negative implications of employee dismissal while maintaining the objectivity expected in news reporting.

Another important feature of contemporary news discourse is the extensive use of quotations, which enhance the credibility of information and contribute to the perception of objectivity: *We will continue supporting our allies, the*

³⁶ BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

³⁷ Суспільне Новини. URL: <https://susilne.media/> (дата звернення: 12.06.2026).

³⁸ BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

³⁹ Суспільне Новини. URL: <https://susilne.media/> (дата звернення: 12.06.2026).

⁴⁰ BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

⁴¹ Суспільне Новини. URL: <https://susilne.media/> (дата звернення: 12.06.2026).

⁴² BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

⁴³ Суспільне Новини. URL: <https://susilne.media/> (дата звернення: 12.06.2026).

⁴⁴ BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

President said. – Ми продовжимо підтримувати наших союзників, – заявив президент.

Direct quotations enable journalists to present information directly from the original source, thereby increasing the reliability and authenticity of news reporting while minimizing editorial interpretation.

The comparative analysis demonstrates that the English-language news texts published by BBC News are characterized by greater lexical restraint, a higher degree of standardization, and a stronger orientation toward neutrality and objectivity. By contrast, the Ukrainian-language news texts published by Суспільне more frequently employ emotionally colored vocabulary and more elaborate explanatory constructions, which facilitate a clearer understanding of information by a broad audience.

Thus, the lexical and stylistic analysis of English-language and Ukrainian-language news texts reveals both the common features of contemporary news discourse – such as the use of specialized terminology, factual presentation, and direct quotations – and the national and cultural specificities of media language organization. These findings are particularly important for contrastive stylistics, media linguistics, translation studies, and intercultural communication, as they demonstrate how linguistic choices influence the representation and interpretation of news events in different media environments⁴⁵.

The syntactic organization of news reports constitutes an important component of media discourse, as syntactic devices ensure the logical structure, clarity, and effectiveness of information transmission. News texts are designed for the rapid comprehension of information by a broad audience; therefore, their syntactic organization follows the principles of conciseness, informativeness, and clarity⁴⁶.

One of the characteristic features of the English-language news texts published by BBC News is the predominance of expanded simple sentences, which allow journalists to communicate essential information quickly and efficiently: *A powerful storm hit the eastern coast on Monday*⁴⁷.

This sentence consists of the subject (*a powerful storm*), the predicate (*hit*), and the adverbial modifier of time (*on Monday*), enabling readers to grasp the essential information without additional explanation.

Simple expanded sentences are also frequently employed in Ukrainian-language news texts published by Суспільне: *Потужний шторм обрушився на східне узбережжя в понеділок*⁴⁸.

⁴⁵ Potapenko S., Deikun O. Peace into War Transformation in News Discourse on Ukraine: A Cognitive-Rhetorical Perspective. In: Ilie C. (ed.). *Discourses of War and Peace: 21st Century Perspectives*. Amsterdam: John Benjamins Publishing Company, 2026. P. 250–277. DOI: <https://doi.org/10.1075/pbns.355.09pot?locatt=mode:legacy> (accessed: 01.07.2026).

⁴⁶ Richardson J. E. *Analysing Newspapers*. 2nd ed. London: Palgrave Macmillan, 2020. 328 p.

⁴⁷ BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

⁴⁸ Суспільне Новини. URL: <https://suspirne.media/> (дата звернення: 12.06.2026).

A similar syntactic structure facilitates the prompt communication of factual information to the audience.

To provide more detailed information, however, both English-language and Ukrainian-language news texts extensively employ complex sentences: *Officials said that rescue teams had reached the affected areas*⁴⁹.

In this example, the main clause (*Officials said*) is followed by a subordinate content clause (*that rescue teams had reached the affected areas*), which specifies the source and content of the reported information: *Посадовці повідомили, що рятувальні служби дісталися постраждалих районів*.

In both examples, the complex sentence structure contributes to the precision and credibility of the news report.

Another characteristic feature of the English-language news discourse is the frequent use of passive voice, which shifts the reader's attention from the agent of the action to the event or its outcome: *Several people were injured during the incident*.

In this sentence, the emphasis is placed on the consequences of the incident rather than on the person or entity responsible for the action.

Passive constructions also occur in Ukrainian news discourse, although they are considerably less frequent: *Унаслідок інциденту кілька людей зазнали поранень*.

Unlike English, Ukrainian generally prefers active or impersonal constructions, which are perceived as more natural within the language's syntactic system.

One of the most distinctive features of the English-language news discourse is its tendency toward maximum syntactic economy. News reports published by BBC News are predominantly constructed using simple two-member sentences or complex sentences containing a minimal number of secondary sentence elements. Such syntactic organization facilitates the rapid processing of information and corresponds to the principle of efficiency that characterizes contemporary news reporting: NATO leaders approved the aid package during the summit⁵⁰. – Під час саміту лідери країн НАТО схвалили новий пакет допомоги Україні⁵¹.

Both examples consist of simple two-member sentences; however, their syntactic organization differs. The English-language sentence follows the canonical Subject-Verb-Object (SVO) pattern, which is obligatory in English syntax. The Ukrainian sentence, by contrast, demonstrates greater flexibility in

⁴⁹ BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

⁵⁰ BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

⁵¹ Суспільне Новини. URL: <https://suspilne.media/> (дата звернення: 12.06.2026).

word order. The adverbial modifier of time (Під час саміту) is placed at the beginning of the sentence, emphasizing the temporal context of the event and reflecting the conventions of Ukrainian news discourse.

Another notable feature of news syntax is the extensive use of direct quotations and reported speech: *The minister said the reforms would improve economic stability.* – *Міністр зазначив, що реформи сприятимуть економічній стабільності.*

Such constructions enhance the credibility of news reports while allowing journalists to distance themselves from the opinions or evaluations expressed by the quoted speakers.

Contemporary news discourse also makes extensive use of detached sentence elements and explanatory subordinate clauses: *The fire, which started late on Tuesday night, spread rapidly through the building.* – *Пожежа, яка почалася пізно ввечері у вівторок, швидко поширилася будівлею.*

In both examples, the relative clause provides additional contextual information about the event without interrupting the logical flow of the report. Such constructions contribute to greater informational completeness while preserving the coherence and readability of the text.

Relative clauses provide additional information about the reported event and contribute to a more detailed presentation of the news.

A distinctive feature of the English-language news headlines is the frequent use of elliptical constructions and syntactic compression: *Government approves new budget plan*⁵². – *Уряд затвердив новий бюджетний план*⁵³

The English-language headlines often omit articles and auxiliary verbs, thereby achieving greater brevity and syntactic economy while preserving the essential meaning of the message.

The analysis also revealed the frequent use of syntactic parallelism in the coverage of major political and social events: *The economy is growing, unemployment is falling, and investment is increasing.* – *Економіка зростає, безробіття скорочується, а інвестиції збільшуються.*

Parallel constructions contribute to the logical organization of the text, improve its coherence, and facilitate information processing by readers. They also enhance the rhetorical effectiveness of news reports by presenting related facts in a balanced and structured manner⁵⁴.

Another characteristic feature of both media outlets is the use of complex sentences: Officials said the support would continue despite political

⁵² BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

⁵³ Суспільне Новини. URL: <https://suspilne.media/> (дата звернення: 12.06.2026).

⁵⁴ Van Dijk T. A. *Discourse and Power*. London Palgrave Macmillan, 2008. 320 p.

disagreements. – Посадовці заявили, що підтримка України триватиме, попри політичні розбіжності між окремими державами.

In the English-language sentence, the subordinate clause is presented in a highly compact form. The Ukrainian version includes an additional specifying element (між окремими державами), which provides greater contextual detail and increases the informational completeness of the report. This tendency reflects the broader preference of Ukrainian news discourse for more explicit presentation of information, whereas English-language journalism generally favors brevity and syntactic compression.

The comparative analysis also reveals differences in the frequency of detached constructions. BBC News predominantly employs compact syntactic structures with relatively few parenthetical or inserted elements, whereas Суспільне more frequently uses specifying constructions, appositive elements, and expanded adverbial modifiers, which contribute to a more detailed presentation of information: *The agreement includes financial and military support*⁵⁵. – *Угода передбачає фінансову, військову, а також гуманітарну допомогу Україні*⁵⁶.

The Ukrainian sentence contains a coordinated series with an additional connective element (*а також гуманітарну допомогу*), which expands the informational content of the report and provides a more comprehensive description of the assistance being discussed.

Differences are also evident in the presentation of reported speech. BBC News more frequently employs indirect speech, integrating the statements of public officials into the narrative structure of the report. This approach contributes to syntactic economy, textual cohesion, and the concise presentation of information. By contrast, Суспільне often incorporates extended direct quotations from government officials and other authoritative sources. Such quotations enhance the credibility of the report, increase the authenticity of the information, and create the impression of direct communication with the audience.

The syntactic organization of the English-language and Ukrainian-language news reports is characterized by a strong emphasis on clarity, conciseness, and informativeness. Both BBC News and Суспільне employ simple and complex sentences, direct and indirect quotations, explanatory constructions, and syntactic parallelism to ensure effective communication. At the same time, English-language news texts published by BBC News more frequently employ passive voice, elliptical headlines, and compact syntactic structures, whereas

⁵⁵ BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

⁵⁶ Суспільне Новини. URL: <https://suspilne.media/> (дата звернення: 12.06.2026).

the Ukrainian-language news texts published by Суспільне tend to favor more elaborate sentence structures and active or impersonal forms of expression. These differences reflect the influence of language-specific grammatical conventions, journalistic traditions, and communicative preferences within the respective media cultures.

The headline is one of the most important structural components of a media text, as it performs informative, attention-grabbing, and pragmatic functions. It creates the reader's first impression of a news report, indicates its informational value, and often influences the decision to read the full article⁵⁷.

A comparative analysis of headlines published by BBC News and Суспільне reveals both common and distinctive stylistic tendencies.

The English-language headlines in BBC News are characterized by conciseness, syntactic economy, and a high degree of information density. They typically consist of short simple or elliptical constructions in which auxiliary verbs, articles, and other non-essential grammatical elements are omitted. This structural organization reflects the conventions of the English-language journalism, where priority is given to the rapid and efficient transmission of information: *Ukraine and Russia complete new prisoner exchange. Wildfires spread across southern Europe. Scientists discover new evidence of climate change*⁵⁸.

These headlines are characterized by neutral socio-political vocabulary, simple syntactic structures, and a direct word order. Stylistic expressiveness is kept to a minimum, while the primary focus remains on presenting the factual content of the reported event.

By contrast, headlines published by Суспільне demonstrate a somewhat different stylistic organization. Although they also aim to provide objective information, Ukrainian journalists more frequently include additional details regarding the location, time, or participants of an event directly in the headline: *Україна та Росія провели черговий обмін полоненими. На півдні Європи через спеку поширюються масштабні лісові пожежі. Українські науковці досліджили вплив зміни клімату на агросектор*⁵⁹.

The comparison demonstrates that Ukrainian headlines are generally longer and contain a greater number of specifying elements. Such an approach enables readers to obtain more comprehensive information before reading the main text of the article.

At the lexical level, the English-language headlines are characterized by the extensive use of neutral, commonly used vocabulary, whereas the

⁵⁷ Wodak R., Meyer M. *Methods of Critical Discourse Analysis*. 3rd ed. London: Sage, 2016. 312 p.

⁵⁸ BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

⁵⁹ Суспільне Новини. URL: <https://suspilne.media/> (дата звернення: 12.06.2026).

Ukrainian-language headlines more frequently contain specifying modifiers such as *черговий* (another), *масштабні* (large-scale), and *українські* (Ukrainian). These lexical items perform not only an informative function but also contribute to the stylistic organization of the headline by providing additional contextual information.

At the syntactic level, BBC News predominantly employs simple two-member sentence structures or elliptical constructions, whereas Суспільне headlines more frequently contain expanded sentence structures with secondary sentence elements that provide a greater degree of detail and contextualization.

The headlines published by both media outlets perform the same communicative function, namely the prompt dissemination of information to the audience. However, they differ in the linguistic strategies used to represent that information. BBC News headlines are characterized by brevity, linguistic economy, and structural compactness, while Суспільне headlines tend to exhibit greater detail, more explicit factual specification, and more elaborate syntactic organization. These differences reflect not only the structural characteristics of the English and Ukrainian languages but also the distinctive editorial traditions and journalistic practices of the two public service broadcasters.

The lexical level is one of the most informative dimensions of contrastive-stylistic analysis, since the choice of lexical units largely determines how information is perceived by the audience. The vocabulary of a news report not only reflects the factual content of an event but also performs a pragmatic function by shaping readers' attitudes toward the reported events⁶⁰.

The main lexical characteristics identified in the comparative analysis of BBC News and Суспільне are summarized in Table 1. The table provides an overview of the principal lexical features that distinguish the linguistic organization of English-language and Ukrainian-language news discourse.

The analysis of news texts published by BBC News and Суспільне demonstrates that both media outlets primarily employ neutral standard vocabulary consistent with the principles of objective journalism.

At the same time, the English-language and Ukrainian-language news texts exhibit certain differences in the linguistic representation of information: *The government announced new measures to support affected communities*⁶¹.

The corresponding report published by Суспільне states: *Уряд оголосив про нові заходи для підтримки постраждалих громад*⁶².

⁶⁰ Molek-Kozakowska K., Terian S.-M. (eds.). *Mediated Discourses of Conflict across Languages and Genres: Coverage and Reception of the War in Ukraine*. Singapore: Springer, 2026. 250 p. DOI: https://link.springer.com/chapter/10.1007/978-981-95-6992-2_1 (accessed: 23.06.2026).

⁶¹ BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

⁶² Суспільне Новини. URL: <https://susplne.media/> (дата звернення: 12.06.2026).

Table 1

Lexical characteristics of BBC News and Суспільне

Feature	BBC News	Суспільне
Neutral vocabulary	+++	++
Reporting verbs	announce, report, confirm	повідомив, заявив, зазначив
Evaluative vocabulary	+	++
Lexical economy	+++	+
Explicit lexical constructions	+	+++
Descriptive modifiers	+	+++
Political terminology	+++	+++

Although both sentences convey the same denotative meaning, the English-language text demonstrates a higher degree of lexical economy. The verb *announce* is a conventional reporting verb widely used in the English-language journalism. The Ukrainian text conveys the same meaning through the expression *оголосив про*, which conforms to the norms of standard Ukrainian.

A similar tendency can be observed in the use of reporting verbs: *Officials confirmed the incident.* – *Посадовці підтвердили інформацію про інцидент.*

In English, the verb *confirm* covers a broad range of communicative meanings and does not require additional specification. The Ukrainian version employs a more explicit construction that identifies the object of confirmation, thereby providing greater contextual clarity.

Another characteristic feature of English-language news discourse is the frequent use of nominalization: *The investigation continues.* – *Розслідування триває.*

In both languages, the predicate is expressed through a deverbal noun. However, English-language news discourse generally demonstrates a higher degree of nominalization, which contributes to conciseness, objectivity, and stylistic neutrality.

Particular attention should also be paid to the use of evaluatively neutral vocabulary. Both media outlets generally avoid emotionally charged lexical items in order to maintain objectivity. Nevertheless, Ukrainian news texts more frequently include specifying modifiers such as *масштабний* (large-scale), *значний* (significant), *черговий* (another), and *масований* (massive), whereas BBC News tends to rely on neutral lexical choices and straightforward factual nomination.

The comparative analysis indicates that English-language news discourse is characterized by lexical economy, standardized socio-political vocabulary, and a high degree of lexical conventionality. By contrast, the Ukrainian-language

news texts published by Суспільне tend to provide greater lexical specification, employ a wider range of descriptive modifiers, and demonstrate a higher level of explicitness in presenting information. These differences reflect the linguistic norms of English and Ukrainian as well as the editorial practices and communicative traditions of the respective public service media organizations.

International assistance to Ukraine has become one of the leading topics in the contemporary global information space. It is regularly covered by both Ukrainian and international media outlets; however, the linguistic representation of these events largely depends on the communicative strategy of a particular media organization, its target audience, and national journalistic traditions. Although BBC News and Суспільне adhere to the high standards of public service broadcasting, their news reports demonstrate noticeable differences at the lexical, syntactic, stylistic, and pragmatic levels.

The research material consists of news reports published by BBC News and Суспільне concerning international military, financial, and humanitarian assistance provided to Ukraine by NATO member states, the European Union, and other international partners. To ensure the validity and objectivity of the analysis, only reports covering the same news events and published within a comparable time frame were selected.

The contrastive analysis is conducted across four interrelated dimensions: lexical, syntactic, stylistic, and pragmatic. This comprehensive approach makes it possible not only to identify similarities and differences in the linguistic organization of the analyzed news reports but also to reveal the specific communicative strategies employed by each media outlet in representing international assistance to Ukraine. The findings contribute to a better understanding of how language choices influence the presentation and interpretation of the same events in different media and cultural contexts.

The lexical level is one of the key indicators of the stylistic organization of news discourse, as the selection of lexical units determines the manner in which information is presented, the degree of its specificity, and its pragmatic impact on the audience. The analysis demonstrates that both media outlets predominantly employ neutral socio-political vocabulary. However, noticeable differences can be observed in their lexical choices and strategies of information representation.

One of the characteristic features of the English-language news reports published by BBC News is the use of compact verbs with broad semantic scope: *NATO allies pledged further military support for Ukraine*⁶³. – *Союзнаики НАТО оголосили про надання Україні додаткової військової допомоги*⁶⁴.

⁶³ BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

⁶⁴ Суспільне Новини. URL: <https://suspilne.media/> (дата звернення: 12.06.2026).

Although both sentences convey the same factual information, the linguistic means differ considerably. In the BBC News report, the key lexical item is the verb *pledged*, which simultaneously expresses the meanings of *promised*, *committed to*, and *formally declared an intention*. The frequent use of such multifunctional verbs is characteristic of English-language news discourse, as it enables a high degree of informational density while maintaining lexical economy.

The Ukrainian report employs the more elaborate analytical construction *оголосили про надання*, which makes the meaning more explicit and specifies the nature of the reported action. Unlike English, Ukrainian journalistic discourse tends to favor a more detailed presentation of events, thereby facilitating a clearer interpretation of information by readers.

Another notable difference concerns the lexical representation of international assistance: *The package includes air defence systems, ammunition and financial assistance*⁶⁵. – *Пакет допомоги передбачає системи протиповітряної оборони, боєприпаси та фінансову підтримку*⁶⁶.

The English-language report employs concise lexical items such as *package*, *assistance*, and *support*, which are typical of formal news discourse⁶⁷. By contrast, the Ukrainian report uses more explicit lexical combinations, including *пакет допомоги* and *фінансова підтримка*, which enhance semantic transparency and provide greater contextual clarity.

Another distinctive feature concerns the designation of international political actors: *Western leaders said the support would continue*. – *Лідери західних держав заявили, що підтримка України триватиме*.

In the BBC News report, the phrase *Western leader's* functions as a generalized designation that does not require further specification. The Ukrainian version expands this concept through the expression *лідери західних держав*, reflecting the tendency of Ukrainian news discourse toward greater lexical explicitness.

Differences are also evident in the use of socio-political terminology. The English-language news reports tend to rely on internationally established lexical items such as *aid*, *support*, *allies*, *commitment*, *package*, and *defence*. In contrast, Суспільне consistently employs their standard Ukrainian equivalents, including *допомога*, *підтримка*, *союзники*, *зобов'язання*, *пакет допомоги*, and *протиповітряна оборона*. This lexical strategy ensures greater comprehensibility for the Ukrainian audience while complying with the norms of contemporary Ukrainian standard.

⁶⁵ BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

⁶⁶ Суспільне Новини. URL: <https://suspilne.media/> (дата звернення: 12.06.2026).

⁶⁷ Maingueneau D. *Analyzing Self-Constituting Discourses*. London: Routledge, 2018. 224 p.

By contrast, Суспільне, while maintaining a high level of factual reliability, employs comparatively more expressive linguistic devices. Its news reports more frequently contain emotionally marked lexical items that emphasize the importance of international assistance for Ukraine. Particular attention is paid to the practical significance of the received aid for Ukrainian society, which results in more extensive explanatory constructions and broader contextualization of reported events.

Differences can also be observed at the lexical level. BBC News predominantly employs neutral diplomatic vocabulary, including expressions such as aid package, military assistance, financial support, defence cooperation, and international partners. In contrast, Суспільне more frequently uses lexical items that emphasize the significance and urgency of international support, for example, допомога союзників, оборонна підтримка, військова допомога, підтримка партнерів, and міжнародна солідарність. Ukrainian news reports also tend to include a greater number of evaluative expressions highlighting the importance of political decisions and international initiatives.

A common feature of the analyzed media texts is the extensive use of neutral socio-political vocabulary, official names of institutions, organizations, and government officials: *The government announced additional support for businesses*⁶⁸. – *Уряд оголосив про додаткову підтримку бізнесу*⁶⁹.

In both examples, neutral vocabulary is employed without explicit authorial evaluation, which is consistent with the requirements of objective news reporting.

Another shared characteristic is the extensive use of direct and indirect quotations to enhance the credibility and reliability of information: *We remain committed to our partners, – the minister said. – Ми залишаємося відданими нашим партнерам, – заявив міністр.*

Quotations from public officials enable journalists to rely on authoritative sources while maintaining editorial neutrality⁷⁰.

Both media outlets also make extensive use of political, economic, and international terminology: *The sanctions package was approved by European leaders. – Пакет санкцій був схвалений європейськими лідерами.*

The use of specialized terminology contributes to precision and facilitates an unambiguous interpretation of the reported information.

At the same time, the analysis identified several stylistic differences. BBC News generally demonstrates greater lexical restraint and a stronger tendency

⁶⁸ BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

⁶⁹ Суспільне Новини. URL: <https://suspilne.media/> (дата звернення: 12.06.2026).

⁷⁰ Jaworski A., Coupland N. *The Discourse Reader*. 4th ed. London: Routledge, 2021. 758 p.

toward neutral reporting. Emotionally marked vocabulary is used primarily when covering humanitarian crises or exceptional events: *The devastating floods affected thousands of residents*⁷¹.

In this example, the adjective *devastating* performs an expressive function, although the overall style of the report remains objective and restrained.

By contrast, Суспільне more frequently employs evaluative vocabulary and expressive adjectives: *Руйнівна повінь завдала значних збитків місцевим громадам*⁷².

Here, the adjective *руйнівна* intensifies the emotional perception of the reported event while preserving the factual character of the news report.

Differences are also evident in the use of metaphorical language. BBC News occasionally employs conceptual metaphors, particularly when reporting on political or economic developments: *The economy faces strong headwinds*.

The metaphor *strong headwinds* represents economic difficulties through figurative language while remaining appropriate for formal journalistic discourse.

In Суспільне, metaphorical expression is generally realized through more transparent and audience-oriented formulations: *Економіка зіткнулася з серйозними викликами*.

Although this expression is less metaphorical, it conveys the intended meaning in a clear and accessible manner for Ukrainian readers.

Another notable difference concerns the use of euphemisms. The English-language news reports employ euphemistic expressions more frequently, especially when addressing socially sensitive topics: *The company plans to reduce its workforce*.

In Ukrainian news discourse, similar situations are often expressed more directly: *Компанія планує скоротити працівників*.

The pragmatic dimension of media texts is closely related to their influence on the audience, the formation of public perception, and the realization of the author's communicative intentions⁷³. In contemporary news discourse, pragmatic features are manifested through the selection of facts, the methods of presenting information, the emphasis placed on particular aspects of events, and the use of linguistic resources adapted to a specific target audience. A comparative analysis of publications by BBC News and Суспільне demonstrates that identical events may be represented differently depending on the national context, the informational needs of readers, and the editorial policy of each media outlet.

⁷¹ BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

⁷² Суспільне Новини. URL: <https://suspilne.media/> (дата звернення: 12.06.2026).

⁷³ Caple H., Bednarek M. *Multimodal News Analysis Across Cultures*. London: Routledge, 2023.

One of the most significant pragmatic differences concerns the degree of informational detail. When reporting international events, BBC News generally provides a broader global context, addressing an international readership: *European leaders met in Brussels to discuss further support for Ukraine amid ongoing security concerns in the region*⁷⁴.

In this report, emphasis is placed on the international significance of the event and its implications for European security.

*Лідери країн ЄС обговорили новий пакет допомоги Україні та подальшу підтримку української оборони*⁷⁵.

The Ukrainian report focuses primarily on the importance of the decision for Ukraine and its citizens.

Another pragmatic difference lies in the communicative focus of news reporting. When covering natural disasters, BBC News tends to emphasize the scale of the event and the international response.

The primary focus is placed on the consequences of the disaster and statistical information: *Thousands of people were displaced after severe flooding affected several regions*⁷⁶.

Через масштабну повінь тисячі людей були змушені залишити свої домівки.

Here, the emphasis shifts toward the human dimension of the tragedy and its social consequences.

Pragmatic differences are also reflected in the use of background information. BBC News frequently provides contextual explanations for readers who may not be familiar with the event or its historical background: *The city of Kharkiv, Ukraine's second-largest city, has faced repeated attacks since the start of Russia's full-scale invasion in 2022.*

The additional contextual information enables an international audience to better understand the significance of the reported event.

In, such explanations are usually omitted or considerably reduced because the domestic audience is generally expected to possess the necessary background knowledge: *Харків знову зазнав обстрілів з боку російських військ.*

Another important pragmatic factor concerns the degree of emotional engagement. British news reports generally strive for maximum neutrality in presenting facts: *Several civilians were killed during the attack, according to local authorities.*

The information is presented in a restrained manner and explicitly attributed to an official source.

⁷⁴ BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

⁷⁵ Суспільне Новини. URL: <https://suspilne.media/> (дата звернення: 12.06.2026).

⁷⁶ BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

Within the Ukrainian media environment, particularly in reports related to the ongoing war, more expressive linguistic means may be employed: *Унаслідок російської атаки загинули мирні жителі*.

This formulation increases the emotional impact of the report and reflects the immediate social relevance of the event for Ukrainian society.

Particular attention should also be paid to the pragmatic function of quotations. In BBC News, quotations are frequently used to ensure balance and present different perspectives on an issue: *Officials from both sides said they were ready for further negotiations*⁷⁷.

In Суспільне, quotations primarily serve to confirm the reliability of information and communicate official positions: *Перемовини триватимуть і надалі, – заявив представник уряду*⁷⁸.

The results of the contrastive stylistic analysis may be summarized according to the principal linguistic and pragmatic parameters identified throughout the study. Table 2 presents the major similarities and differences between BBC News and Суспільне at the lexical, syntactic, stylistic, and pragmatic levels.

Table 2

Contrastive Stylistic Features of BBC News and Суспільне

Stylistic Parameter	BBC News	Суспільне
Lexical economy	High	Moderate
Reporting verbs	Standardized	More varied
Evaluative vocabulary	Limited	More frequent
Metaphorical language	Moderate	Moderate–High
Passive constructions	Frequent	Less frequent
Active constructions	Less frequent	Frequent
Headline length	Short	Longer
Explicitness	Lower	Higher
Contextual explanations	Limited	Extensive
Target audience	International	Ukrainian
Pragmatic orientation	Neutral reporting	National relevance

As shown in Table 2, although both media outlets adhere to the principles of objective journalism, they implement these principles through different linguistic and communicative strategies. BBC News demonstrates greater

⁷⁷ BBC News. URL: <https://www.bbc.com/news> (дата звернення: 12.06.2026).

⁷⁸ Суспільне Новини. URL: <https://suspirne.media/> (дата звернення: 12.06.2026).

lexical economy, syntactic compactness, and orientation toward an international readership, whereas Суспільне is characterized by more explicit lexical and syntactic structures, stronger contextualization, and a greater focus on the informational needs of the domestic audience. These findings provide the basis for the general conclusions presented below.

CONCLUSIONS

The present study established the theoretical foundations of the contrastive-stylistic analysis of media texts. It was determined that the contrastive approach makes it possible to identify both common and distinctive features of the linguistic organization of texts in different languages, while stylistic analysis provides an effective framework for investigating the functioning of linguistic devices within a specific communicative environment. The combination of these approaches has proved to be an effective methodological tool for examining contemporary news discourse and intercultural media communication.

The study also identified the genre and stylistic characteristics of contemporary news discourse. It was found that news media texts belong to the informational genre of journalism and are characterized by timeliness, factuality, objectivity, and orientation toward a broad audience. At the same time, contemporary news discourse combines the features of informational and media styles and increasingly incorporates multimodal elements that enhance the presentation and accessibility of information.

The analysis of lexical and stylistic devices demonstrated that both English-language and Ukrainian-language news texts make extensive use of socio-political terminology, neutral informational vocabulary, quotations, metaphorical expressions, and selected expressive means. The findings indicate that BBC News is characterized by greater lexical restraint, standardization, and linguistic economy, whereas Суспільне more frequently employs emotionally marked vocabulary and expanded explanatory constructions that facilitate a more explicit presentation of information.

The investigation of syntactic organization revealed that both media outlets predominantly use simple extended and complex sentences, quotations, specifying constructions, and syntactic parallelism. Nevertheless, the English-language news reports are more likely to employ passive constructions, compact syntactic patterns, and elliptical headlines, while the Ukrainian-language texts tend to favor more elaborate sentence structures, flexible word order, and explicit syntactic organization.

The analysis of the pragmatic representation of identical events in British and Ukrainian news discourse showed that the presentation of information largely depends on the intended audience and the national communicative context. BBC

News is characterized by balanced reporting, neutrality, extensive international contextualization, and the provision of background information for a global readership. *Суспільне*, in contrast, places greater emphasis on the national significance of events, their impact on Ukrainian society, and the informational needs of the domestic audience. Consequently, identical events are represented through different pragmatic strategies reflecting the communicative priorities of each media outlet.

The results confirm the existence of both universal characteristics of contemporary news discourse, determined by the general principles of journalism, and language- and culture-specific features of the English- and Ukrainian-language media texts. The identified similarities and differences demonstrate that stylistic and pragmatic choices are influenced not only by the structural characteristics of the respective languages but also by editorial traditions, target audience expectations, and sociocultural context. The results of this study may contribute to further research in media linguistics, contrastive linguistics, stylistics, discourse analysis, and translation studies, as well as to the teaching of media discourse, intercultural communication, and journalistic translation.

SUMMARY

The article examines the stylistic features of the English- and Ukrainian-language news media texts through a contrastive analysis of publications from BBC News and *Суспільне*. The study is based on the assumption that although both media outlets adhere to the principles of objective journalism, they employ different linguistic and stylistic strategies shaped by their editorial traditions, target audiences, and sociocultural contexts.

The research aims to identify similarities and differences in the lexical, syntactic, stylistic, and pragmatic organization of contemporary news discourse. The research material consists of the English-language news reports published by BBC News and the Ukrainian-language news articles published by *Суспільне*, covering comparable international political, security, economic, and social events. The study applies descriptive, contrastive, stylistic, contextual, and discourse analysis methods, together with elements of quantitative analysis.

The findings indicate that both media outlets rely on neutral socio-political vocabulary, standardized journalistic language, specialized terminology, and quotations to ensure the accuracy and credibility of information. However, BBC News demonstrates greater lexical economy, syntactic compression, extensive use of passive constructions, and a stronger orientation toward neutral and internationally accessible reporting. In contrast, *Суспільне* more frequently employs explanatory constructions, active syntactic patterns, emotionally

marked vocabulary, and greater contextualization of events, reflecting the informational needs of a domestic audience.

The pragmatic analysis further reveals that identical events are represented through different communicative strategies. BBC News tends to provide broader international context and balanced reporting, whereas Суспільне emphasizes the national significance and practical implications of the reported events for Ukrainian society.

The results confirm that, alongside universal characteristics of contemporary news discourse, the English- and Ukrainian-language media texts exhibit language-specific and culture-specific stylistic features. The findings may be applied in further research on media discourse, contrastive stylistics, discourse analysis, translation studies, and intercultural communication.

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