

A comparative study of expressive language usage in contemporary Ukrainian and English media



Inna Zavalniuk^a   | Valentyna Bohatko^a  | Oleksiy Pavlyuk^a  | Nina Kukhar^a 

^aDepartment of Ukrainian Language, Faculty of Philology and Journalism named after Mykhailo Stelmakh, Vinnytsia Mykhailo Kotsiubynskyi State Pedagogical University, Vinnytsia, Ukraine.

Abstract The topical issue of using expressive syntax in mass media is addressed in the article, which is considered an essential aspect of modern journalism. This topic is deemed increasingly important in the context of the rapid development of digital media and changes in how information is consumed by people. The audience's perception of content, shaping emotional reactions and attitudes, is affected by expressive syntax as a means of linguistic expression. An analysis is conducted in the paper on how different publications utilize expressive syntax to achieve specific communicative goals. The linguistic features of two leading media resources, namely the British "The Guardian" and the Ukrainian "Ukrainska Pravda," are carefully analyzed by the authors. The aim is to understand how these media outlets use expressive syntax to achieve their communicative goals. Particular attention is paid by the authors to analyzing stylistic differences in approaches to presenting information, reflecting the cultural and contextual characteristics of the audiences of both publications. On one hand, a more analytical and nuanced style is tended to be adopted by The Guardian. Syntactic constructions promoting deep understanding and reflection on the presented topics are utilized. On the other hand, Ukrainska Pravda more often resorts to direct and emotionally charged syntactic constructions that help to convey the main point of the news quickly and effectively. The importance of events for Ukrainian society is constantly emphasized. Based on the conducted analysis, it is concluded by the authors that expressive syntax plays a key role in shaping the perception and impact of media texts on the audience. A balance between the use of expressive means and ensuring the accuracy and reliability of information should be found by media outlets. Therefore, all media professionals are advised to pay close attention to their language strategy since language is a powerful tool of social influence that can shape public opinions and sentiments.

Keywords: expressive syntax, mass media, cultural peculiarities, language strategy, communicative impact, syntactic constructions

1. Introduction

Mass media play a key role in shaping public opinion, cultural norms, and personal beliefs in the modern world. The importance of syntax in a media context cannot be overstated, as it forms the way the audience perceives information. This article focuses on analyzing expressive syntax in Ukrainian and English mass media. It identifies key differences and common features in approaches to expressions.

Modern mass media, such as print publications, online platforms, or television, use various linguistic means to capture the audience's attention and effectively influence it. Expressive syntax is one of the key tools that allows mass media to impact the emotions and thoughts of its audience. It becomes particularly relevant when comparing linguistic and cultural systems, such as Ukrainian and English.

This article aims not only to compare the expressive syntax of Ukrainian and English mass media but also to understand how linguistic features influence the perception of information by different cultural groups. Through this research, we seek to identify how language and culture shape media messages and impact audiences. The importance of this study lies in understanding cross-cultural differences and their influence on media communication. It is relevant in the context of globalization and the integration of media spaces.

This article aims to analyze and compare the use of expressive syntax in the mass media, particularly in media outlets such as "The Guardian" and "Ukrainska Pravda." It seeks to study how different linguistic and stylistic approaches affect the audience's perception of information, as well as how these approaches reflect the cultural and contextual features of each publication. The main focus lies in the analysis of how the choice of language and syntactic structures is used to achieve communicative impact and interaction with the audience, as well as to understand the role of language as a tool of social influence in the modern media space.



2. Literature review

The subject matter of this research, declared in the title, unites the scientific community on both sides of the Atlantic Ocean. For example, the study by N.M. Stetsenko (2017) examines the use of expressive means in media reports on economic topics. The author emphasizes how linguistic tools can influence the emotional reactions of readers and viewers, as well as their understanding and interpretation of information.

Furthermore, A. Al-Ateeq (2021) studied this topic by exploring the construction of expressive syntax in electronic media. His work demonstrates how the expressiveness of language in mass media can be applied to achieve specific communicative goals. E. L. Fisher (2017) focused on a systematic review and meta-analysis of factors that determine the development of expressive language in late-talking children. This research contributes significantly to understanding the development of language skills, which is crucial for understanding communication processes in mass media.

According to a study by L. Struhanets, I. Zalipska, I. Zadorozhna, P. Struhanets, and N. Dashchenko (Struhanets et al., 2021), the linguistic expressiveness of national television broadcasts is considered a means of psychological influence on society. This research emphasizes the importance of linguistic means in shaping public opinion and attitudes.

V. S. Chuduk, Ya. A. Vashchilko and A. F. Shestak (2021) investigate linguistic means of expressiveness in advertising slogans by analyzing examples from English and German. This paper highlights how language can attract attention and create an emotional response in the marketing context. M. Scollo (2007) examines the appropriation of mass media in the context of communication, culture, and everyday social life. This work provides a deep understanding of the impact of mass media on the formation of cultural norms and social interactions.

The research by H. V. Dastjerdi, S. Davoudi-Mobarakeh, and M. Zare (2012) engages in a multimodal analysis of differences between television advertising and print media. The authors explore the persuasion strategies used in mass media and their interaction with the audience. The study by O. Nazarenko and D. Yarmak (2022) focuses on expressive means in English-language online media based on articles about the war in Ukraine. This research is crucial for understanding how linguistic elements are used to shape international perceptions of significant political events.

N. Khrystych (2018) analyzes stylistic expressive means in advertisements for top brands. This study demonstrates how language and its stylistic features can be employed to create an attractive and memorable brand image.

G. Khatser (2023) investigates translation techniques of lexical and phonetic expressive means in advertising texts. This research is vital for understanding the challenges that translators face in conveying culturally specific elements in advertising texts.

M. V. Shulga (2015) examines modal expressive means in pragmatic discourse. This research provides a deep analysis of the linguistic tools used to influence the perceptions and reactions of audiences in different communicative contexts.

A. V. Radyuk and M. V. Nikogosyan (2022) focused their research on lexical-stylistic expressive means in English based on articles about positive body image. The study underscores the importance of language in the actively evolving discourse on a healthy lifestyle and self-perception.

In his doctoral dissertation, H. Heaton (2018) examines mass media's influence on explicit and implicit language attitudes. This work is crucial for understanding how media can shape and alter linguistic beliefs and behavior in individuals. I. Yerebakan (2014) investigates explicit language and radical tone in Harold Pinter's works. The author demonstrated how profanity can carry more weight than actions. This research is essential for understanding the use of language as a means of expression and emotional impact.

In their edited study, B. B. Schieffelin, K. A. Woolard, and P. V. Kroskirty (1998) explore language ideologies that unite practice and theory. This book provides a broad overview of the impact of linguistic ideologies on everyday communication and social interactions.

In T. A. van Dijk's (2011) study, the use of discourse and communication in mass media is analyzed, emphasizing language as a key tool for information transmission. A. Bell's (1995) research continues this topic by investigating the influence of media on language norms and usage. J. Thornborrow (2005) thoroughly examines the interaction between language and media, especially in terms of creating and representing linguistic identities.

I. Zavalniuk and colleagues (Zavalniuk et al., 2023) focus on the lexical-associative image of teachers in the linguistic consciousness of future educators. O. Petrovych and others (Petrovych et al., 2023) analyze the motivational readiness of future language teacher-philologists to use innovative educational technologies.

I. Zavalniuk et al. (2022) investigate lexical-syntactic repetition in the system of stylistic figures. This is particularly relevant to our research and partly serves as its methodological foundation.

D. Owolabi and C. I. Nnaji (2013) focus on the role of English and mass media as tools for sustainable development in multilingual nations. They emphasize the importance of language in social cohesion and cultural diversity.

The study by S. Nah, S. Lee, and W. Liu (2022) is centered on the role of narrative community networks, the use of expressive digital media, and their impact on civic engagement. This research is essential for understanding how digital media can contribute to public involvement and interaction with the community.

N. Kostusiak, N. Shulska, Y. Hromyk, T. Masytska, O. Prosiannyk, Y. Sazonova, and others (2023) examine the syntactic verbalization of modern media titles, analyzing stylistic and communicative-pragmatic aspects. This work demonstrates how language is used to shape media identity in the contemporary information space.

V. Maiba (2021) explored fake discourse in mass media and medialistic practices. This work is essential for understanding contemporary media's mechanisms of creating and spreading misinformation. I. Zhang (2021) conducts a stylistic analysis of English news on public health at the syntactic level. This research is crucial for understanding how stylistic elements influence the perception and interpretation of news. T. H. C. Vo and T. M. H. Cao (2022) investigated the impact of mass media on listening skills. This work demonstrates how media can be used as an effective tool to enhance language skills, especially in the educational process.

The research by J. Mampaey, K. De Wit, and B. Broucker (2021) analyzes the role of mass media discourse in delegitimizing student protests against market-oriented reforms in higher education. This study underscores the importance of media in shaping public opinion regarding educational changes. M. KhosraviNik (2022) used critical discourse studies to investigate the digital creation of meaning on social media. This work provides a unique perspective on how social media influence the perception and interpretation of information. M. Zakiyah and S. Rohmah (2022) analyze framing in news headlines about the conflict in Sampansi between Shiites and Sunnis in national and local mass media. Their research highlights how media can shape the perception of conflicts. In his study of (Anti)Racist discourse, T. A. van Dijk (2023) emphasized the importance of language in shaping racist and anti-racist ideas in society. This research demonstrates how media can be used to promote or counteract racism. M. Tarique and L. Shaheen (2023) conduct a critical analysis of war journalism discourse in the context of the conflict between Russia and Ukraine in the elite national press of Pakistan. This research is vital for understanding how media shapes international perceptions of conflicts.

N. Trucco (2021) explored the diversity of Islamic interpretations in media discourses in German-speaking Switzerland. This study shows how the media reflects religious diversity and cultural interactions. Using an ethnographic approach, T. Halili (2023) analyzes the impact of media and public discourse on intentional communities. This paper is essential for understanding the role of media in shaping community identities. In their study, R. W. Cheung, C. Hartley, and P. Monaghan (2022) examined the differences between perceptual and expressive language. The authors analyze the understanding of symbolism in late talkers.

By summarizing the literature review, contemporary research in the field of mass media and language covers a wide range of aspects. These factors range from the influence of media on language norms and identities to the use of language in shaping public opinion and perceptions of important social and political issues. Considerable attention has been given to the analysis of discourse in the context of various cultural and social phenomena, including religious diversity, racism, educational reforms, and international conflicts.

The particular relevance of these studies lies in understanding the influence of language and media on the formation of public consciousness and behavior. Within the context of mass media, language becomes not only a means of transmitting information but also a powerful tool for influencing the perception of reality and interpersonal interactions. Therefore, the study of language in the media, especially in the context of current social and political events, is important for understanding the mechanisms of social influence and communication (Semashko et al., 2022).

Consequently, the relevance of the chosen research topic involves analyzing and deepening the understanding of the role of language in the media. It allows the interpretation of contemporary media texts and the knowledge of how this language, or rather, speech and its syntactic form, shapes social consciousness and promotes social changes.

3. Methods

The methodology of the proposed study is based on John Searle's theory of speech acts. It considers language to be an activity that goes beyond simple information transmission. According to this theory, messages transmitted through mass media are not merely seen as the conveyance of data or facts but as speech acts that include the following elements:

- propositional meaning (propositions);
- illocution (speaker's intention);
- perlocution (effect on the listener or reader).

In the context of this research, propositional meaning pertains to the factual content of news messages—the information that the media seeks to convey to its audience. Illocution relates to the intention with which the media uses specific linguistic constructions. This may involve persuading, encouraging action, informing, influencing emotions, or changing the audience's attitude. In the context of the study, particular emphasis is placed on analyzing how the use of expressive syntax reflects the illocutionary goals of "*The Guardian*" and the "*Ukrainska Pravda*."

The perlocutionary effect concerns the impact of linguistic acts on the audience. The research analyses how different syntactic approaches of both publications influence readers, what reactions they provoke, and how they may reflect changes in the audience's attitudes or behavior.

Applying this methodology allows for a deeper understanding of how media texts function as sources of information and as a means of social interaction, influencing societal perceptions and behavior.

4. Results

Expressive syntax is a complex and multifaceted phenomenon studied in linguistics. Its definition may vary depending on the approaches and perspectives of different researchers. In general, expressive syntax describes how syntactic structures of language are used to convey emotional, expressive, or emphatic impacts on expressions. Its study is possible from various approaches and reveals different aspects of this phenomenon.

From a purely linguistic analysis perspective, expressive syntax encompasses the use of nontraditional or nonstandard syntactic constructions to give a specific emotional color or intensity to an expression. This may include word order inversion, the use of ellipsis, rhetorical questions, etc.

In the context of psycholinguistics, expressive syntax is examined through the lens of its impact on the perception and processing of linguistic information by listeners or readers. The focus here is on how nonstandard syntactic structures can attract attention, evoke stronger emotional reactions, or facilitate the memorization of information.

Sociolinguists consider expressive syntax to be a means of social identification and expression of cultural norms. According to this approach, certain syntactic constructions can serve to express belonging to a specific social group, professional community, or cultural context (Maksymenko et al., 2023).

In the context of pragmatics, expressive syntax is studied through its role in the communicative function of language. The analysis explores how different syntactic structures influence the speaker's ability to achieve specific communicative goals, such as persuasion, influence, or adding emotional nuance to their words.

Expressive syntax in mass media employs various linguistic means to create strong and emotionally impactful messages. One such characteristic is the use of emphasis and intonation, which are especially crucial in oral speech. Changes in intonation can have additional emotional impacts, such as raising one's voice to emphasize one's importance or disbelief.

Another element is the use of short and concise sentences. It helps quickly capture attention and ensures easy memorization. For example, news headlines often consist of a few words but convey the main message of the report.

Repetition is another vital feature. By repeating certain words or phrases, one can underscore the importance of an idea or concept (Zavalniuk et al., 2022). For instance, political speeches often repeat keywords or phrases to create a lasting impression. Hyperbole and exaggeration are frequently used in mass media to create an intensified impression.

Magnifying facts or events can make a story more captivating or important in the eyes of the audience. Paradoxes and oxymorons are employed to attract attention and stimulate interest in a topic. For example, the phrase "loud silence" in headlines may prompt the reader to ponder the deeper meaning of the article. Inversion of syntactic order can also be used to give expressiveness to statements. For example, instead of "The President of Ukraine visited the city," you can use "The city was visited by the President of Ukraine," which makes the statement more expressive (Akimova et al., 2022a).

Finally, the use of dialog or direct speech engages the reader or viewer, making the information more vivid and convincing. Direct quotes in news aim to add weight to statements and make them more personal to the audience. Such linguistic devices allow mass media to influence their audience effectively. They elicit an emotional response and maintain interest in the presented information.

Below, we will provide a comparative analysis of the use of expressive syntax in Ukrainian and English media. For comparison, we considered publications from outlets such as "*Ukrainska Pravda*" (hereinafter referred to as *UP*) and "*The Guardian*." In these two media outlets, we can clearly trace noticeable differences in applying various configurations of expressive syntax. This will certainly provide some insight into the reasons for such differences.

The analytical tools include indicators of expressive syntax, such as emotionally charged language; rhetorical questions; metaphors and analogies; emphasis and intonation; short and impactful sentences; irony, humor, repetition, hyperbole, and exaggeration; and the use of paradoxes, oxymorons, direct speech (Zavalniuk et al., 2023).

First and foremost, let us focus on a syntax component: emotional intensity. The latter encompasses the use of words, expressions, metaphors, and hyperboles that evoke specific emotions in the reader or listener. It can be employed to enhance the impact of a message, create a certain mood, or make the information more memorable (Mykhalchuk et al., 2021).

In its articles, *UP* often uses emotionally colored words, expressions, metaphors, and hyperboles. For example, in articles about Russia's invasion of Ukraine, *Ukrainska Pravda* uses such words and expressions as "terrible missile attack," "countless victims," "insidious enemy" (The Russian ambassador was called "on the carpet" in Vienna, 2023; Dunda, 2023) etc. These words evoke negative emotions in the reader, such as anger, fear, and horror. Metaphors and hyperboles are also frequently used in *Ukrainska Pravda* articles. For example, a story with the headline "Greece at the Edge of the Economic Abyss." *The Guardian* uses emotionally colored words, expressions, metaphors, and hyperboles less often, for example, in articles about Russia's invasion of Ukraine. Additionally, this pattern can be easily traced to the fact that in the public discourse in Ukraine, as the war progressed, "RF" and "Russia" were written in small letters. The *UP*'s editorial policy is no exception. However, it is challenging to imagine something similar about the English-language media discourse, especially in the context of *The Guardian*.

The Guardian often uses words such as "aggression," "conflict," and "victims" (Roth, 2023). These words evoke a weaker emotional response from the reader than the words used in the *UP*'s articles. It is noteworthy that metaphors and hyperboles are used less frequently in *The Guardian* articles. For example, let us use the metaphor "Ukraine is fighting for its freedom." Therefore, this metaphor is quite neutral and intended for a broader dialog.

There are also differences in the aspect of rhetorical figures and techniques, i.e., the means of linguistic expression used to enhance the impact of speech. They can be used to create a certain mood, emphasize the importance of a certain point, or make a message more memorable. According to our research, Ukrainian and English media use rhetorical figures and techniques differently, for example:

- rhetorical questions ("Who is to blame?" or "What to do?") (Pohoryelova, 2026);
- antitheses ("The negotiations within the Trilateral Contact Group in Minsk are close to a deadlock, **and** Russia is trying to freeze the conflict") (Russia is inexorable towards Donbas, 2018);
- "They will stop at nothing to destroy our country");
- anaphors ("United Russia's party tickets do not compensate for the poverty that Russia has brought to Donbas") ("United Russia", 2021);
- irony ("The Kremlin calls the war a 'special operation to clear Ukraine of Nazis'") (The Kremlin calls the war "a special operation to clear Ukraine of the Nazis", 2022).

In articles about Russia's invasion of Ukraine, *the Guardian* also uses rhetorical figures and techniques such as the following:

- Rhetorical questions: "Can anyone in Russia stop Putin now?" (Roxburgh, 2022).
- antitheses: "It sometimes seems as if even nature joins the mourning mood. In contrast to the beautiful and warm prewar days, I haven't seen the sun shining in Kyiv since Putin unleashed this insanity. However, if you take a closer look, there is still much good. In times of grief and hardship, people show incredible solidarity" (Ponomarenko, 2022).
- epistrophes: "Why, when most of us now enjoy greater freedom than almost any previous generation has enjoyed—freedom from tyranny, freedom from slavery, freedom from hunger—do we act as if we do not?"

Direct speech and dialog are other critical parameters in our comparison. They are crucial means of linguistic expression used to create a realistic and vivid portrayal of events. Accordingly, they can help the reader feel that they are present at the scene or listen to the conversation. Thus, in its articles, *UP* often uses direct speech and dialog. For example, in articles about Russia's invasion of Ukraine, *Ukrainska Pravda* uses direct speech and dialogs, such as quotes ("I am not afraid of death") (Rudenko and Larin, 2023), remarks ("The Russian horde will drown in the blood of its soldiers on the Ukrainian land") (Budanov: The Russian Horde will choke on the blood of its soldiers on Ukrainian soil, 2023), etc. These ways of using direct speech and dialogs help the UE to create a realistic and vivid portrayal of the war in Ukraine. They allow the reader to hear the voices of people living and dying in this war. *The Guardian* also uses direct speech and dialogs in its articles, but less frequently than *UP* does (Shytyk & Akimova, 2022). The most common examples are as follows:

- a) Quotes: "It was very scary": Britons tell of damage and disruption from Storm Isha" (Otte and Ofori, 2023);
- b) remarks: "I was shocked: my husband was using AI to write our children's bedtime stories" (Brickman, 2023).

Direct speech and dialog also help *The Guardian* create a realistic and lively portrayal of global events. However, they are utilized more cautiously to maintain unbiased reporting.

Finally, the lexical diversity and richness of the language are also essential for comparison. It helps to create a vibrant and figurative vision of events, as well as to make the text more exciting and readable. As a result of the comparative analysis, we found that *UP* uses more diverse vocabulary than *The Guardian*. For example, in articles about Russia's invasion of Ukraine, *UP* used the following lexical units:

- words and phrases with their own Ukrainian semantics ("enemy," "opponent," "atrocities," "genocide," "brotherhood," "unity");
- idioms and phrases ("to stand to the death," "not to give up," "to defend their land," "for the sake of freedom").

Instead, the *Guardian* syntax is more typified by linguistic means such as "aggression," "conflict," "sustainable development," and "refugees," as well as idioms and phrases such as "to get involved in the war," "to keep fighting," and "to get out of the war." These are markers that indicate an attempt to present the news in the most unbiased and impartial way possible (Akimova et al., 2022b).

The results of this study show that both *UP* and *The Guardian* are known for their high standards of journalism. At the same time, they have different approaches to reporting the news. *The Guardian* often uses an analytical and reflective style, while *UP* can be more direct and emotional, especially in its coverage of Ukrainian political events. Although both newspapers appeal to a broad audience, their readers have different cultural and social contexts. A study of how each media outlet adapts its expressive syntax to its audience can provide a deeper understanding of the impact of cultural differences on media discourse.

Another noteworthy aspect is the imprint of the analyzed materials in the historical and political context: *UP* often covers events related to political and historical changes in Ukraine, while *the Guardian* has a more global focus. The difference in coverage of national and international events may also influence the use of expressive syntax. Finally, while both media are primarily online platforms, they also use different formats (e.g., printed versions, social media, and videos). We believe that studying how they adapt expressive syntax to other formats can provide insights into the flexibility and adaptability of language strategies in the media.

In general, a comparative analysis of *The Guardian* and *UP* can reveal valuable information about the role and use of expressive syntax in contemporary media. Such information is essential for understanding the dynamics of language influence in different cultural and social contexts.

5. Discussions

In our opinion, the essence behind many discussions in this area lies in the fact that language, especially in the mass media, transmits information and shapes public consciousness. Expressive syntax in mass media is not only a stylistic technique but also a means of influencing the perception and feelings of the audience. It includes the use of specific syntactic structures to emphasize emotional or emphatic effects.

On the one hand, it can be argued that expressive syntax is a vital tool in the hands of journalists to draw attention to essential issues, underscore the importance of news, and establish an emotional connection with readers. On the other hand, there is a risk that the overuse of expressive syntax may lead to manipulation of the thoughts and emotions of the audience, compromising the principles of fairness and reliability of information (Zavalniuk et al., 2022).

In our opinion, language is a powerful tool, and its use in mass media should be approached with caution. Expressive syntax has the potential to inform and engage the audience effectively. However, it is crucial to maintain a balance between expression and ensuring the credibility and accuracy of information. Ultimately, the responsibility lies with media professionals, who should use language not only as a means of influence but also as a tool for enlightening and promoting information literacy.

Another vital discussion arising in the context of expressive syntax in mass media concerns its impact on the credibility and reliability of information. Expressive syntax can make messages more captivating and appealing to readers, increasing their engagement and emotional response. However, excessive or unskillful use of expressive means may cast doubt on the objectivity and reliability of content, distorting factual information (Petrovych et al., 2023).

Language and its use have a significant impact on shaping public opinion and social realities. In the context of mass media, this becomes even more crucial, as media is the primary channel through which society receives information about the world around them. Therefore, the use of expressive syntax is responsible for informing and shaping how we understand and interpret events.

Consequently, journalists and media experts must be particularly mindful of using linguistic tools, including expressive syntax. This involves not only the choice of words and structures but also an awareness of the potential impact of their texts on the audience. It is essential to remember that every word and phrase can influence perception, attitudes, and, ultimately, people's actions (Vusyk et al., 2023).

For this reason, discussions around expressive syntax in the media should cover not only linguistic and stylistic aspects but also a deep understanding of the media's ethical and social responsibilities. This understanding is vital in the contemporary world, where the media has an enormous influence on shaping people's ideas and beliefs.

6. Conclusions

According to our study, we can conclude that expressive syntax in mass media plays a vital role in shaping public opinions and perceptions. Both *the Guardian* and *UP*'s use of expressive language structures enriches the informative content and gives it a certain emotional tone, influencing the audience's perception and reaction.

The analysis reveals that while both *The Guardian* and *UP* use expressive syntax in their publications, they do so differently. Both media reflect the unique cultural and contextual features of their audiences. *The Guardian*, with its long history and deep roots in the British journalistic landscape, tends toward a more analytical and nuanced style. This publication employs expressiveness as a means of adding depth and complexity to its articles. It often uses complex syntactic constructions that contribute to careful analysis and reflection.

In contrast, *UP*, as a prominent voice in modern Ukrainian media, more often utilizes direct and emotionally charged syntactic constructions. This approach reflects the dynamism and unpredictability of contemporary social and political realities in Ukraine. The use of more direct and emotional language contributes to direct and candid communication with readers. Such a style often addresses feelings and emotions on a personal level.

These stylistic differences not only reflect the cultural and historical contexts in which these publications operate but also indicate different strategies for influencing the audience. They demonstrate how media can use language not only to inform but also to form an emotional connection with readers, influencing their perceptions and thoughts.

Discussions about the use of expressive syntax in mass media raise important questions about ethics, objectivity, and the media's impact on public consciousness. On the one hand, expressive syntax can increase audience engagement and help reinforce important messages. On the other hand, there is a risk of manipulating readers' emotions and perceptions. This leads to the distortion of facts and informational unreliability.

Based on such discussions, media experts should approach expressive syntax with caution, always keeping in mind their responsibility to the audience. The right balance between expressiveness and informativeness and between emotional impact and impartiality is the key to creating responsible and influential media content.

Ethical considerations

Not applicable.

Conflict of Interest

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