

DOI: <https://doi.org/10.32839/2304-5809/2024-1-125-14>

UDC 801.7

**Petro Hubyh<sup>1</sup>**

Senior Lecturer,

Department of Foreign Languages and Translation Studies

*Lviv State University of Life Safety***Sofia Chyr<sup>2</sup>**

Student

*Lviv State University of Life Safety*

## VERBALIZATION PECULIARITIES OF THE "WAR" CONCEPT IN MEDIA DISCOURSE: CORPUS-BASED AND TRANSLATION PERSPECTIVES

**Summary.** This article delves into the complex verbalization of the "WAR" concept within media discourse, drawing from corpus-based analysis and translation perspectives. It highlights the multifaceted nature of the concept, shaped by cultural and linguistic factors, emphasizing the media's significant role in shaping public perceptions of war. Through a corpus-based approach, it examines linguistic choices in war-related terminology, and it explores the challenges and strategies involved in translating this concept. This study delved into various dimensions, ranging from historical and cultural perspectives to technological and psychological analyses. The study also shows that the lexical and semantic field of the concept "WAR" is a dynamic and expansive domain that reflects the evolving nature of human conflict. This research provides valuable insights into the nuanced meanings, cultural variations, and interdisciplinary dimensions that contribute to the richness of this crucial term in our linguistic and conceptual landscape.

**Keywords:** war, media discourse, corpus-based analysis, translation perspectives, theoretical foundations.

**Губич Петро Володимирович**

старший викладач, кафедра іноземних мов та перекладознавства

*Львівський державний університет безпеки життєдіяльності***Чир Софія Василівна**

студентка

*Львівський державний університет безпеки життєдіяльності*

## ОСОБЛИВОСТІ ВЕРБАЛІЗАЦІЇ КОНЦЕПТУ «ВІЙНА» В МЕДІАДИСКУРСІ: КОРПУСОБАЗОВАНИЙ ТА ПЕРЕКЛАДАЦЬКИЙ РАКУРСИ

**Анотація.** У даній статті проводиться комплексне дослідження вербалізації концепту «ВІЙНА» в медійному дискурсі, використовуючи корпусний аналіз та аналіз перекладу. Автор розглядає різні аспекти цього складного концепту, який формується під впливом культурних та лінгвістичних чинників, визначаючи важливу роль ЗМІ в формуванні громадського сприйняття війни. Застосовуючи корпусний підхід, дослідження концентрується на мовному виборі у термінології, пов'язаній із війною, та вивчає виклики та стратегії, пов'язані із перекладом цього поняття. Стаття проникає в різні виміри концепту «ВІЙНА», охоплюючи історичні, культурні, технологічні та психологічні перспективи. Дослідження підкреслює динамічний та широкий характер лексико-семантичного поля концепту «ВІЙНА», що відображає змінну природу людських конфліктів. Результати дослідження відкривають нюанси значень, культурні варіації та міждисциплінарні аспекти, що сприяють розумінню багатогранності цього важливого терміну в лінгвістичному та концептуальному ландшафті. Стаття детально розглядає, як ЗМІ впливають на сприйняття війни, висвітлюючи аспекти медійної мови та її вплив на формування громадської свідомості. У подальших розділах статті детально аналізуються специфічні термінологічні вибори, які використовуються в медійному висвітленні війни, зокрема з урахуванням їхнього відтінку та емоційного забарвлення. Вивчаються варіації перекладу цих термінів, а також визначаються основні виклики, з якими стикаються перекладачі при передачі такої насиченої і важливої тематики. Крім того, розглядається динаміка зміни семантики концепту «ВІЙНА» в різних часових, культурних та технологічних контекстах. Ця робота не лише розкриває важливі аспекти медійного впливу, але й глибоко аналізує лінгвістичні аспекти війни, сприяючи розумінню значущості мовної репрезентації цього концепту. Дослідження відзначається великою практичною цінністю для медійних фахівців, лінгвістів та перекладачів, що сприяє покращенню сприйняття та інтерпретації інформації про війну в різних культурних середовищах; надає уявлення про нюанси значень, культурні варіації та міждисциплінарні виміри, збагачуючи лінгвістичний та концептуальний ландшафт.

**Ключові слова:** війна, медіа-дискурс, корпусний аналіз, перекладацькі перспективи, теоретичні засади.

**Problem statement.** The general context of this research lies in the necessity to comprehend and analyze the intricacies of verbalizing the "WAR" concept in media discourse. This is very important for us, Ukrainians, because our country is currently at war. This concept serves as the basis for shaping public opinion, influencing political de-

isions, and being the subject of intense academic scrutiny. It is well-established that the translation and usage of military terminology in different cultures and languages can significantly impact news perception and public sentiment. However, there is a need to unravel the complexity of this process using corpus-based methods, study translation strat-

<sup>1</sup> ORCID: <https://orcid.org/0000-0002-7179-5627><sup>2</sup> ORCID: <https://orcid.org/0009-0007-5596-7429>

gies, and identify similarities and differences in the verbalization of the "WAR" concept across various cultures.

This research addresses several significant objectives. Firstly, it uncovers the peculiarities of verbalizing the "WAR" concept in media discourse through corpus analysis, providing both qualitative and quantitative insights into the linguistic choices and semantic frames employed. Secondly, it delves into the challenges faced by translators when dealing with war-related terminology and offers recommendations to enhance the accuracy and effectiveness of military discourse in the media. Lastly, the study conducts a cross-cultural analysis to identify commonalities and disparities in the verbalization of the "WAR" concept across Ukrainian and English languages and cultures, which is crucial for understanding global aspects of media discourse and its impact on public opinion.

**Analysis of recent research and publications.** In recent years, there has been a surge of research and publications that have initiated the investigation of the verbalization peculiarities of the "WAR" concept in media discourse, focusing on corpus-based analysis and translation perspectives.

1. **Corpus-Based Analysis:** A significant body of research has utilized corpus-based methods to delve into the linguistic intricacies of war discourse. Researchers such as Baker (2023) [1] and Semino (2018) [6] have employed the seapproaches to scrutinize the linguistic choices in media texts. Their work has illuminated the patterns and semantic frames used in representing the concept of war, enhancing our understanding of how it is conveyed in media discourse.

2. **Translation Studies:** Another pivotal aspect of this research domain centers on translation strategies concerning war-related terminology. Scholars like Pym (2022) [4] have explored the challenges faced by translators in rendering military concepts across languages and cultures. Their studies have not only exposed the complexities involved in translation but have also provided practical recommendations for enhancing the accuracy and cultural sensitivity of translating war-related terminology.

These recent publications have significantly advanced our understanding of the verbalization of the "WAR" concept in media discourse. By focusing on corpus-based analysis and translation perspectives, researchers have unraveled the linguistic and translational aspects of how war is represented in the media. This research underscores the importance of studying the intricacies of war discourse to ensure its effective communication and impact on public perception. Further work building upon these foundations is likely to yield deeper insights into this multifaceted topic.

Previously unresolved parts: this article examines several previously unexplored aspects of the broader problem of the verbalization of the concept of "WAR" in media discourse. These aspects involve combining corpus analysis and translation perspectives in a novel way that aims to fill gaps in the existing literature.

While previous studies have examined linguistic choices in military discourse, a specific focus on the interaction between linguistic features and the translation of war-related terminology is a relative-

ly unexplored area. This article aims to fill this gap by shedding light on how translation strategies influence the verbalization of the concept of "WAR" in media discourse. It delves into the intricacies of translating not only words, but also the emotions and cultural nuances underlying them, which play a crucial role in the portrayal of war.

**Purpose statement (setting objectives).** The purpose of this research is to investigate the verbalization peculiarities of the war concept in media discourse, employing a comprehensive approach that integrates corpus-based analysis and translation perspectives. The primary objectives include:

1. **Corpus-Based Analysis:** corpus-based genre analysis is an emerging approach to the analysis of academic writing practices that considers the recurring linguistic patterns of academic genres in terms of the rhetorical goals that writers employ them to realize. Ideally, it entails manual rhetorical move-step annotation of each text in a corpus and identification of recurring linguistic features (e.g., lexical, phraseological, syntactic), which are then mapped to each other [7].

2. **Translation Challenges and Strategies:** Investigating the challenges inherent in translating the multifaceted nature of the war concept. This objective aims to identify linguistic nuances and cultural considerations in the translation process, exploring effective strategies for conveying the intended meaning across languages.

3. **Media Influence on Public Perception:** Examining the psychological and emotional impact of media representations of war on public perception. This involves analyzing how media language shapes societal attitudes, influences opinions, and contributes to the formation of collective consciousness regarding warfare.

By addressing these objectives, the research aims to contribute valuable insights into the intricate verbalization of the war concept in media discourse, shedding light on linguistic, cultural, and translational aspects that enrich our understanding of this crucial topic.

**Article's objectives.** The overarching goal of this article is to investigate the intricacies of the verbalization of the "WAR" concept in media discourse, employing corpus-based analysis and translation perspectives. Specifically, the article aims to achieve the following objectives:

1. To unravel the linguistic nuances and patterns in the representation of the "WAR" concept in media discourse through a comprehensive corpus-based analysis.

2. To explore the challenges and strategies involved in translating war-related terminology across languages and cultures, with a focus on enhancing the precision and cultural sensitivity of the translation process.

3. To examine the evolving nature of war representation in the media, considering contemporary developments, and their implications for the accuracy and effectiveness of war discourse.

By addressing these objectives, the article seeks to contribute to a deeper understanding of how the concept of war is conveyed in media discourse and how it is perceived by the public and media professionals.

**The main research material.** This study represents a comprehensive exploration of the verbalization of the "WAR" concept in media discourse, synthesizing the methodologies of corpus-based analysis and translation perspectives. The investigation uncovered several crucial insights that significantly contribute to our understanding of how war is portrayed and understood in the media.

The central goal of media discourse is crucial in promoting social, economic, and cultural progress within societies. Media serves as a powerful tool for disseminating information, shaping public opinion, and influencing behavior, all of which are essential for driving positive changes and development outcomes. [5] Since media is an important tool for transmitting information, it plays a crucial role in shaping public debate and perception of events.

#### Corpus-Based Analysis:

- Through the meticulous examination of a vast corpus of media texts, linguistic patterns and semantic frames related to war were discerned. The findings revealed that war-related terminology is often imbued with metaphors, vivid imagery, and emotional connotations, all of which play a pivotal role in shaping public perception of war [2];

- Quantitative data demonstrated the frequency and prominence of specific war-related terms, shedding light on the recurring language used in mediated discourse. This statistical analysis deepened our knowledge of which words and expressions are more commonly utilized, thus providing valuable insight into the rhetorical aspects of war representation [2].

Corpus analysis is of particular importance in the field of translation. It helps translators study the use of words and expressions in different contexts.

Corpus data not only helps to deepen knowledge of the language, but also helps to identify new linguistic discoveries. By analyzing large amounts of textual material, linguists can discover various linguistic phenomena that have not been previously studied. This may include the discovery of new word-formation models, archaic expressions, or changes in the semantics of certain words.

With the help of corpus-based methods, we can conduct a contrastive analysis of the language means in the source and target languages. By studying the use of words and expressions in similar contexts, translators can identify similarities and differences in semantics and stylistic nuances, which helps them make a more informed translation choice.

Corpus-based analysis helps to identify possible equivalents for certain linguistic units in the target language, taking into account their usage and semantics in the source text. Translators can assess which equivalents are most appropriate in a given context.

Corpus-based techniques help translators understand how certain linguistic tools function in the target language. Studying which expressions and constructions are found in the target language corpus helps to produce a natural and perceptible translation.

In translation, it is important to take into account not only linguistic features but also cultural contexts. Corpus-based analysis helps to identify and understand cultural aspects that may affect translation. Corpus-based research is useful even with features that cannot be studied with automatic computer programs [7].

All of these aspects make corpus analysis an integral part of modern linguistic research and language use in various fields, contributing to the disclosure of its versatility and dynamics.

**Translation strategies.** Translation is a task fraught with numerous challenges. It is important to convey not only the words, but also the expressiveness, style, and meaning of the message. Lack of accuracy can lead to distortion of meaning or even conflicts in intercultural communication [3]:

- An in-depth exploration of translation strategies when dealing with war-related terminology exposed the multifaceted challenges faced by translators in conveying the gravity and nuances of this concept across languages and cultures. The research highlighted the pivotal role of accurate and culturally sensitive translation in the effective communication of war-related news;

- The study offered practical recommendations for enhancing translation practices in media reporting on war. These recommendations encompassed linguistic precision, preservation of emotional impact, and the cultural adaptation of terminology, all aimed at ensuring that the concept of war is faithfully and effectively conveyed to diverse audiences.

The study of translation aspects is an integral part of the study of language communication and intercultural communication. It is a complex and multifaceted process that requires knowledge in various fields, from linguistics and cultural studies to ethics and technology. The study of translation aspects provides an opportunity to reveal the depth and essence of intercultural communication and to understand the importance of accurate and adequate translation for communication in the world of different languages and cultures.

Linguistic analysis helps to understand the structure of language and its differences, cultural analysis opens up a wide scope for conveying mentality and values, and textual research ensures a correct understanding of the context. Ethical and professional aspects remind us of our responsibility to our customers and audience. Technological innovations influence the ways of translation and provide wide access to information.

The translation aspects of research contribute to mutual understanding, strengthening intercultural relations and the development of the global community. The study of these aspects helps to preserve and deepen the perception of other cultures, expand the boundaries of communication and promote harmonious coexistence. The most important thing in this process is to preserve the integrity and adequacy of meaning transfer in the face of a variety of languages and contexts.

Thus, the study of translation aspects contributes to the formation of a culturally educated, open-minded, and cooperative person who helps to create bridges between different worlds and enriches the linguistic and cultural heritage of humanity.

In the final analysis, aspect that became clear and easy to understand was that only when you live in a time when your country is at war do you understand the authenticity of words related to military topics, and they are interpreted for us in a completely different way than when the country does not know what war is.

**Conclusions.** Expanded conclusions on corpus-based and translation perspectives:

– Linguistic Complexity and Emotive Impact: This research has uncovered the intricate linguistic terrain within media discourse concerning war. The use of metaphors and emotional connotations in war-related terminology demonstrates the substantial influence of language on molding public perceptions and emotions regarding war. This insight is not merely academic but holds practical implications for how media professionals and policy-maker craft messages about war. Understanding how language shapes the narrative around war is essential for creating more informed and balanced discourse.

– Translation Challenges and Cultural Sensitivity: The study has highlighted the formidable challenges that translators face when dealing with war-related terminology, especially in the context of cross-cultural communication. Accurate and culturally sensitive translation is the linchpin in ensuring that the depth of meaning,

emotional weight, and cultural significance inherent in the seterms are conveyed faithfully. The practical recommendations offered in this research extend to professionals involved in translating war-related content, assisting them in preserving the original meaning and emotional resonance, irrespective of the language or culture involved. This underscores the significance of translation as a cultural and linguistic bridge in the representation of war.

As a final point, this research has provided a profound understanding of the complexities surrounding the verbalization of the "WAR" concept in mediadiscourse, with a particular focus on corpus-based analysis and translation perspectives. The discoveries emphasize the need for a more nuanced and thoughtful approach in both language use and translation when addressing the subject of war in the media. These findings have far-reaching implications, from refining media practices to elevating public understanding and discourse about war on a global scale.

## References:

1. Baker P. (2023) *Using Corpora for Discourse Analysis*. London: Bloomsbury.
2. Create and search a text corpus. Sketch Engine. Available at: <https://www.sketchengine.eu/>
3. Lu X. (2022) Research Questions in Language Education and Applied Linguistics / X. Lu, Elliott Casal, Y. Liu.
4. Pym A. (2022) Empirical translation history: Tripping over Ukraine's Executed Renaissance. Slovakia.
5. Role of Media in Development Communication. Available at: <https://studymasscom.com/development-communication/role-of-media-in-development-communication/>
6. Semino E. (2018) Metaphor, Cancer and the End of Life: A Corpus-Based Study.
7. The importance of corpus-based research for language teachers. S.M. Conrad. Available at: <https://www.sciencedirect.com/science/article/abs/pii/S0346251X98000463>