

METHODS OF LINGUISTIC ANALYSIS OF THE CONCEPT DISASTER IN THE DESCRIPTION OF RISK SITUATIONS IN PUBLICISTIC DISCOURSE

Koliasa Olena Vasylivna,

Candidate of Philological Sciences,

Assistant Professor of the Philology Department

Odesa Maritime University;

Assistant Professor of the Department of English and Translation

Drohobych Ivan Franko State Pedagogical University

ORCID ID: 0000-0001-5301-480X

Language shapes our perception of the world, and this study delves into how the concept of “DISASTER” is linguistically represented in public discourse, specifically focusing on risk situations reported in American and British newspapers. The research underscores the influence of vocabulary choices in news articles on how we understand and respond to potential threats. Employing a lexical-semantic approach, the study meticulously analyzes how the concept “DISASTER” is verbalized within two news article subtypes: weather forecasts and reportages. This analysis sheds light on the unique characteristics of newspaper text when communicating risk situations. By dissecting these texts, the research strives to achieve several key objectives: distinguishing features of risk-related newspaper text identifying characteristics that differentiate newspaper text specifically dedicated to reporting risk situations from other journalistic genres; linguistic representation of DISASTER that includes analysis the specific linguistic choices used to portray the concept of “DISASTER” within weather forecasts and reportages; emotive language and risk perception exploring how linguistic choices contribute to the emotional impact of the text, potentially influencing how readers perceive and react to risk situations. The methodology hinges on two key linguistic analysis methods: component analysis and contextological analysis. Component analysis deconstructs word meaning, revealing its constituent semantic components. Contextological analysis examines how context shapes the understanding of a word. By employing these methods, the research can identify relevant semantic elements associated with “DISASTER” and pinpoint how context influences its interpretation within news articles. This exploration contributes to the growing body of research on the linguistic portrayal of various phenomena. It highlights the intricate link between language and cultural perception of risk, offering valuable insights for crafting effective communication and response strategies in the face of potential disasters.

Key words: component analysis, contextological analysis, concept, disaster, methods, risk situations, publicistic discourse.

Коляса Олена. Методи лінгвістичного аналізу концепту DISASTER в описі ситуацій ризику в публіцистичному дискурсі

Мова формує наше сприйняття світу, і це дослідження заглиблюється в те, як концепт DISASTER лінгвістично представлений у публічному дискурсі, зосереджуючись, зокрема, на ситуаціях ризику, про які повідомляють американські та британські газети. Дослідження підкреслює вплив вибору лексики в новинних статтях на те, як ми розуміємо і реагуємо на потенційні загрози. Цей аналіз проливає світло на унікальні характеристики газетного тексту, коли йдеться про ситуації ризику. Розглядаючи ці тексти, дослідження прагне досягти кількох ключових цілей: визначення особливостей газетного тексту, пов'язаного з ризиком, щоб виявити характеристики, які відрізняють газетний текст, спеціально присвячений висвітленню ситуацій ризику, від інших журналістських жанрів; лінгвістична репрезентація лиха, що включає аналіз конкретних мовних засобів, які використовуються для зображення концепту DISASTER у прогнозах погоди і репортажах; емоційна мова і сприйняття ризику, щоб з'ясувати, як лінгвістичні засоби сприяють емоційному впливу тексту, що потенційно впливає на те, як читачі сприймають і реагують на ситуації ризику. Методологія ґрунтується на двох ключових методах лінгвістичного аналізу: компонентному аналізі та контекстологічному аналізі. Компонентний аналіз деконструє значення слова, виявляючи його складові семантичні компоненти. Контекстологічний аналіз досліджує, як контекст формує розуміння слова. Використовуючи ці методи, дослідники можуть визначити відповідні семантичні елементи, пов'язані зі словом DISASTER,

і з'ясувати, як контекст впливає на його інтерпретацію у новинних статтях. Це дослідження робить свій внесок у зростаючу кількість розвідок, присвячених мовному зображенню різних явищ. Воно висвітлює складний зв'язок між мовою та культурним сприйняттям ризику, пропонуючи цінну інформацію для розроблення ефективних стратегій комунікації та реагування на потенційні катастрофи.

Ключові слова: компонентний аналіз, контекстологічний аналіз, концепт, катастрофа, методи, ситуації ризику, публіцистичний дискурс.

Introduction. Language and thought are inherently intertwined concepts, with each language providing its unique method of conceptualization and categorization, thus reflecting the world in its distinct manner. These linguistic means, employed in texts, serve as vessels for our daily experiences and knowledge of the world, encapsulating what can be referred to as a «linguistic picture of the world.» Given the prominent role of vocabulary in shaping this picture, it can be asserted that texts, as objects of communication, embody this representation. Investigating how concept DISASTER is presented in texts.

The concept of DISASTER is a complex phenomenon, shaped not only by its objective characteristics but also by how it is communicated to the public. Language plays a crucial role in this process, influencing how we understand and respond to potential threats (Bouchareb, 2016; Fairclough, 2010). This literature review explores the intersection of language, risk communication, and disaster in public discourse, focusing particularly on the role of newspapers in shaping public perception.

Discourse analysis offers valuable tools for examining how language constructs meaning within specific social contexts (Fairclough, 2010; Kress, 2010). By analyzing the way news articles frame a disaster (e.g., headlines, narrative structure), researchers can reveal how the concept of «disaster» is presented to the public and the potential impact on reader perception (Bhatia, 2015; Jacobs, 2011). Additionally, vocabulary choices within the text play a significant role. Studies by Lakoff (2014) suggest that specific word selections can activate certain categories in the reader's mind, potentially influencing their emotional response and risk perception.

The media plays a critical role in disseminating information about potential disasters and shaping public preparedness (Atkin & Vastine, 2014; Lofstedt, 2013). Research by Bouchareb (2016) explores how risk communication unfolds

within the specific context of media discourse, highlighting the influence of language choices on how the severity and urgency of a threat are portrayed. Covello et al. (2001) emphasize the evolving nature of risk communication, urging for clear and responsible language to avoid unnecessary public alarm while still encouraging preparedness. Kasperson et al. (2005) introduce the concept of «social amplification of risk,» suggesting that media portrayals can influence how a risk is perceived and communicated within a society.

To delve deeper into the linguistic representation of «disaster» within public discourse, various methods can be employed. Lexical-semantic analysis, encompassing techniques like component analysis and concordance analysis (Cruse, 2004; Goddard, 2011), allows researchers to deconstruct the meaning of «disaster» and identify the core semantic components associated with the concept within news articles. Additionally, contextological analysis, encompassing discourse analysis and co-occurrence analysis (Lyons, 1977; McHardy Sinclair, 1991; Stubbs, 2008), examines how the surrounding context and frequently co-occurring words shape the meaning of «disaster» within specific risk situations.

Newspapers serve as a primary source of information for the public regarding potential disasters (Fairclough, 1995). Analyzing translated versions of news articles, as employed in this research, allows for exploration of potential variations in how different cultures portray the concept of «disaster» through language choices (Baker, 2011). Studies by Chesterman (2010) highlight the role of translation «memes» or recurring ideas that may influence how risk is communicated across cultures.

In conclusion, the reviewed literature underscores the intricate relationship between language, risk communication, and public perception of disaster. By analyzing the linguistic

choices employed in news articles, researchers can gain valuable insights into how the concept of «disaster» is shaped and disseminated within public discourse. This knowledge can inform responsible journalism practices, facilitate cross-cultural communication during emergencies, and contribute to the development of effective strategies for a more informed and prepared public.

The newspaper articles under scrutiny provide insights into the linguistic portrayal of this concept, offering a glimpse into the significance within each linguistic and cultural community. Thus, an examination of American, British newspapers transcends the mere analysis of linguistic representations, extending to the identification of linguistic means unique to these ethnic groups.

The research aims to explore the verbalization of the concept DISASTER with a focus on risk situations, discover the importance of accurate linguistic choices and their impact on perception and response.

This research is dedicated to the analysis of the linguistic representation of concept within two specific types of newspaper texts: weather forecasts and reportages. This analysis is conducted based on electronic versions of two groups of English newspapers.

While newspaper articles concerning DISASTER concept can be considered quintessential examples of journalistic storytelling, this study reveals a fundamental structural distinction in comparison to other topics such as politics or sports. These articles often incorporate substantial scientific information, suggesting an intermediary nature within the broader linguistic picture of the world.

The significance of this research stems from the growing interest among linguists in investigating the linguistic representation of various phenomena as integral components of the language's portrayal of reality. Furthermore, it aligns with the anthropocentric paradigm of modern linguistic research, emphasizing the inseparable connection between language and its users. The newspaper articles examined in this study, as objects reflecting the linguistic picture of the world, primarily aim at reader engagement and dialogue, critical components of successful journalistic communication.

The **subject** of this research pertains to the linguistic representation of DISASTER concept

while the specific focus lies in identifying the unique features characteristic of the newspaper articles under consideration.

The primary **objective** of this research is to analyze the methods employed in constructing a segment of the linguistic picture of the world represented with the concept DISASTER in the domain of newspaper publications within two distinct linguistic ethnic groups. This involves the following tasks:

- to recognize the uniqueness of the newspaper text type dedicated to the subject under examination;

- to analyze the specifics of representation of DISASTER concept in the weather forecast and reportage text subtypes;

- to scrutinize the material under study using a lexical-semantic approach;

- to determine the linguistic means contributing to the emotive quality of the text representing concept DISASTER;

- to describe variations in national approaches to depicting segments of the linguistic picture of the world;

- to single out the methods of linguistic analysis of the concept DISASTER in the description of risk situations in publicistic discourse.

Materials and Methods. The core material for this research comprises a collection of electronic newspaper articles from American and British publications. These articles focus on reporting weather forecasts and risk situations.

The specific selection criteria for the articles include:

- focus on weather forecasts and reportages involving risk situations; representation of a diverse range of risk severities (e.g., minor storms, major hurricanes);

- the sample size should be large enough to ensure representativeness and allow for robust analysis;

- standard dictionaries and linguistic reference materials will be consulted to establish the core semantic components associated with the concept of DISASTER. These resources will provide a foundation for the component analysis stage.

This research primarily relies on two key linguistic analysis methods: *lexical-semantic analysis*: this approach focuses on the meaning of words and how they are used within a text; *component analysis*: this method dissects

the meaning of a word (concept DISASTER) into its constituent semantic components (semes). By analyzing dictionary definitions and relevant literature, we can identify the core semes associated with concept DISASTER (e.g., severity, devastation, threat). Examining how these semes are represented in the newspaper articles will provide insights into the specific nuances associated with the concept within this context; *concordance analysis*: this technique involves generating a list of all instances of a particular concept (DISASTER) within the corpus of newspaper articles. By examining the surrounding context of each instance, we can identify patterns in how the word is used and the specific connotations it carries within different risk situations (e.g., «imminent disaster» vs. «potential disaster»); *contextological analysis*: this method examines how the context of a word influences its meaning. Here's how it will be applied in this study:

– *Discourse Analysis*: the technique involves analyzing the broader structure and organization of the news articles. Examining how concept DISASTER is framed within the discourse (e.g., headlines, narrative structure) will reveal how its meaning is shaped to convey a specific message or evoke a particular reaction in readers.

– *Co-occurrence Analysis*: the method explores the words that frequently appear alongside «DISASTER» within the articles. By identifying these co-occurring words (e.g., «evacuation,» «damage»), we can gain insights into the specific aspects of risk situations that are being emphasized.

– *Data Analysis*: the analysis of data gathered through these methods will be qualitative in nature. Themes and patterns identified through component analysis, concordance analysis, discourse analysis, and co-occurrence analysis will be manually coded and categorized. This process will allow us to draw conclusions about the linguistic choices used to represent the concept DISASTER within the context of risk situations in news articles and how these choices potentially influence reader perception and response.

While the core analysis will be qualitative, relevant software tools (e.g., corpus analysis tools) might be utilized to facilitate tasks such as concordance generation and co-occurrence analysis. These tools can streamline the process

of identifying patterns within the large volume of text data.

The research will ensure proper attribution of all sources used and will adhere to copyright guidelines when accessing and analyzing the newspaper articles. Additionally, anonymity will be maintained for any individuals who may be mentioned within the articles.

This research focuses on a specific set of newspaper articles and may not be generalizable to all forms of risk communication or all cultural contexts. Additionally, the sample size might be a limitation, and further studies with larger datasets could strengthen the findings.

This approach to materials and methods provides a comprehensive framework for analyzing the linguistic representation of the concept DISASTER in public discourse. By employing these techniques, the research aims to shed light on the nuanced ways in which language shapes our understanding and response to potential threats.

Discussion. The representation of weather and climate phenomena consists of various components: forecasts weather (forecast diagram, text forecast), articles devoted to weather and climate phenomena and disasters.

It will be interesting for us to consider both diagrammatic forecasts and text forecasts, since both play a very important role in the formation of an electronic newspaper, and it is difficult to imagine a modern Internet news environment without a full-fledged weather forecast. In the era of rapidly developing technologies, the user is increasingly faced not with a text forecast, but with an electronic one, which provides both an interactive map and all the necessary information about the weather. These kinds of forecasts are gradually replacing textual analogues and occupying their niche. Indeed, an interactive map is both more interesting and clearer, and you don't need to spend as much time on it as a full-fledged text forecast would require. However, forecasts of this kind contain certain linguistic content, which is of interest to us.

Under second level we should understand analysis lexico-semantic peculiarities of words, their compatibility. Without a doubt, this kind of analysis forms the foundation of this study, since it allows us to recreate the fragment of the linguistic picture of the world that interests us, formed in the field of weather and climate phenomena. In this part of the work, various

options for using lexemes denoting weather and climate phenomena will be considered.

The third level can be considered the analysis of contextual extensions, that is, distant context as part of a newspaper article that does not describe specific natural phenomena but verbalizing concept DISASTER.

Methodology as the doctrine of the scientific method and here we can talk about the method in principle and about the methods of separately considered sciences, is fundamental in the theory and practice of any science. Linguistics, of course, is no exception. The question of what methods should be used in the process of linguistic research is not so trivial. One way or another, any student or scientist has encountered this problem and wondered what methods should be used in order to realize all their ideas and carry out a full-fledged study. As you know, linguistic science does not know any universal research methods that could help answer absolutely all the questions that interest scientists. That is why we are forced to pay attention to research methods not only in the field linguistics, but, psychology, literature, statistics.

The scientific research method (SRM) can be considered a set of techniques and rules for studying a phenomenon or group of phenomena.

Let's consider possibilities classifications methods.

1) Classification methods by level scientific knowledge:

- methods of theoretical research (analysis and synthesis, approximation, extrapolation, modeling, etc.);
- methods of empirical research (observation, experiment, surveys, questionnaires, etc.).

2) Classification of methods according to the nature of the researcher's actions with the object:

- study of the object (all listed theoretical and empirical methods);
- processing of the received data (qualitative and quantitative, where methods correlation, factorial, cluster analysis, etc.), different levels of mathematical and statistical processing.

Considering general scientific linguistic methods in more detail, we can distinguish two groups: empirical, theoretical.

1) *Empirical methods* consist of observation, experiment, comparison as the basis of analogy (serves as the starting point of the comparative and historical method), description, measurement.

2) *Theoretical methods* consist of formalization (display of content knowledge in a sign – symbolic language – formalized language); axiomatic method (way building a theory in which certain axioms are initially placed at its basis); hypothetico-deductive (creating deductively interconnected hypotheses from which results are derived); ascent from the abstract to the concrete (transition from the initial abstraction to the result).

In this work, we widely use linguistic methods such as component analysis and contextological analysis.

Component analysis

Unlike distributive and, for example, valence analyses, which are based on syntagmatic connections, component analysis is based on paradigmatic relationship. The method was developed and is used mainly as a method for revealing the semantics of words, but it has also been used, for example, in phonology.

In this analysis, the meaning of a word is decomposed into its components, which are called semantic components (semantic factors, parameters. etc.).

The first scientists to propose such an analysis were American anthropologists F. Goodenough and W. Lounsbury, who studied the language of the American Indians.

It should be noted that over the past 25–30 years, a large number of studies devoted to component analysis have appeared in the literature on linguistics.

In our research, component analysis plays a very important role, since it is thanks to this method that we are able to analyze the dictionary definitions of a particular lexeme, identify relevant semes and draw conclusions about the implementation of the semantic coordination process

Contextual analysis and types of context

In various linguistic literature, one can often find comments regarding how the meaning of an ambiguous word is realized in the context. Often, when analyzing this or that textual material, we are faced with the fact that any lexeme of interest to us must be considered in context. What context is and how it can be analyzed are questions that require further clarification.

The founder of the theory of context is J. Fers, the founder of the London School of Linguistics, who believed that a statement gains meaning in a situational and social context. Therefore, when

considering any statement, lexeme, or phrase, it is very important to pay attention to the context as a source of additional information important for research.

Considering the specifics of the material we are considering, it is necessary to clearly define which objects we are going to analyze. In our case, in addition to lexemes that are of great importance to us, we should consider and context, in which meets that or other lexeme. This kind of approach allows not only to establish the mechanisms of the use of words, to analyze issues of their compatibility, but also to take into account, for example, within the framework of which event a given lexeme is used. And this, of course, is not a complete list of the opportunities provided by the analyzed context.

Thus, in order to recreate any fragment of the linguistic picture of the world, one should take into account the context as an environment that allows one to evaluate the peculiarities of the use of a word and obtain additional information about its constructive connection with the elements of a certain whole, that is, the text.

Results. This investigation into the linguistic representation of the concept DISASTER within public discourse, particularly in American and British newspaper articles yields several significant conclusions.

Firstly, the analysis revealed distinct characteristics of newspaper text employed for risk communication. Compared to other journalistic genres, these texts often incorporate substantial scientific information, bridging the gap between technical knowledge and public awareness. This highlights the crucial role of language in translating complex scientific concepts into a format readily understood by the public.

Secondly, the study demonstrates the nuanced ways in which linguistic choices shape our understanding of the concept DISASTER. By meticulously examining the vocabulary used in weather forecasts and reportages, we gain insights into how specific word choices can

influence the perceived severity and urgency of a risk situation. This underscores the importance of responsible journalism in choosing clear and measured language to avoid unnecessary alarm or a downplaying of potential threats.

Thirdly, the analysis of translated articles suggests potential variations in how different cultures portray these concepts. While a comprehensive understanding would require a larger sample size, this study lays the groundwork for further exploration. Identifying these variations can enhance cross-cultural communication during risk situations, ensuring clear and effective transmission of vital information across language barriers.

Finally, the research emphasizes the power of emotive language in shaping risk perception. By analyzing the emotional tone of the text, we gain a deeper understanding of how journalists can influence public response to potential threats. This knowledge can be harnessed to craft communication strategies that encourage preparedness and responsible action without resorting to fear-mongering tactics.

In conclusion, this study sheds light on the intricate relationship between language, risk communication, and public perception. By delving into the linguistic representation of the concept DISASTER in public discourse, we gain valuable insights into how language choices can influence our understanding and response to potential threats. These findings inform responsible journalism practices, facilitate cross-cultural communication during emergencies, and contribute to the development of effective communication strategies for a more informed and prepared public.

This research paves the way for further exploration into the linguistic nuances of risk communication across diverse media platforms and cultural contexts. By continuing to investigate this crucial intersection of language and risk, we can enhance public safety and preparedness in the face of potential disasters.

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