

## LINGUISTIC MODELS OF MASS MEDIA GENRES' STYLISTIC DIFFUSION IN THE COMMUNICATIVE SPACE OF UKRAINE AND BULGARIA

**Dmytro Dergach**

*Taras Shevchenko Kyiv National University (Ukraine)*

**Abstract.** Research attention is focused on fundamental changes in techniques and methods of informing , which activate the communicative capabilities of language and give rise to new genres, forms and formats of interpersonal communication in various spheres and discourses. It actualizes the research problem of the diffuse stylistic nature of mass media genres, argued by the processes of assimilation of public communication's spheres.

The author's argumentation is based on the vectors of the dynamics of the literary language's evolutionary potential, that is focused on the format and tasks of social communication. Predictably, the architectonic heterogeneity and polyfunctionality of the language of media texts explain the syncretic nature of the genres. And also the tendency to their constant modification and transformation regarding the structure, meanings and communicative valence of language units.

The article interprets models of updating of the functional and stylistic paradigm of modern literary languages in their genre projection and perspective, which do not depend on the time and space of culture. To prove this thesis, the texts of the Ukrainian and Bulgarian media space in the genre of posts in social networks were chosen as the *object* of analysis. The main research aim is to determine the typicality / atypicality of stylistic diffusion in the genre paradigm of Ukrainian and Bulgarian media. The attention is paid to the bloggers and companies that are well-known in Ukraine and Bulgaria as influencers who make professional activities in the fields of health, beauty, sport, etc., and really model the current mass language consciousness. The *research base* is formed by texts that were published in the social networks Instagram, Facebook in 2023 – 2024. The functional and stylistic *methodology* of the mentioned material's interpretation allows in a comparative discourse to prove the typicality of communicative processes that are *resulted* in the stylistic diffusion of modern mass media genres.

**Keywords:** social communication; mass media style; scientific style; genre; inter-style genre; stylistic diffusion; Ukrainian media; Bulgarian media

## **Introduction**

The functional development of the modern mass communication sphere's dominants actualizes the perspective of the media linguistic episteme, which systematizes the methodology of professional analysis of media language. It allows the researchers syncretically to interpret the forms, methods and means of verbalizing knowledge about various spheres of social life. With such formulation, it seems important also to take into account the dynamically changing context of globalization in the modern world. It is characterized by the intensity of information flows and determines the specifics of their distribution, especially in the field of mass media.

Modern mass media tends to focus on new ways of influencing mass linguistic consciousness. As a result, modeling of a clearly defined assessment, perception of objective reality in the corresponding language picture of the world is observed. It conceptualizes information verbalized in texts of various media genres.

Modern science relies on the understanding of genre as a form of stable expression and at the same time dynamizes the professional linguistic methodology of its analysis, complements it with methods, that are syncretic for linguistics. This makes it possible to analyze the genre in multi-vector functional dynamics, primarily in the media space. In turn, updated alternative approaches to the study of the nature of genreology indicate its relevance in the discourse of scientific knowledge. This, first of all, is caused by fundamental changes in methods of informing, which activate the communicative capabilities of language and give rise to new genres, forms and formats of interpersonal communication.

The relevance of the study of linguistic stylistics and genre functions of modern mass media is also determined by the lack of comprehensive studies, the objectivity of which concerns the integral systematization of problematic issues of media genreology. Among them, in our opinion, the most representative in terms of novelty is the research problem of the diffuse stylistic nature of mass media genres, argued by the processes of assimilation of communication spheres. It determines the vectors of the dynamics of the literary language's evolutionary potential, focused on the format and task of social communication. Predictably, the architectonic heterogeneity and polyfunctionality of the media texts' language explain the syncretic nature of the genres. And also the tendency to their constant modification and transformation regarding the structure, meanings and communicative valence of language units.

The mass media genre system objectively represents the priorities and values of modern society in the context of the perception of relevant meanings as a potential source of information about the reality. And therefore, the language functionally systematizes its resource consistently to ensure the variant purpose of verbal interaction in the media space – communicative, informative, cognitive, entertaining, etc. In our opinion, it is a motivation for researchers to interpret the

renewal of the functional and stylistic paradigm of modern literary languages in their genre projection and perspective, which do not depend on the time and space of culture. In order to prove this thesis, we choose texts from the Ukrainian and Bulgarian media space as the object of analysis in the article. It will allow us to prove or deny the typicality of communicative processes resulting in the stylistic diffusion of modern media genres in a comparative discourse.

Taking into account the typology of universal known in science genre-creating factors, a logical question arises regarding the genre and stylistic nature and identification of such texts, which requires a professional argumentation. In this case, in our opinion, research analysis should be based on the concepts of communicative variants of genres, inter-genre formations or inter-stylistic genres, which are correlated with the processes of constant interaction of different functional styles. Especially in modern, dynamically changing communication in various spheres of social life.

We define function among the important genre-creating factors in the media linguistic discourse. It is known that the main function of the media is informative. Therefore, the language of the media is characterized by a special explanatory ability. It is realized not only in language units and linguistic concepts, but also taking into account the formal and semantic organization of texts, that are created in different genres. In particular, J. Broucker considered the fundamental, dominant functions of media (informational and analytical), independent of time and space of culture. According to the researcher, the problem of classification and typology of mass media genres can be solved with the help of their intracategorical parameters - statements, pragmatics and semantics (Broucker 1995). Some scientists believe that «an integral classification of the genres of modern mass media can be carried out both on the so-called vertical scale (information-analytical and artistic-publicistic) and on the horizontal scale - genres of print, radio, television and other multimedia media that influence the specificity of the genre and its corresponding characteristics (for example, newspaper, radio and television interviews)» (Serdali et al. 2016, p. 1076). We propose to expand the objectivity of the linguistic interpretation of media genres, focusing on their functional and stylistic nature. It correlates with the communicative argumentation of stylistic diffusion and the selection of appropriate language units for texts' creation.

### **Models of the interstylistic genres in Ukrainian and Bulgarian media**

Traditional for social verbal interaction lingual dominants represent the values, that are current and typical for modern mass consciousness. In turn, in the mass media space, it is motivated by globalization processes, when the language of the media relies not only on new territorial borders, but also on stylistic units marked by the distinct influence of other spheres of communication. Therefore, there is increasingly a trend towards functional and stylistic interference of

media genres as communicative phenomena. They formalize / verbalize public opinion and mass linguistic consciousness in terms relevant to the time and space of culture.

The stylistic nature of media genres is determined by the communicative specificity of mass information. The expansion of the functional potential of media communication language is a motivated argument for the active tendency towards stylistic and genre collaboration of this sphere with other spheres of social life. Recently, it frequently implements the principles and models of information analytics, that are typical, first of all, for scientific communication. Actualization of the mentioned features of scientific communication in mass media genres develops their stylistic resource. Such a tendency results in the intellectualization of the mass communication context, which is increasingly becoming an effective, high-quality source of cognitive information about objective reality .

First of all, it is connected with deepening the semantic context of information – its explanatory ability, consistent argumentation and professional interpretation of a phenomenon, concept, situation, etc. Linguistically, such features are systematically reproduced in the semantics of terminology, in the structure of syntactic units, functionally oriented not on linearity, but to a greater extent on the problematic, searching nature of verbalization of thought. It explains the actualization of interstylistic genres that dynamize the verbal interaction of communication participants in the media space. The most expressive and demonstrative, in our opinion, is the evolution of the media, which is connected with the deepening of their informational nature in cognitively oriented senses. First of all, we are talking about the linguistic and functional influence of research genre models on media content and context, aimed at the intellectualization of mass language consciousness. In particular, the genres of post and interview are often synchronized with the scientific article in terms of linguistic, architectonic, thematic characteristics, principles of information and argumentation . It is connected with the structure, using of special terms, quotations, intertext markers, models of complex sentence, that on general are typical for scientific texts. The functional basis of the media review is based on evaluability and interpretability, which are primarily dominant for the research nature of the scientific review genre. Mentioned characteristics can also be represented in the language units that verbalize the author modality – attitude to the information, situation, statement, etc.

We define such models of inter-style genre interaction as universal for an open communicative space that does not depend on the time of culture. For reasoned confirmation of this thesis, we offer a comparison of certain processes in the media of Ukraine and Bulgaria, which is the object of the proposed study. Among the *main tasks* we define:

1) to characterize the linguistic models of stylistic diffusion of mass media genres;  
2) to illustrate and comment on the processes of functional interaction of genres of media and scientific communication united by a common task;

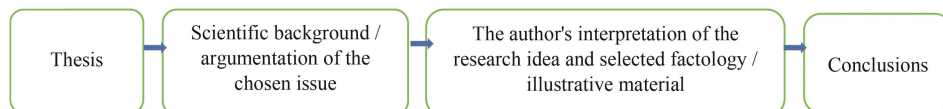
3) to determine the typicality / atypicality of the analyzed processes in the genre and style paradigm of Ukrainian and Bulgarian media. The analysis is made on the corpus of bloggers` and companies` texts that were published in the social networks Instagram, Facebook in 2023 – 2024 (Alexander Koliada @alexander\_koliada, Viktor Mandziak @viktor\_mandziak, Fitness by Grek @fitness\_by\_grek, Maria Ivanova @maria.ivanova.v, Health Bulgaria @health\_bulgaria, Health Aid Bulgaria @healthaidbulgaria, Strong by Science @strongbyscience\_bulgaria , Mental Health Bulgaria @mentalhealth\_bulgaria). They are well-known in Ukraine and Bulgaria as influencers who make professional activities in the fields of health, beauty, sport, etc., and really model the current mass language consciousness.

It is known that scientific communication is fundamentally based on the informational and cognitive context of the statement. It is functionally oriented to the system of logical proofs, assertions, convincing argumentation of the specified research object. These and other characteristics of scientific / academic communication (effects, special strategic and tactics, rhetorical means, etc.) are interpreted by authoritative researches: I. Mavrodieva, Y. Tisheva, S. Chavdarova-Kostova, N. Terzieva, I. Piperkov, I. Vasileva, M. Yordanova, G. Shamonina, B. Kostova, and others.

Scientific language summarizes the *units* that will build a system according to the criteria of specialization and consistency:

1) terms as base of meanings precedent / actual for the field of science;  
2) special phraseology;  
3) syntactic constructions that allow to formalize and verbalize information in a cause-and-effect context, to reveal the author's research assessment by means of modality, etc .

In general, it creates a meaningful communicative center – a scientific text. Its basic linguistic model provides: definition of the thesis, reliance on its professional basis, explanation, author's interpretation of selected facts from scientific and other sources of information, formulation of concluding provisions and possible perspectives of the research of the chosen objectivity. Such a model can be considered linear: it conceptualizes scientific meanings in the logical sequence of their organization in the text.



Basing on the known characteristics of the scientific style and its professional interpretation, we note: "First, ... it ... contains certain scientific ideas, justifications, arguments, that is, known or fundamentally new knowledge. In a certain way, it institutionalizes scientific knowledge, consolidates it in science, and ensures scientific communication. Secondly, the scientific text is a source of scientific methodology and a source of factual information that the researcher receives and processes. Thirdly, it is ... a model of an intellectual product, ... forces to imitate" (Surmin 2008, p. 7). On the other hand, "the scientific text is a system of strict regularities, in which the textual typology is structured from the bottom up – the publication on higher information levels is built as a generalization of publications from lower levels" (Staneva 2001, p. 370).

In this regard, extralinguistically, a scientific text is always limited by the potential / actual audience of recipients, which is one of its defining communicative characteristics. According to the researchers, "such a text contains certain scientific knowledge, which is characterized by ontology (interpretation of the phenomena of objective reality that exist independently of human consciousness), methodology, axiology, and communicativeness", implements "...reflection in the linguistic means of science of the contradictory unity of differentiation and integration of knowledge" (Semeniuk 1998, p. 18).

The information in the scientific text should be based on novelty, which will be meaningfully correlated with the fundamental understanding of the concept of science. That is why, "the character of the interaction of the old and the new in the semantic-linguistic plane of science deserves special attention of researchers (when it is not about the shell of a pure form, but primarily about the content, semantic filling of concepts and terms)" (Semeniuk 1998, p. 20). From the point of view of methodology, it argues for an accurate, logical and consistent selection of relevant language units, the main task of which is to refine professional opinion in the context of proving the author's research position.

The pragmatic potential of scientific language is correlated with the corresponding types of meanings (Semenog 2008, p. 138), verbalized in professional contexts. There are some groups of them:

- 1) content-factual (messages about facts, events, processes that take place in the real or virtual world);
- 2) content-conceptual (individually the author's understanding of the relations between phenomena; reinterpretation of what is perceived, reproduced by the author);
- 3) content-subtextual (deeps content that lies in connotative associations and is generated by associative links of reader perception).

Mentioned constructive dominants of scientific communication are based on certain principles that are implemented in the process of scientific text's creation:

1) “the principle of content saturation (a scientific text must contain the novelty of professionally oriented information, its cognitive value, lexical and grammatical content);

2) the principle of professional relevance (providing the necessary information from the professional field of activity);

3) the principle of scientific informativeness (semantic and substantive novelty of a scientific text, which is revealed in the author’s concept, assessment of a certain phenomenon or fact);

4) the principle of the novelty of the scientific text (the presence of theoretical provisions, new knowledge, which is justified on the basis of fundamental or applied scientific research and implemented in practice);

5) the principle of content completeness (integrity and completeness of the disclosure of the assigned tasks);

6) the principle of problematicity (coding of problematic issues in the titles, content of individual paragraphs and the entire scientific text);

7) the principle of accessibility to a specialist of one or more fields (understandability, ease of perception of information, correspondence of the message to the communicative receptivity of the addressee);

8) the principle of intertextuality (a multidimensional connection of a scientific text with others, which consists in the reproduction in this scientific text of elements of the protext(s) through citations, references, comments, etc.)” (Semenog 2008, p. 63 – 64). Using of these mentioned principles in the different types of communication shows the inter-style nature of their genres. Being adopted from the scientific spheres such effective characteristics of text’s creating in the media can be interpreted as secondary functional base. It is also quite effective in appropriate genres, that are oriented on the analytical resource of information. For example, in the analytical interview, article, post in social network (where the content and context are connected with professional comments of information, situation, person, etc.).

And therefore, scientific discourse is a communicative space of a special (closed) type—first of all, with accent on meanings that must be consistently decoded according to the system of professional knowledge. But on the other hand, it is also interpreted as a type of status-oriented communication according to the communicative goal (presentation of new knowledge about the surrounding world) and the social sphere of communication (the scientific community) (Maslova 2014, p. 26). It absolutely convincingly argues for the functional connection of science with other communicative spheres, where its information resource can be actual and valuable for recipients. Therefore, the genre and style interference of science and the media is not an accident.

On the other hand, the question of the percentage ratio of such a relationship in its textual implementation seems debatable. The stratification of scientific texts according to their functional purpose includes (Semenog 2008, p. 66 – 67):



- 1) theoretical text (presents theoretical aspects of the research subject);
- 2) methodological text (contains motivation and a description of the specifics of the methodology of the conducted research);
- 3) review text (scientifically substantiates the subject of the study, establishes the limits of this study, indicates the degree of unstudiedness of its individual components);
- 4) explanatory text (reveals the main provisions with the help of references, quotations, various notes and interpretations of concepts, tables, formulas, etc.);
- 5) empirical and factual text (provides a description of the factual basis of the research, classification and generalization of facts in a specific research context);
- 6) additional text (questionnaires, task texts, graphs, statistical material, which are placed in the appendices to the scientific work, are used for additional evidence of scientific statements);
- 7) scientific text of a mixed type (combines features of different types of scientific texts).

In general because of different communication spheres' integration there is an actual tendency towards acquisition of the mentioned functional characteristics (that are typical first of all for scientific language) by texts and genres of media. Although it is logical that not all of the mentioned types and formats of scientific texts are implemented in the media, which also have a number of dominant features.

Let's compare, for example the status and function of primary nomination of term as a lexical base of professional communication.

Scientific style

*„В чисто езиков план научният стил се описва като притежаващ **точност, яснота, логичност, абстрактност, обобщеност, обективност, информативност**. Негови характерни черти са още **аналитичността, аргументираността** на изложението, **стандартизацията** на изказа и **относителната дистанцираност** на автора от предмета на изложението“* (Dagnev 2023, p. 32).

*“Stylistics unfolds the potential of the word, in which the **immensity** of the dynamic world is represented, in which **dogmas**, previously tested **ideas, criteria of proof, theories** that are incompatible with the development trends of **modern society/societies** and the ability of language to dynamically respond to the **communicative needs**...”* (Shevchenko 2023, p. 12).

These and other similar examples of scientific language are based on the systematic use of terms in the function of primary nomination. They are synchronized with certain branch of science, its categories, concepts and are used with abstract and verbal nouns in the structure of complex sentences, that are oriented on the argumentation of the author's investigation statements. Such stylistic dominants



of scientific language are motivated by its cognitive nature and the audience of recipients – first of all, scientists for whom the sense of the text is clear and can be interpreted without explanation of well known facts.

## 2. Mass media style

In turn, the main recipients of media texts form the mass audience group / groups. So, in general stylistics of media communication is based on common words and phraseology, mostly simple syntax constructions, metaphors, epithets, etc. But the reorientation of mass media sphere on the cognitive resource of information has changed its functional nature. For current stylistics of certain media genres and texts the language dominants of other styles are quite actual. For instance, when the information is connected with professional senses or argumentation, the authors systematically use special scientific terminology. The main difference from scientific language is the semantic valency with other not scientific lexemes that generally form the structure of simple sentences. In this case, we agree with D. Tancheva who investigates medical senses in the Internet. Her scientific argumentation is based on quite objective thesis: “the influence of the layman is growing due to the reduction of abstract medical language to the popular and comprehensible” (Tancheva 2021).

For example:

*„Винаги съм смятала, че тренировката е мини репетиция за живота. Мястото, кодето можеш да преживееш всяка една емоция – **болка, разочарование, радост, тъга, надежда, триумф**. Възможност да изградиш характера и личността си, а после да пренесеш всичко във всяка една сфера от живота си“* ([https://www.instagram.com/p/C03cDbRN\\_eg/?igsh=ZzdkNjlyc2V1OWR3](https://www.instagram.com/p/C03cDbRN_eg/?igsh=ZzdkNjlyc2V1OWR3)).

*„С годините научих, че, ако не обърнеш внимание на причината, **паник** атаките няма да си отидат от само себе си. Продължих да ги получавам в следващите няколко години, през няколко месеца, не често. Впоследствие разбрах, че причината е **стрес** и разминаването между това, което искам, и реалността, която съм си създала“* (<https://www.instagram.com/p/C2H3xiJI8U9/?igsh=MWEzbno3NHRzcm9hYWw==>).

*„Реших да потърся окончателно помощ през 2021 година.*

*С помощта на **психотерапевт**, практикуващ **EMDR терапия** и хранителни **добавки** (като **ашваганда, 5-НТР, витамин Д, омега-3**), успях да ги контролирам. Разбира се, тази комбинация е възможно да не сработи за някой друг.*

*Затова е важно да обсъдите вашата ситуация със **специалист**“* (<https://www.instagram.com/p/C2H3xiJI8U9/?igsh=MWEzbno3NHRzcm9hYWw==>).

*“After we have eaten something sweet, the level of **glucose** in the **blood** really rises sharply. And **insulin** is also exuded. And in addition to the fact that it lowers*

the level of glucose... And increase of the glucose in the blood slows down the evacuation of **chyme** from the **stomach** into the **duodenum**, that is, it delays food in the stomach, which “keeps” us full” (<https://www.instagram.com/p/C1gyCWmoSbL/?igsh=MWZ3ODVja2c5aG5kMw==>).

“The nutritionist explains that after consuming sweets, the **level of glucose** in the **blood** rises sharply, and then, under the action of **insulin**, it falls below the basic level, leaving us hungry...”

“Focusing on information leads to better **memorization**. Food consumption, its quantity and volume is an information. Yes, the **chemistry** in our bodies - all that **GLP-1, GIP, PYY, glucose, amino acids, leptin, ghrelin**, etc. – affects hunger; satiety and the desire to chew and swallow” (<https://www.instagram.com/p/C1J4dKyIhFw/?igsh=Nm81MXR3dGE5OHpm>).

So, in the scientific style, we observe the systematically used professional terminology, commented in the author’s proof, in the structure of complex sentences that realize cause-and-effect relationships (as in the parts of texts that were mentioned above). In turn, media language operates with terms in simpler syntax constructions, but also functionally oriented to explanation. For instance, often, in media texts, the terms as a sense base of cognitively oriented information are represented in the format of theses. It visually simplifies the perception of information, but preserves its semantic load. For example:

„4 начина да подобрши храносмилането си по празниците

1. **Персонализирани, Супербилки**. Богати са на **есенциални микро- и макронутриенти, антиоксиданти и фибри**.

2. **Ферментирани** храни. Зелени сармички, кисели краставички, туршии, кимчи - тези храни са естествено богати на **пробиотици**.

3. **Хидратация**. Пий минимум 2 литра вода на ден. Увеличи това количество още, особено ако консумираш алкохол и кофеинови напитки.

4. Сурови и готвени зеленчуци. Чудесен източник на **фибри**. Подобрят **метаболизма** и намаляват подуването и образуване на газове“ (<https://www.instagram.com/p/C1PuGktoIPk/?igsh=MzRuZ3BiaWFha3ZI>).

„Брахми

– Подобрят **паметта и когнитивните функции**

– Премахват **стрес, тревожност и депресия**

– Повишава **енергията и издръжливостта**

– Контролира нивата на **кръвна захар**

– Повишава **имунитета**

– Действа **противовъзпалително**

– *Органічно отгледана и етично добува*“ ([https://www.instagram.com/p/ChSE-MDqa-\\_/?igsh=MXJzbG8wMXYZN3hiMA==](https://www.instagram.com/p/ChSE-MDqa-_/?igsh=MXJzbG8wMXYZN3hiMA==)).

*“All retinoids are essentially forms of **vitamin A***

*They have a certain range of properties. The main thing that hunters of **youth and beauty** need is the stimulation of the division of skin cells.*

*But they have a lot of effects:*

*– Stimulate the growth of **collagen***

*– Increase the rate of **cell renewal***

*– Reduce **pigmentation***

*– Reduce fine and deep **wrinkles** (slightly)*

*– Reduce the size and secretion of **sebaceous glands***

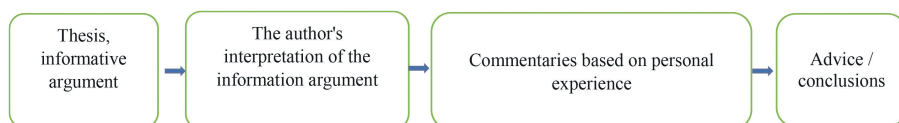
*– Reduce the chance that the mixture of **sebum and dead skin cells** will cause clogged pores”* (<https://www.instagram.com/p/C0jfp7UNszm/?igsh=NXZ4NXo5bzhlaHZr>).

In mass media texts, professional terminology is increasingly used in order to verbalize the author's idea and focus on deepening the cognitive resource of information. We note that in connection with the mentioned function, the term does not lose its primary meaning. So, the process of determinization does not take place. In this case, the terminological vocabulary retains its ability to nominate the concepts of a certain field of scientific knowledge and to explain other concepts in this system. Therefore, the mass media text expands its functional boundaries and, in turn, linguistically and thematically specializes the potential audience. The aforementioned tendency towards intellectualization of mass linguistic consciousness through media texts determines the expansion of their linguistic and functional paradigm. In our opinion, it is most demonstrably realized today precisely in the genre of the post, that is connected with its communicative nature and communicative invariance, which is represented to the maximum extent today.

It is known that initially a post on social networks involves general informing of recipients about events and realities of private or public life. Therefore, the analyzed genre is primarily related to health, a healthy lifestyle, cooking, proper nutrition, sports, cosmetics, family, entertainment, politics, social activity. These and other topics *form the value system of the mass audience*, which, accordingly, are verbalized in the analyzed content. (Its corpus was mentioned at the beginning of the article). Another functional guideline of the post genre is the *implementation of business strategies and tactics* – in particular, in the advertising of goods and services aimed at a mass audience. Therefore, the linguistic stylistics of this genre is correlated with the nature of commonly used vocabulary, phraseology, uncomplicated syntax, semantically transparent intertextuality, etc.

Such functional adaptation of the scientific and media spheres allows us to consider this genre as inter-stylistic. Accordingly, a new syncretic model of informing, based on the integration of the fundamental characteristics of scientific and mass media styles, is being updated. It is, in particular, connected with preserving the function of the primary nomination of the terminological vocabulary as the semantic center of the scientific text. But with the mandatory consideration of its use in media communication, which is aimed at a mass audience, that is unprepared for the perception of professional information. It argues for the special functional valence of terms with commonly used, evaluative vocabulary, phraseology, and other language units. They will be understandable in the structure of the media text written, in particular, in the genre of the post, and therefore decoded by its recipients.

We pay attention to the change of the mentioned model, which is typical for scientific communication. In the mass media sphere, it is supplemented by arguments from the real life of the author or readers, advice that is given in the structure of the main text or in the conclusions.



For example:

*"We have already talked about smoked meats, but let's pay attention to sausage. Meat of this degree of processing (NOVA, class 4, i.e. **ULTRAPROCESSED**) is harmful and increases the risk of colon cancer. Therefore, **we mustn't be too excited**"*

*"The average Ukrainian eats 9-16 grams of salt per day, instead of the **required 5**. And excess salt consumption is one of the few proven dietary risk factors for heart disease.*

*Therefore, **I also advise you** to monitor the amount of salt used"* ([https://www.instagram.com/p/C1Pu\\_g3tOaE/?igsh=emtwdnJoNzF3cHNx](https://www.instagram.com/p/C1Pu_g3tOaE/?igsh=emtwdnJoNzF3cHNx)).

*„**Истината е, че това не са твоите мисли.** Това е гласът на депресията. Тези мисли не са факти. **Не е вярно**, че на никой не му пука за теб. Че не си важен за никой, че никой не те обича или че на никой няма да му дреме, ако те няма. Завинаги“.*

*„Ако се намираш в такава ситуация в момента, не спирай да се бориш! Потърси помощ, не спирай да търсиш помощ! **Изход има.** Винаги. Не е лесно, но **ти обещавам**, че си струва! **Не се отказвай!**"* (<https://www.instagram.com/p/C2C3DW1lgkO/?igsh=YzFkcmlnYm0zc2Zy>).

By such texts the authors try to make the cognitive (not manipulative) influence on the language consciousness of mass audience. They use the professional experience to mark the situations (for example with health) that can be solved. So, the terms in this and similar context realize the function of argumentation – mostly in the structure of simple sentences. As a result, we can see the stylistic syncretism of scientific and media communication: terms (for giving the special sense), not complex syntax forms (for more objective explanation), accent on advice (not imperative) as quite argued proposition for making changes to get a positive result (*we mustn't be too excited; instead of the required 5; also advise you; Истината е, че това не са твоите мисли; Не е вярно; Изход има; Не се отказвай!*).

Proposed illustrations prove that in the analyzed texts, terms, colloquial vocabulary function in a single semantic space, and complex / complicated sentences are combined with simple, ellipsis, one-word sentences. In communicative discourse, they are more typical for spoken language, etc. It is also common to model the post genre with a verbalized dialogue pattern, when a question is formulated in the main text (taking into account the scientific context), and an unexpectedly simple answer is offered in the concluding part. It is a communicative center of the appeal to mass linguistic consciousness, which conceptualizes verbalized meanings and refines the architectonics of the analyzed genre.

For example:

*“How not to make a mistake in the dosages on the labels? What to pay attention to when choosing supplements? But how not to spend money on the wind? **Write the word “Vitamins” in the comments and get a free guide**”.*

*“Will everyone really develop dementia as they age? What factors influence its development?! can dementia be prevented?  
**Read more in the “Memory” highlights**”.*

In general, it models a functional and stylistic invariant of the post genre in social networks, thematically oriented to the verbalization of professional meanings. Often, taking into account the mass media nature, they can also be marked with advertising units that focus on the pragmatics of this communicative sphere. For example:

*“В сезона на настинките и грипa искам да Ви запознаем с нашите **чай-чета Nutra Tea**. Те са уникална комбинация от **билки и подправки**, които съчетават многобройни ползи за организма с прекрасен вкус и аромат. Съдържат **чисти и мощни екстракти**, експертно комбинирани за максимално качество. И без да се отказваме от качеството на **нашите билкови смеси**, **всички наши торбички с чай са без ароматизатори, масла и всички други***

неприятни вещества, за да създадем едно наистина естествено изживяване. Не добавяме набухватели или случайни съставки, което гарантира, че ще увеличим ползите за здравето и ще осигурим **висококачествен билков чай**. Със сигурност всеки любител на чая може да открие своя фаворит измежду нашата бленда от вкусове ”(<https://www.instagram.com/p/Czq2xFjNH10/?igsh=MXJqZmI5bHpycWZzMA==>).

This and other similar examples show the use of terms in media texts not only for nomination of scientific concepts but for construction of the information about advertised product. The pragmatic orientation of the terms' function in media is also marked by publication of such texts in the account of the manufacturer. For example, the accent is made not on general features of tea but on advantages of concrete brand. So, mostly the terms are used in the function of secondary nomination. It is realized in the semantic valence with other words and collocations that aren't marked by scientific nature (**прекрасен вкус и аромат, любител на чая, своя фаворит** измежду нашата бленда, etc.) and verbalize positive value to make special affect on the language consciousness of mass audience.

### Conclusions

The proposed in the article (as well as other multiple illustrations) testify to the transformation of the linear model of scientific communication, which is explained by the stylistic dynamics of the mass media. It objectively argues for permanent changes in their genre paradigm, which have a general character, and therefore, are interpreted as principles and approaches to informing, independent of the time and space of culture. That is why in the analyzed Ukrainian - and Bulgarian-language media texts we observe **typical linguistic and communicative units** that are combined into a *model of an inter-stylistic genre*. In particular, in a post on social networks. Such trends determine the functional dynamics of the literary language, which in the context of globalization processes expands its communicative boundaries, develops an inter-style, inter-genre paradigm. And therefore, it is connected with the prospects of its syncretically oriented analysis in the common context of science and didactic models of education, general for modern communicative discourse in the time and space of culture.

### REFERENCES

- BIBER, D., CONRAD, S., 2009. *Register, Genre, and Style*. Cambridge University Press. DOI: <https://doi.org/10.1017/CBO9780511814358>. ISBN 9780511814358
- BROUCKER, DE J., 1995. *Pratique de l'information et écritures journalistiques*. Victoires Eds. ISBN 2859001204 (in French).
- DAGNEV, I. I., 2023. Indeksni dumi v akademichniya diskurs: korpusno izsledvane na nauchnata meditsinska statiya v bŭlgarski i angliŭski



- ezik. *Orbis Linguarum*, vol. 21, Issue 2, pp. 32 – 39. DOI: <https://doi.org/10.37708/ezs.swu.bg.v21i2.4>. ISSN 2603-4026 (in Bulgarian).
- MASLOVA, T.B., 2014. Mova nauky u vymirakh funktsionalnoho stylu ta nauky. *Anglistyka ta amerykanistyka*, vol. 11, pp. 22 – 27. ISBN 978-966-383-524-2 (in Ukrainian).
- SEMENIUK, E., 1998. Filosofiya i mova nauky. *Problemy humanitarnykh nauk: zbirnyk naukovykh prats' DDPU imeni Ivana Franka. Seriya Istoriya*, vol.1, pp. 16 – 24. ISSN 2312-2595 (in Ukrainian).
- SEMENOG, O.M., 2008. *Kultura naukovoyi ukrayinskoyi movy*. Kyiv: Academy. ISBN 978-966-698-115-1 (in Ukrainian).
- SERDALI, B.K., ASHIRBEKOVA, G.S., ORAZBEKULY, K., ABIEV, B.M., 2016. Genres of modern mass media. *International Electronic Journal of Mathematics Education*, vol. 11, no. 5, pp. 1075 – 1085. ISSN 1306-3030.
- SHEVCHENKO, L., 2023. Lihvistychna imidzhelohiia: doslidnytskyi potentsial. *Aktualni problemy ukraïnskoi lihvistyky: teoriia i praktyka*, vol. 46, pp. 6 – 17. ISSN 2311-2697 (in Ukrainian).
- STANEVA, HR., 2001. *Stilistika na balgarskiya knizhoven ezik*. Abagar. V. Tarnovo. ISBN 9544274413, 9789544274412 (in Bulgarian).
- SURMIN, Y.P., 2008. *Naukovi teksty: spetsyfika, pidhotovka ta prezentatsiya*. Kyiv: NADU. ISBN 978-966-619-247-2 (in Ukrainian).
- TANCHEVA, D., 2021. Diskusiite za zdrave v internet-razgovornata meditsina. *Retorika i komunikatsii*, Issue 47. ISSN 1314-4464. Available at: <https://is.gd/vJCTcu> (in Bulgarian).

✉ **Dr. Dmytro Dergach, Assoc. Prof.**

Scopus Author ID: 57221787511

WoS Researcher ID: U-3019-2017

ORCID iD: 0000-0003-4215-3825

Department of Stylistics and Language Communication

Kyiv National Taras Shevchenko University

Kyiv, Ukraine

E-mail: [dimyla\\_philolog@ukr.net](mailto:dimyla_philolog@ukr.net)