

C. 20–23. URL:<http://erpub.chnpu.edu.ua:8080/jspui/handle/123456789/3155>

2. Четверікова О. Професійний дискурс у царині наукових досліджень. URL: <http://dspace.idgu.edu.ua/xmlui/handle/123456789/1334>

3. Хачатрян Г. Л. Діловий дискурс у професійній діяльності майбутнього економіста: аспект формування досвіду міжкультурної комунікації. *Збірник наукових праць. Педагогічні науки*. 2017. Випуск LXXVI. Том 3. С. 91–96. URL:<https://ps.journal.kspu.edu/index.php/ps/article/download/502/450/>

4. Дзюбак Н. М., Морараш Г. В., Сидоренко Л. М. Формування української ділової мови в контексті національної ідентичності. *Вчені записки ТНУ імені В. І. Вернадського*. Серія: Філологія. Журналістика. 2024. Частина 1. Том 35 (74) № 5. С. 6–14. DOI <https://doi.org/10.32782/2710-4656/2024.5.1/02>.

DOI <https://doi.org/10.30525/978-9934-26-548-8-29>

THE ROLE OF IDIOMATIC EXPRESSIONS IN JOURNALISTIC DISCOURSE AND THEIR IMPACT ON PUBLIC PERCEPTION

РОЛЬ ІДІОМАТИЧНИХ ВИРАЗІВ У ЖУРНАЛІСТСЬКОМУ ДИСКУРСІ ТА ЇХНІЙ ВПЛИВ НА ГРОМАДСЬКУ ДУМКУ

Ishchuk A. A.

*Candidate of Philosophical Sciences,
Associate Professor,
Associate Professor at the Department
of the Germanic Languages
Dragomanov Ukrainian State University
Kyiv, Ukraine*

Іщук А. А.

*кандидат філософських наук,
доцент,
доцент кафедри германських мов
Український державний університет
імені Михайла Драгоманова
м. Київ, Україна*

The role of the press is crucial in modern society, serving as a primary channel for information dissemination and a powerful tool for shaping public opinion. Beyond merely reporting facts, the media construct social realities, reinforce ideological frameworks, and influence linguistic norms [2]. Their impact extends to the linguistic environment, as newspaper and magazine articles not only introduce new linguistic trends but also preserve traditional forms of expression, reflecting broader societal changes [3].

One of the most intriguing aspects of journalistic language is the extensive use of idiomatic expressions, which enhance textual

expressiveness and convey nuanced meanings and emotions. Idioms function as a linguistic bridge between formal and informal registers, allowing journalists to maintain engagement while subtly influencing readers' perceptions. However, idioms pose significant challenges for language learners and automated translation systems, as their meanings are often non-transparent and cannot be deduced from the literal interpretation of their components. This complexity stems from their metaphorical nature, cultural specificity, and frequent polysemy, making idioms a subject of ongoing research in linguistics and cognitive science.

A key difficulty in studying idiomatic expressions lies in their context dependence. The meaning of an idiom can vary based on stylistic register, regional variations, and the communicative intent of the speaker. For instance, the phrase 'to lose one's marbles' ('to go insane') carries a humorous, informal connotation, while its literal interpretation provides no clues to its figurative meaning. Similarly, Latin expressions such as 'ad infinitum' ('endlessly') are well-established in formal discourse but take on different shades of meaning depending on context: in academic writing, they appear neutral, whereas in journalistic texts, they may introduce irony or exaggeration. The flexibility of such expressions illustrates how idioms contribute to stylistic variation, adapting to the communicative goals of different genres.

An analysis of articles published by the British Broadcasting Corporation (BBC) [1] reveals a high frequency of idiomatic expressions that serve multiple rhetorical and stylistic functions. Comparative constructions, often used to create vivid imagery, play an important role in journalistic texts. Expressions such as *like a flower*, *as if through a child's glistening eyes*, *pale as bone* not only enhance descriptions but also evoke specific emotional responses in the reader. Through such figurative language, journalists establish a more immersive and engaging narrative.

In analytical articles, idioms often serve a different function, reinforcing conceptual links between ideas. Binomial expressions such as *over and over* or *hand in hand* emphasize repetition, persistence, or interdependence, reinforcing patterns of thought and guiding the reader's interpretation of events. Similarly, phrasal verbs, a distinct category of idiomatic expressions, add dynamism to journalistic language. Expressions such as *to open up*, *to take pains*, *to track down* contribute to a conversational yet authoritative tone, making complex topics more accessible to a broader audience.

Despite their expressive potential, some idioms lose their figurative strength due to excessive use, becoming mere linguistic conventions. Expressions such as *of course* or *at the end of the day* have become so ingrained in everyday discourse that they no longer carry the rhetorical

weight they once held. The overuse of such clichés can diminish the impact of a text, leading high-quality journalism to favor more precise or metaphorically rich alternatives. By carefully selecting idiomatic expressions, journalists maintain both the clarity and persuasive force of their writing.

It is evident that idioms play a significant role in journalistic discourse, serving both stylistic and cognitive functions. They enhance textual expressiveness, facilitate the comprehension of complex ideas, and shape readers' interpretations of events. At the same time, their usage presents challenges, particularly for language learners and translators, given their strong dependence on context and cultural background. Understanding idiomatic expressions is therefore essential for achieving proficiency, especially in fields such as journalism and international communication, where precise and nuanced language use is crucial.

Further research could build upon this analysis by examining variations in idiomatic usage across different types of English-language media. A comparative study of tabloid journalism, investigative reporting, and academic publications could reveal broader linguistic trends and shed light on the evolving role of idioms in media discourse. Such an approach would offer valuable insights into the intersection of language, culture, and journalism, deepening our understanding of how idiomatic expressions function within different communicative frameworks.

Bibliography:

1. The British Broadcasting Corporation. URL: <https://www.bbc.com/>
2. Devereux E. Understanding the media. Sage. 2013.
3. Іщук А. А. Лексичні особливості заголовків новин англomовних каналів BBC та CNN. *Вісник ЛНУ імені Тараса Шевченка*, 2021. № 3 (341). С. 12–19. [https://doi.org/10.12958/2227-2844-2021-3\(341\)-12-19](https://doi.org/10.12958/2227-2844-2021-3(341)-12-19)