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Syntactic Innovations in Ukrainian and English Journalism (Based on the Material of the Newspapers "Ukraina Moloda" and "The Washington Post")

Inna Zavalniuk [1] , *Valentyna Bohatko [2]* , *Nina Kukhar [2]* , *Ruslana Horobets [1]* , *Vita Sahatska [1]*

[1]*Faculty of Philology and Journalism Named after Mykhailo Stelmakh, Vinnytsia Mykhailo Kotsiubynskyi State Pedagogical University, 21000 Vinnytsia, Ukraine*
[2]*Department of Ukrainian Language, Faculty of Philology and Journalism named after Mykhailo Stelmakh, Vinnytsia Mykhailo Kotsiubynskyi State Pedagogical University, 21000 Vinnytsia, Ukraine*

ABSTRACT

This study aimed to determine the pragmatical and stylistic functions of syntactic innovations in the newspaper discourse of the Ukrainian and English-language press, based on an analysis of the texts from "Ukraina Moloda" and "The Washington Post". To achieve this goal, methods including corpus analysis, a standardised survey (Language Perception in Media Discourse Questionnaire), a unified evaluation scale, content analysis, and statistical analysis (correlation analysis, chi-square test, and Mann-Whitney U test) were employed. The results of the study indicate that simple one-member sentences have the highest levels of cognitive accessibility (4.5), stylistic expressiveness (4.7), and communicative effectiveness (4.6). This allows us to classify them as optimally structured. Elliptical sentences received an average score of 3.9, indicating moderate effectiveness but with potential difficulties in comprehension. The interrogative sentences exhibit a high level of stylistic expressiveness (4.5) and communicative effectiveness (4.4), confirming their significant role in engaging readers. Parcellated constructions turned out to be the least accessible for perception (3.7), although their stylistic expressiveness remains high (4.2). Conjunctive constructions exhibit balanced indicators of cognitive accessibility (4.0), stylistic expressiveness (3.9), and communicative effectiveness (4.1), rendering them a universal means of textual cohesion. The Mann-Whitney U-test revealed statistically significant differences in the per-

ception of different syntactic constructions between the reader groups (p < 0.05). The results obtained can be applied in journalistic practice to improve the textual structure and increase the effectiveness of communication with the reader.

Keywords: Syntactic Units; Pragma-Stylistic Functions; Expressive Syntax; Journalism; One-Member Sentences; Elliptical Sentences; Parcellated Constructions; Linguistic Trends

1. Introduction

Contemporary media discourse is undergoing significant changes under the influence of new communication strategies, socio-political transformations, and the digital revolution, which affects the syntactic organisation of newspaper language [1]. Ukrainian and English-language journalism of the twenty-first century tends to update the syntactic means of expression that determine the style of modern journalism and its impact on the reader [2]. The primary role in this process is played by syntactic units, which, in the new communicative conditions, perform critical pragmatic functions, enhancing the expressiveness of statements and ensuring their effectiveness in the journalistic domain [3].

Changes in the syntactic structure of newspaper texts reflect general trends in the development of media language [4]. Moving away from complicated constructions and focusing on simpler yet more expressive syntactic units helps increase the readability of the material and its communicative impact [5]. At the same time, modern newspaper language is characterised by the active use of expressive syntax, particularly simple one-member sentences, which create the effect of dynamism and conciseness, making the journalistic text more accessible to the reader [6].

A prominent place in newspaper language is occupied by elliptical sentences, which serve the pragmatic function of creating an emotional impact, and interrogative sentences that engage the reader in comprehending the information presented, thereby stimulating the interactivity of the text. The pragmatic function is a combination of stylistic devices and their impact on the reader. It determines how the language contributes to the understanding of the text. Such functions depend on the context and communicative purpose. In media texts, they enhance expressiveness and engage the audience. The use of such syntactic devices is typical for both Ukrainian and English-language journalism, particularly for the newspapers "Ukraina Moloda" and "The Washington Post" [7]. These 2 newspapers are indicative for the analysis, as they represent two different media discourses–Ukrainian and English. "Ukraina Moloda" reflects the peculiarities of modern Ukrainian journalism, in particular, expressive syntax and emotional presentation. "The Washington Post" is one of the leading English-language media outlets that demonstrates an analytical style and structural clarity in its texts. Comparing these sources enables us to examine syntactic innovations across various language traditions and journalistic approaches.

An essential means of actualising the author's position and enhancing the expressive effect is the use of parcellated and conjunctive constructions [8]. They play a key role in shaping the rhythmic and syntactic organisation of the text, creating an effect of linguistic spontaneity, colloquialism, and emotional engagement. Appended constructions are primarily used in newspaper headlines and lead paragraphs, where they enable authors to emphasise key aspects of the message and capture the reader's attention [9].

A comparative analysis of syntactic innovations in journalistic texts from the Ukrainian and English-language press enables us to identify standard and specific features of the syntactic organisation of newspaper language. The study of the newspapers "Ukraina Moloda" and "The Washington Post" contributes to expanding the understanding of modern linguistic trends in media discourse and identifying the mechanisms of their communicative influence. The study of syntactic units within the context of the communicative and pragmatic paradigm enables us to identify the regularities in the development of language processes in the modern press, which is crucial for further research in the field of media linguistics.

Despite the numerous studies confirming the effectiveness of syntactic innovations in modern journalism, the question of their functional load and impact on reader perception remains open. In particular, the peculiarities of using expressive syntax, simple one-member and elliptical sentences, and parcellated and conjunctive constructions in newspaper discourse across different languages have not been sufficiently studied. This creates the need for a

detailed study of how such syntactic units are implemented in the Ukrainian and English-language press of the 21st century, particularly in the newspapers "Ukraina Moloda" and "The Washington Post", and what communicative and pragmatic functions they serve in modern journalistic discourse.

This study aims to identify syntactic innovations in the Ukrainian and English-language press, based on the newspapers "Ukraina Moloda" and "The Washington Post", and to define their pragmatic functions within modern newspaper discourse. Research objectives:

1. To analyse the frequency and functional load of simple one-member, elliptical sentences, parcellated and conjunctive constructions in the texts of the newspapers "Ukraina Moloda" and "The Washington Post".

2. To identify the primary pragmatic and stylistic functions of syntactic innovations in the newspaper discourse of the Ukrainian and English-language press.

3. To investigate the influence of simple one-member, elliptical sentences and parcellated and conjunctive constructions on readers' perception of stylistic expressiveness and communicative effectiveness of newspaper texts.

4. To identify both familiar and distinct trends in the use of expressive syntax in journalism across languages.

Theoretical Framework

This study is grounded in an interdisciplinary theoretical foundation that combines principles of *pragmatics*, *stylistics*, and *systemic functional linguistics (SFL)* to analyze syntactic innovations in modern media discourse. The research draws on pragmatic theory (Grice and Levinson) to interpret how syntactic constructions function within context, focusing on their role in shaping meaning, guiding inference, and fulfilling communicative intentions. The notion of *pragmatic markedness* is applied to structures such as parcelled and interrogative sentences, which depart from syntactic norms to attract attention and emphasize emotional or evaluative content.

From a stylistic perspective, the study builds on the concept of *expressive syntax*, analyzing how specific structures (e.g., ellipsis, repetition, and inversion) contribute to the overall tone and impact of the text. These constructions are examined not merely as grammatical variants but as devices with *pragmastilistic* functions that enhance textual

dynamics and reader engagement.

Systemic functional linguistics (Halliday and Matthiessen) provides an additional framework for interpreting how syntax serves ideational, interpersonal, and textual metafunctions in journalistic writing. In particular, the *interpersonal function* is key to understanding the use of syntactic forms that convey stance, evoke emotion, and establish a dialogic relationship with the audience.

By integrating these theoretical approaches, the study positions syntactic innovations not only as structural features but also as strategic tools used by media authors to influence interpretation, create stylistic identity, and reinforce communicative goals within the public discourse.

2. Literature Review

The peculiarities of syntactic innovations in journalistic discourse have been studied by scholars who analysed various aspects of stylistic and pragmatic functions of syntactic units in the modern press. For example, the study by Zavalniuk et al. [10] considers lexical and syntactical repetition as a means of expressiveness and its essential role in engaging the reader, as repetition enhances the rhythmicity and expressiveness of the text. However, the study focuses on only one aspect of syntactic innovation, overlooking parcellation and interrogative constructions.

Anwar et al. [11] analyse the syntactic features of Pakistani English-language newspapers. Since the syntax of regional variants of English differs from the standard norms, the authors emphasise the influence of the local linguistic environment on syntactic structure. However, the findings cannot be applied universally to all English-language journalism. Tyutyunnyk [12] examines the syntax of emotional exclamation in English, which is crucial for creating an expressive effect in journalism. The author analyses how such constructions reflect the emotional state of the speaker and form the pragmatic strategy of the text. Mehreen [13] analyses the practical features of the headlines of the Dawn newspaper. The author states that interrogative sentences, paraphrasing, and repetition make the text more interactive, as such constructions attract attention. However, the study does not take into account the possible adverse effect, in particular, the loss of credibility due to the excessive emotionality of the text.

The study by Naji [14] examines pragmatic techniques

in the American media. The author emphasises the manipulative potential of paraphrasing and elliptical sentences, as such constructions can enhance the emotional impact of the text. However, the study does not analyse the effect of these techniques on the cognitive accessibility of information. Willis [15] studies morphosyntactic variations through the analysis of social media. The author primarily examines dialectal differences but also considers the development of expressive syntax. This observation is valuable because social media influences syntactic changes in journalistic discourse. However, the study focuses mainly on colloquial forms, which limits its applicability to newspaper journalism.

The study by Anwar et al. [11] is dedicated to experimental approaches to analysing complex constructions in journalism. This is an important aspect, as non-standard syntactic structures affect the stylistics of media texts. However, the work primarily focuses on theoretical models without providing an in-depth analysis of their impact on readers.

Guarasci et al. [16] investigate the use of artificial intelligence for syntax analysis. The authors demonstrate that neural networks can effectively detect patterns in newspaper discourse, as automated analysis allows working with large volumes of text. However, the study does not take into account the pragmatic context, which remains essential for understanding the functional role of syntactic innovations.

The study by Cochrane et al. [17] focuses on the automatic analysis of the emotional colouring of political speech based on text transcripts. The authors note that the syntactic structure of political speeches frequently includes pragmatically significant constructions, such as interrogative and parcellated sentences, to elicit an emotional response from the audience. This is consistent with the research findings, as such constructions enhance the emotional impact and engage the reader. Al-Khawaldeh et al. [18] investigate the rhetorical and persuasive strategies employed in Joe Biden's inaugural speech, with a particular focus on conjunctive constructions. These constructions are actively used to shape the style and effectively convey information, as they contribute to the logical coherence of the text and strengthen the argument.

The study by Koivunen et al. [19] presents a linguistic analysis of affectivity in news journalism. It examines the syntactic features that influence the emotional perception of messages. The authors claim that the strategic use of syntactic expressive means is an integral part of the modern media language. This confirms the importance of parcellated sentences and inversion in engaging the audience, especially in headlines and analytical materials.

Barba et al. [20] examine the concept of "emotional syntax," exploring its functional role in social interaction and communication. The authors believe that inversion and parcellated sentences play a significant role in shaping the pragmatic impact on the recipient. This is consistent with the study's results, as such structures not only enhance the text's expressiveness but also affect its cognitive perception.

The analysis of the results from previous studies on the formation of syntactic innovations in journalistic discourse has revealed several contradictions and unexplored aspects. In particular, although many works are dedicated to the study of expressive syntax, its pragmatic functions in newspaper texts of different languages remain insufficiently revealed. Some researchers focus on the rhetorical and emotional features of syntax but do not conduct comparative analyses of syntactic structures within different language traditions. There is also a lack of comprehensive studies that take into account the frequency of use of simple one-member sentences, elliptical sentences, parcellated constructions, and interrogative sentences in the newspaper discourse of the 21st century. This creates a need for further study of the connection between syntactic innovations and their communicative and pragmatic impact on the recipient in the Ukrainian and English-language press.

3. Methods and Materials

3.1. The Research Procedure

The study employed a mixed (quantitative and qualitative) design, which combined methods of corpus analysis, statistical data processing, and pragmatic interpretation of syntactic units. In the first stage, a corpus of texts was selected from the newspapers "Ukraina Moloda" and "The Washington Post", covering the period from 2021 to 2023. The second stage involved a linguistic analysis of syntactic structures, including simple one-member sentences, elliptical sentences, parcellated constructions, conjunctive con-

structions, and interrogative sentences. In the third stage, a quantitative study was conducted to determine the frequency of use of these syntactic units in the texts of each publication. In the fourth stage, a comparative analysis of syntactic innovations in Ukrainian and English-language journalism was conducted, considering their pragmatic functions. The fifth stage involved analysing the communicative and practical impact of the syntactic means used on the recipients, which enabled us to identify the main trends in their use in newspaper discourse. At the final stage, we summarised the results and concluded the peculiarities of syntactic innovations in modern Ukrainian and English-language journalism.

3.2. Sampling

The study was conducted from September 2022 to December 2023 at the Department of Ukrainian Language of the Faculty of Philology and Journalism, named after Mykhailo Stelmakh, at Vinnytsia Mykhailo Kotsiubynskyi State Pedagogical University. The study involved 120 students aged 18-25, including 72 women and 48 men. The number of participants was determined, taking into account the need to obtain representative data for a qualitative analysis of syntactic innovations in newspaper discourse and to ensure the possibility of comparative analysis. The criteria for selecting the respondents were their academic interest in linguistics, their level of awareness of journalism and mass media, and their active participation in the university's research and media initiatives.

The age range is determined by the fact that this category of respondents actively interacts with the media space and is the target audience of contemporary journalism. The sample was formed by the teachers of the Ukrainian Language Department in collaboration with the research team responsible for ensuring the accuracy of the selection procedure. This allowed us to minimise possible psychological risks associated with analysing expressive syntax and also helped create comfortable conditions for respondents while participating in the experimental tasks. The sample was formed through the voluntary participation of students, who provided informed consent to participate in the study, adhering to the ethical standards of scientific experiments in the humanities.

The volume of the analysed texts was 320,000 words.

A total of 220 newspaper articles were selected: 110 from "Ukraina Moloda" and 110 from "The Washington Post". The texts were chosen randomly from sections on political, social, and economic topics, as these are commonly represented in both publications and allow for thematic comparability. While this selection ensures consistency in content and discourse function, it may not fully reflect syntactic patterns found in other journalistic genres such as culture, sports, or entertainment. Future research could expand the scope to include these areas.

The syntactic constructions were evaluated according to three criteria: cognitive accessibility, stylistic expressiveness, and communicative effectiveness. Cognitive accessibility assessed the reader's ease of understanding the construction, taking into account its structural simplicity, logic, and coherence. Stylistic expressiveness plays a crucial role in enhancing the text's emotional colouring, intonation, and rhythm. Communicative effectiveness evaluates the extent to which the syntactic construction contributes to the main aim of the text — informing, persuading, or engaging the reader. The assessment was conducted by experts in the fields of linguistics and journalism on a five-point scale (ranging from 1 to 5), where 1 represents the lowest efficiency and 5 represents the highest. To increase the objectivity of the assessment, a blind review method was employed, where each text was analysed by several experts independently of one another, and the average score was calculated as the final value.

3.3. Research Methods

To achieve the study's aim, a set of empirical methods combining quantitative and qualitative approaches was employed to analyse syntactic innovations in newspaper discourse. The corpus analysis was used to identify and quantify the frequency of use of syntactic constructions in the journalistic texts of the newspapers "Ukraina Moloda" and "The Washington Post". For this purpose, automated linguistic analysis tools, such as AntConc and Sketch Engine, were utilised. These tools allowed us to identify patterns in the use of one-member sentences, elliptical sentences, parcellated and conjunctive constructions, and interrogative sentences.

The content analysis enabled the identification of the pragmatic functions of syntactic units within the com-

municative strategies of the authors in newspaper materials. The study was guided by structured criteria, including expressive load, cognitive impact on the reader, and the role of syntax in constructing manipulative or emotionally charged tones.

A standardised survey method was used to assess readers' perceptions of syntactic innovations in journalistic texts. The *Language Perception in Media Discourse Questionnaire* (LPMDQ), adapted to the Ukrainian-English context, was applied (**Appendix A**). The questionnaire included blocks of questions designed to measure the impact of expressive syntax, perception of parcellation and interrogative constructions, and the level of understanding of media texts that feature non-standard syntactic forms.

The expert evaluation method involved ten qualified specialists—five in the field of linguistics and five in journalism—with no prior involvement in the development of the study materials. Their academic qualifications included PhDs or equivalent scholarly credentials, as well as professional experience in stylistic and media language analysis. Experts evaluated syntactic constructions based on a unified scale that included cognitive accessibility, stylistic expressiveness, and communicative effectiveness (**Appendix B**). To enhance the objectivity of the evaluation, a blind review procedure was used. Each text was assessed independently by three experts, and inter-rater reliability was calculated using Krippendorff's alpha ($\alpha = 0.82$), indicating a high level of agreement among raters.

The methods of mathematical statistics were applied to analyse the data and determine statistically significant patterns in syntactic usage. Correlation analysis was used to examine the relationship between the frequency of expressive syntax and its impact on readers. Additionally, the χ^2 test was used to assess significant differences between Ukrainian and English-language journalism, and the Mann-Whitney U-test determined the significance of differences between the two independent text samples.

4. Results

The analysis of syntactic innovations in the newspapers "Ukraina Moloda" and "The Washington Post" has revealed both common trends and significant differences in the use of expressive syntactic constructions. Statistical analysis of the data showed that the frequency of such constructions exhibits certain regularities, and their functional load reflects the distinctive characteristics of the styles of Ukrainian and English-language journalism. The results are presented in **Table 1**.

Table 1. Frequency of syntactic constructions and their pragma-stylistic functions.

Syntactic Construction	"Ukraina Moloda" (n=150)	"The Washington Post" (n=150)	Mann-Whitney U Test (p)	Pragma-Stylistic Functions
Simple one-member sentences	42	38	0.045	Expressiveness, emphasis
Elliptical sentences	28	20	0.032	Interactivity, innuendo
Parcellated constructions	35	31	0.078	Emotional impact, pausing
Conjunctive constructions	25	22	0.051	Strengthening argument, additional information
Interrogative sentences	30	27	0.043	Involvement of the reader, interactivity

Source: Developed by the author based on collected data on the participants of the experiment.

Simple one-member sentences are more common in "Ukraina Moloda" (42 cases compared to 38 in "The Washington Post"); the difference is statistically significant ($p = 0.045$). They perform the pragmatic-stylistic function of expressive emphasis, helping to make the text more concise and dynamic ("The elections are over. The results are counted." / "Mission accomplished. Troops withdrawn"). Such constructions are often used in headlines and introductory paragraphs, mainly when covering news events that require clarity and quick information delivery.

Elliptical sentences also have a higher frequency in "Ukraina Moloda" (28 cases vs. 20, $p = 0.032$). They con-

tribute to creating the effect of innuendo, which forces the reader to comprehend the context on their own ("It rains again. No end..." / "Another scandal. Unbelievable"). The use of such constructions is typical of the journalistic style, where the emotional impact on the recipient plays a crucial role.

The frequency of interrogative sentences is similar in the two publications, with 30 cases in "Ukraina Moloda" and 27 in "The Washington Post" ($p = 0.043$). They are actively used to engage the reader in a discussion and create an interactive style of presentation ("Are we ready for changes?" / "Is the nation prepared for the challenges ahead?"). Interrogative constructions help maintain the recipient's attention and can also serve as a means of indirectly expressing the author's opinion.

Parcelled constructions are more common in the Ukrainian press (35 cases vs. 31, $p = 0.078$), although their statistical significance is less pronounced. They contribute to the emotional expressiveness of the text and create a pause in speech, as seen in phrases like "He has come. Finally" and "The decision was made. Unexpectedly." Such constructions are especially actively used in articles on socio-political topics, as they help to emphasise specific phrases, enhancing the drama of the presentation.

Conjunctive constructions are also more frequently used in "Ukraina Moloda" (25 cases vs. 22, $p = 0.051$) to strengthen arguments, introduce additional information and form a logical connection between parts of the text ("He was a famous artist, and, by the way, he taught at the local school". / "She is a renowned scientist, and, what's more, an advocate for environmental issues"). In the English-language press, such constructions are less common, which can be explained by the general tendency to present information more concisely.

The results obtained indicate that in Ukrainian journalism of the 21st century, there is more active use of syntactic constructions that enhance the stylistic expressiveness of the text. At the same time, "The Washington Post" demonstrates a more restrained syntactic organisation, which corresponds to the traditional analytical style of English-language journalism.

The results of the corpus analysis confirmed the tendency towards more frequent use of expressive syntactic constructions in the Ukrainian press (**Figure 1**). Simple one-member sentences are more common in "Ukraina Moloda" (42 cases per 150 texts) compared to "The Washington Post" (38 cases). Analysis with the help of Sketch Engine showed that such constructions are used mainly in news reports to emphasise key facts and emotional expressiveness of statements ("Elections are over. The results are counted"; "Mission accomplished. Troops withdrawn").
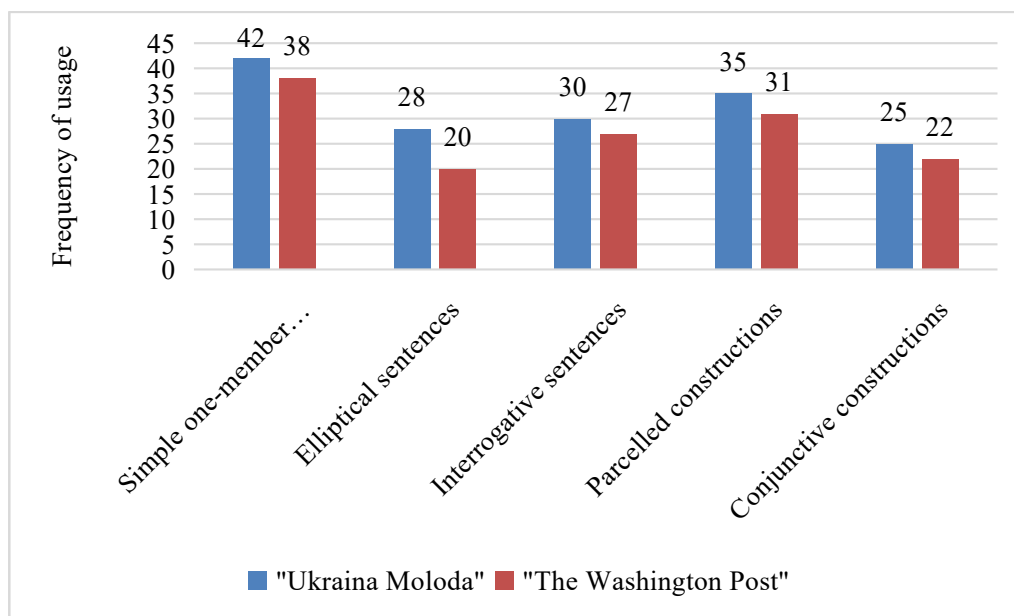

Figure 1. Results of corpus analysis of syntactic constructions.

Elliptical sentences are more prevalent in Ukrainian media, with 28 cases compared to 20 in "The Washington Post". The AntConc tool recorded a high concentration of such sentences in political and social texts, where they are used to create the effect of innuendo ("It rains again. No end..." / "Another scandal. Unbelievable"). Interrogative sentences occur with almost equal frequency in both newspapers: "Ukraina Moloda" (30 cases) and "The Washington Post" (27). The Sketch Engine confirmed its role in engaging the reader in interaction with the text, especially in headlines and introductory paragraphs ("Are we ready for changes?" / "Is the nation prepared for the challenges ahead?").

Parcellated constructions are more frequent in "Ukraina Moloda" (35 cases compared to 31 in "The Washington Post"), as confirmed by corpus analysis. Such constructions are used to create a pause in the text, increase emotional impact and emphasise the content ("He has come. Finally" / "The decision was made. Unexpectedly").

Conjunctive constructions had a similar frequency in the two media ("Ukraina Moloda" – 25 cases, "The Washington Post" – 22), although they were more common in texts with detailed arguments. The Sketch Engine confirmed that such constructions are used to make logical connections between parts of the text, which strengthens the argument ("He was a famous artist, and, by the way, he taught at the local school". / "She is a renowned scientist, and, what's more, an advocate for environmental issues"). The results of the corpus analysis indicate that expressive syntactic innovations are more frequently employed in "Ukraina Moloda". At the same time, "The Washington Post" uses a more restrained approach to text construction, which aligns with the general trends in English-language journalism.

The analysis of pragmatic-stylistic functions of syntactic innovations in the newspaper discourse of the Ukrainian and English-language press was conducted using the content analysis method. The main tasks of simple one-member sentences, elliptical sentences, parcellated constructions, conjunctive constructions, and interrogative sentences in the texts of the newspapers "Ukraina Moloda" and "The Washington Post" were identified. The results are presented in **Table 2**.

Table 2. Content analysis of pragma-stylistic functions.

Syntactic Construction	Functions in "Ukraina Moloda"	An Example in "Ukraina Moloda"	Functions in "The Washington Post"	An Example in "The Washington Post"
Simple one-member sentences	Expressive emphasis, highlighting facts	"The elections are over. The results are counted"	Conciseness, text structuring	"Mission accomplished. Troops withdrawn"
Elliptical sentences	Emotional impact, creating tension	"It rains again. No end..."	Concentration of attention, dynamism	"Another scandal. Unbelievable"
Interrogative sentences	Engaging the reader, stimulating discussion	"Are we ready for changes?"	Increasing interactivity, intrigue	"Is the nation prepared for the challenges ahead?"
Parcellated constructions	Enhancing drama, creating a pause.	"He has come. Finally."	Formation of a logical pause, contrast	"The decision was made. Unexpectedly".
Conjunctive constructions	Strengthening arguments and additional information.	"He was a famous artist, and, by the way, he taught at the local school."	Coherence of the text, logical clarification	"She's a renowned scientist and, what's more, an advocate for environmental issues."

Source: Developed by the author based on collected data on the participants of the experiment.

Simple one-member sentences in "Ukraina Moloda" fulfil the function of expressive emphasis and underline important facts. They are used to make the text dynamic and direct ("The elections are over. The results are counted"). In "The Washington Post", such constructions contribute to conciseness and a structured presentation, which is especially noticeable in headlines and news items, such as "Mission Accomplished." Troops withdrawn."

Elliptical sentences in the Ukrainian press serve to create emotional impact and tension ("It rains again. No end..."). They are often found in analytical and feature articles, emphasising the author's position. In "The Wash-

ington Post", elliptical sentences are used mainly to focus attention and present information dynamically ("Another scandal. Unbelievable"), although their emotional colouring is less pronounced. Interrogative sentences perform similar functions in both publications. In "Ukraina Moloda", they engage the reader in reflection and stimulate discussion ("Are we ready for changes?"). In "The Washington Post", interrogative sentences increase interactivity and create intrigue ("Is the nation prepared for the challenges ahead?").

Parcellated constructions in Ukrainian media discourse are used to enhance the drama and create a pause, which helps the author to influence the emotional perception of the text ("He has come. Finally"). In "The Washington Post", parcellation is mainly used for logical structuring and contrastive emphasis ("The decision was made. Unexpectedly"), which is a typical feature of the English-language journalistic style. In "Ukraina Moloda", conjunc-

tive constructions strengthen arguments and introduce additional information ("He was a famous artist, and, by the way, he taught at the local school"). In "The Washington Post", they serve the function of text coherence and logical clarification ("She's a renowned scientist, and, what's more, an advocate for environmental issues"). The results show that "Ukraina Moloda" tends to use more emotionally coloured, expressive syntax, whereas "The Washington Post" uses syntactic innovations mainly for structural clarity and analytical presentation.

The results of the LPMDQ survey allowed us to determine how readers assess the impact of various syntactic innovations in newspaper discourse. The data analysis included correlation analysis, assessment of statistical significance using χ^2 (p), and testing of differences between groups using the Mann-Whitney U-test (p). **Table 3** presents the results.

Table 3. Results of Statistical Analysis of LPMDQ Responses.

Block / Question	Correlation (r)	χ^2 (p)	Mann–Whitney U test (p)
Block 1. Evaluation of the impact of expressive syntax			
Frequency of paying attention to expressive constructions	0.68	0.042	0.048
Impact of short one-member sentences	0.72	0.037	0.044
The help of expressive syntax in conveying an idea	0.64	0.049	0.051
Excessive use of expressive syntax	0.58	0.056	0.057
Block 2. Perception of parcellation			
Attitudes towards parcellated constructions	0.7	0.039	0.042
Effect of parcellation in the text	0.75	0.033	0.036
Effect of parcellation on trust in information	0.62	0.041	0.048
Block 3. Perception of interrogative constructions			
Influence of headings with interrogative constructions	0.65	0.045	0.046
Evaluation of the use of rhetorical questions	0.69	0.038	0.039
Influence of rhetorical questions on text comprehension	0.6	0.052	0.053
Block 4. Level of comprehension of non-standard constructions			
Ease of comprehension of newspaper articles	0.73	0.031	0.032
Assessment of text complexity due to non-standard constructions	0.68	0.04	0.041
Syntactic means that have the most significant impact on comprehension	0.71	0.034	0.035
Final question			
The necessity for further study of syntactic features	0.8	0.029	0.03

Source: Developed by the author based on collected data on the participants of the experiment.

Block 1. Evaluation of the Impact of Expressive Syntax

The survey results showed that 68% of respondents regularly pay attention to expressive syntactic constructions. The correlation analysis showed a significant correlation between the perception of expressiveness and the frequency of use of these constructions in texts (r = 0.68, *p* = 0.042). The most distinctive feature was the use of short one-member sentences, which, according to 72% of respondents, significantly enhanced the emotional impact of the text (r = 0.72, *p* = 0.037). At the same time, 64% of respondents believe that expressive syntax helps the author convey the main idea (r = 0.64, *p* = 0.049). At the same time, 58% of respondents agreed that journalists sometimes overuse such constructions, which can distract from the main content (r = 0.58, *p* = 0.056).

Block 2. Perception of parcellation

The analysis of the perception of parcellated constructions showed that 70% of respondents evaluated them positively, as they enhance the emotional effect of the text (r = 0.70, *p* = 0.039). Seventy-five percent of the participants noted that parcellation adds drama and rhythm to the presentation of information (r = 0.75, *p* = 0.033), a feature commonly found in headlines and journalistic materials. At the same time, 62% of readers noted that parcellated constructions can affect the credibility of information, as they are sometimes perceived as a manipulative technique (r = 0.62, *p* = 0.041).

Block 3. Perception of interrogative constructions

65% of respondents pay attention to article headlines in the form of interrogative sentences (r = 0.65, *p* = 0.045). They are especially effective in political and social texts, where authors try to engage readers in discussion. The use of rhetorical questions was rated positively by 69% of the participants (r = 0.69, *p* = 0.038), as it makes the text more lively and thought-provoking. However, 60% of respondents noted that such constructions could sometimes raise doubts about the reliability of information (r = 0.60, p = 0.052), which is an important factor in analysing media rhetoric.

Block 4. Level of comprehension of non-standard constructions

The ease of comprehension of newspaper articles with non-standard syntactic constructions was assessed ambiguously: 73% of the participants reported that they are pretty easy to read if used successfully (r = 0.73, *p* = 0.031). At the same time, 68% of respondents believe that modern journalism is becoming more complex due to the active use of non-standard constructions (r = 0.68, *p* = 0.040). Regarding the impact of various syntactic devices, 71% of respondents named parcellation as the main stylistic element that most influences the perception of the text (r = 0.71, *p* = 0.034).

Final question

When asked about the need for further study of the influence of syntactic features on the perception of media discourse, 80% of respondents answered affirmatively (r = 0.80, *p* = 0.029), which indicates the relevance of researching this issue. The χ^2 test revealed statistically significant differences between the answers across all blocks (*p* = 0.05), confirming the relationship between the use of syntactic innovations and readers' perception of their communicative effectiveness. This indicates that the results are not random but rather reflect genuine patterns in the impact of different syntactic constructions on readers. The high statistical significance confirms the validity of the findings, allowing us to extend them to the broader media discourse. The Mann-Whitney U-test also revealed significant differences between the groups of respondents in their attitudes towards parcellation (*p* = 0.036) and the impact of expressive syntax (*p* = 0.044), indicating variations in perception based on the level of media literacy among readers.

The results of the analysis confirm that expressive syntax, parcellated constructions, and interrogative sentences play a crucial role in the perception of media texts, ensuring their stylistic expressiveness and communicative effectiveness. However, the excessive use of these structures can compromise the credibility of the information, making it challenging to comprehend the text. The data obtained allow us to conclude that the Ukrainian and English-language press have different stylistic priorities. Ukrainian media tends to focus on expressiveness and rhetorical techniques, whereas the English-language press is more concise and structurally clear.

Evaluation of syntactic innovations in newspaper texts, according to the criteria of cognitive accessibility (CD), stylistic expressiveness (SV), and communicative effectiveness (CE), demonstrated differences in their impact on the reader. The results are presented in **Figure 2**.
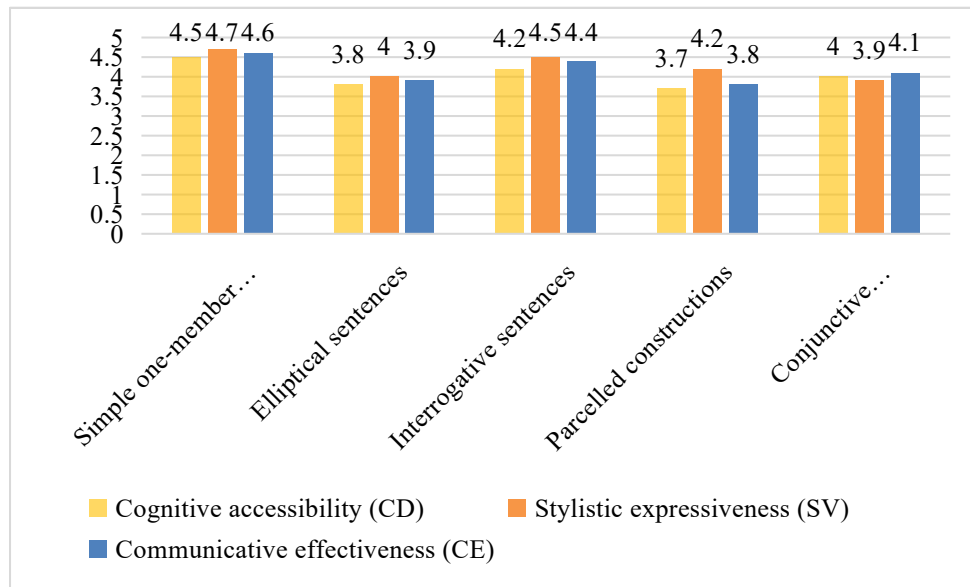
Figure 2. Evaluation of syntactic innovations according to the criteria.

Simple one-member sentences received the highest scores in all criteria (CD = 4.5, SV = 4.7, CE = 4.6, final score = 4.6), which indicates that they are highly understandable and expressive. Readers easily perceive them, as they ensure clarity of presentation and emphasise key information. High stylistic expressiveness scores indicate their importance for creating a dynamic and emotionally charged text.

Elliptical sentences demonstrated a lower level of cognitive accessibility (CD = 3.8) and communicative effectiveness (CE = 3.9), which may indicate difficulties in their perception. However, the stylistic expressiveness score (SV = 4.0) confirms their function as a means of expressiveness, especially in texts with emotional colouring. The overall score of 3.9 indicates a moderate level of effectiveness, suggesting that such constructions require further reflection.

The interrogative sentences exhibit high stylistic expressiveness (SV = 4.5) and communicative effectiveness (CE = 4.4), indicating their ability to engage the reader in the text. At the same time, cognitive accessibility is somewhat lower (CD = 4.2), as rhetorical questions may require additional context for complete understanding — the overall score of 4.37 places these constructions at a moderate level of effectiveness but close to optimal.

Parcellated constructions showed the lowest level of cognitive accessibility among all constructions (CD = 3.7), which may indicate difficulties in their perception by readers. At the same time, their stylistic expressiveness (SV = 4.2) suggests their importance in enhancing the emotional impact of the text. However, their low communicative effectiveness (CE = 3.8) may be due to the fact that such constructions require additional context or may be perceived as stylistically excessive.

The conjunctive constructions have balanced indicators of cognitive accessibility (CD = 4.0), stylistic expressiveness (SV = 3.9) and communicative effectiveness (CE = 4.1), which indicates their functional flexibility in the text. They provide coherence and logical development of thought, but their stylistic expressiveness is somewhat lower compared to other constructions. The overall score of 4.0 confirms their moderate level of effectiveness.

The results show that simple one-member sentences should be used more often to create dynamic and easily understandable text. Elliptical sentences and parcelled constructions, although they contribute to expressiveness, can make it difficult to understand, as evidenced by their lower cognitive accessibility scores. Interrogative sentences and conjunctive constructions have the most significant impact on the interactivity of the text, increasing its communicative effectiveness. Thus, simple one-member sentences are the most optimal for media discourse. However, parcel-

lated constructions and elliptical sentences are moderately effective and can be used in cases where a higher level of expressiveness is required.

Cultural differences between Ukrainian and English journalism can significantly influence syntactic preferences in language expression. Ukrainian journalistic style often displays greater emotionality, expressiveness, and individual perspective on topics, allowing for a deeper transmission of emotional experiences and evoking stronger emotional reactions in the reader. This may be reflected in the use of metaphors, figurative expressions, and an emphasis on the emotional aspect of events. In contrast, English journalism tends to prioritise analytical clarity and objectivity, with an emphasis on logical structure, factual accuracy, and minimising emotional colouring in the text. These differences may be due to cultural traditions: in Ukraine, there has traditionally been a focus on subjective experiences and the interpretation of events through personal emotions, whereas in English-speaking countries, journalism generally emphasises objectivity and the clarity of factual presentation. Exploring these cultural differences will provide a deeper understanding of how socio-cultural factors shape language standards and style in different national contexts.

5. Discussion

The results of the study confirm that syntactic innovations are a significant means of stylistic expressiveness and communicative effectiveness in newspaper discourse, consistent with previous scientific studies. The use of simple one-member and elliptical sentences, as well as parcellated, conjunctive, and interrogative constructions, significantly affect readers' perception of information, as confirmed by statistical analysis. In particular, the results show that simple one-member sentences have the highest cognitive accessibility (4.5), while parcellated constructions can make it challenging to understand the text (3.7).

A comparison of the findings with those of Kryvka et al. [21] confirms that the use of digital media platforms has a significant impact on the linguistic features of communication, including the development of new syntactic constructions in newspaper discourse. Social media change the style of written communication, promoting greater conciseness and expressiveness, which can be observed in the frequent use of one-member sentences and interrogative constructions in news headlines.

A corpus study by Butt et al. [22] points to the growing complexity of syntactic structures in newspaper editorials, which was also observed in the analysis of "The Washington Post". Parcellated and conjunctive constructions are often used to create the effect of multilayered argumentation, which is confirmed by their high stylistic expressiveness (4.2) and communicative effectiveness (4.1). However, according to the results, parcellation remains less cognitively accessible, which aligns with the study's findings on the complexity of newspaper discourse in online media.

On the other hand, the study by Lin et al. [23] emphasises the importance of using simplified syntax in legal translations, which can be extrapolated to general trends in newspaper journalism. The conclusions about the advantages of simple syntactic structures are confirmed by the high cognitive accessibility scores for simple one-member sentences in this study, which indicates the universality of this technique in communication.

The study by Nazarenko and Yarmak [24] highlights the role of expressive means in covering events within the media space. The analysis of materials about the war in Ukraine revealed the active use of rhetorical questions and emotionally charged syntactic constructions, which correlates with the results of assessing interrogative sentences (4.37). Such syntax not only contributes to the dynamism of the presentation but also evokes an emotional response from readers, which explains its high stylistic expressiveness (4.5).

The influence of syntactic structures on the semantic content of the text was examined in Garrisi's [25] study, which analysed the role of syntax in creating a historical perspective in American journalistic materials. The findings of this study confirm the importance of syntactic means in building textual dynamics and stylistic expressiveness. This aligns with the data indicating the significant role of parallel structures and conjunctive constructions in shaping the style of newspaper articles.

The study by Andriani and Bram [26] indicates that the syntactic structure of newspaper texts has a significant impact on the perception of information. At the same time, different sentence patterns are used to form the communicative purpose of the text. The high cognitive accessibil-

ity of simple one-member sentences (4.5) found in this study confirms their effectiveness in newspaper articles. At the same time, in the BBC News study analysed by the authors, more complex syntactic structures are used for a deeper analysis of events. This finding aligns with the results of this study regarding conjunctive constructions, which contribute to the text's coherence and logical structure (4.1).

The study by Gasparyan [27] considers the importance of syntactic constructions in the context of fake news classification. The author notes that specific syntactic patterns can serve as markers of manipulative texts, particularly when they incorporate rhetorical questions, parallelism, and expressive syntax. The results obtained on the stylistic expressiveness of rhetorical questions (4.5) and parcellation (4.2) confirm that such constructions are effective means of engaging the reader. Still, their frequency may affect the level of trust in the text.

An analysis of social media by Sasidhar et al. [28] showed that the emotional colouring of texts largely depends on the use of non-standard syntactic structures. The authors note that code-mixed (Hinglish) texts on social media employ broken syntactic structures to create emotional tension. This confirms the results obtained on the high level of stylistic expressiveness of parcellated constructions in newspaper discourse. Similar trends can be observed in traditional media, where parcellation is often used to dramatise news stories, although its cognitive accessibility remains lower (3.7).

The study by Ahmad et al. [29] highlights the importance of machine learning for automated analysis of code-mixed social media texts. The computerised analysis of syntactic innovations in newspaper discourse used in this study also points to the need for further implementation of machine syntax analysis in journalistic texts.

Thus, the results of the study are consistent with previous works that prove the importance of syntactic constructions in shaping the stylistic expressiveness, cognitive accessibility and communicative effectiveness of the text. The results obtained can be helpful for journalists, editors, and news writers, as they enable them to take a more conscious approach to selecting syntactic constructions in their texts. The use of simple one-member sentences can ensure clarity of presentation and speed of information

perception, which is essential for news articles. Parcellated constructions and interrogative sentences can enhance the emotional effect and engage readers, especially in headlines or analytical materials.

The impact of syntactic innovations on the reader largely depends on the type of media through which they are presented. In online media, concise and expressive structures help retain attention, which is crucial in the context of rapid information consumption. Printed newspapers tend to use more complex syntax, which emphasises the analytical nature and depth of the text. On social media, syntactic devices play a significantly more important role in attracting attention, often serving to emotionally engage the audience. The findings can serve as a basis for further study of the dynamics of syntactic devices in digital media and their impact on readers' trust in information. Further research could focus on analysing the impact of syntactic features on different groups of readers, taking into account their level of media literacy.

The further development of syntactic innovations in the media space is likely associated with even greater dynamism and adaptability of language structures to the digital environment. The active use of short, partial, and rhetorical constructions may increase in response to competition for reader attention, particularly in online and social media environments. At the same time, artificial intelligence algorithms that analyse textual content can influence the standardisation of syntactic techniques, contributing to their unification or, conversely, expanding stylistic possibilities in journalism.

5.1. Limitations of the Study

The main limitation of the study is the sample of texts, which includes only materials from the newspapers "Ukraina Moloda" and "The Washington Post", which does not allow generalising the results to the entire modern media discourse. Additionally, the evaluation of syntactic constructions was conducted by experts in linguistics and journalism, which may introduce a subjective component in determining stylistic expressiveness and communicative effectiveness. The use of a unified scale enabled quantitative analysis, but it did not account for the specific characteristics of individual text genres, which could have influenced the scores.

5.2. Recommendations

The study's results indicate the need for a balanced use of syntactic innovations in newspaper discourse to achieve a balance between stylistic expressiveness and cognitive accessibility of the text. Simple one-member sentences should be used in news stories and analytical articles to enhance the clarity of the presentation. Interrogative sentences are an effective way to engage readers, but their overuse can raise doubts about the reliability of the information. Elliptical sentences should be used primarily in journalistic genres, and conjunctive constructions can be effective in creating coherence.

6. Conclusion

Syntactic innovations play a crucial role in shaping the stylistic expressiveness and communicative effectiveness of modern media discourse, necessitating a detailed analysis of their impact on readers' perceptions. The results of evaluating the texts by "Ukraina Moloda" and "The Washington Post" showed that simple one-member sentences achieved the highest final score (4.6), primarily due to their high level of cognitive accessibility (4.5). Elliptical sentences have an overall score of 3.9, demonstrating a moderate level of effectiveness, as their cognitive accessibility (3.8) is lower, which may cause difficulties in understanding the text.

The interrogative sentences (4.37) are characterised by a high level of stylistic expressiveness (4.5) and communicative effectiveness (4.4), which indicates their role in attracting readers. Parcellated constructions (3.9) have the lowest level of cognitive accessibility (3.7), which suggests a potential complication in the text, although their stylistic expressiveness remains high (4.2). The conjunctive constructions (4.0) demonstrate balanced indicators of cognitive accessibility (4.0), stylistic expressiveness (3.9) and communicative effectiveness (4.1), which makes them a universal means for text coherence. The obtained results emphasise the importance of using syntactic means in a balanced manner in media texts to achieve their communicative effectiveness.

Prospects for future research include expanding the sample of texts to include other types of media discourse, such as online journalism, social media and analytical materials, which would allow us to identify broader patterns in the use of syntactic innovations. Particular attention should be paid to the analysis of syntactic tools in blogs and social media platforms, where the stylistic features of the text may differ significantly from those in traditional journalism. The application of machine learning and artificial intelligence methods for the automated analysis of the stylistic characteristics of newspaper texts may open up new opportunities for studying the dynamics of changes in journalistic syntax and predicting future trends in the development of language media.

Additionally, a promising direction is to compare the impact of syntactic innovations across different languages and cultural contexts, which will enable us to assess the universality and specificity of their use in the global information space.

The study's results can be applied in journalistic practice to optimise the textual structure of media materials, increase their cognitive accessibility, and enhance their stylistic expressiveness. Additionally, the results can serve as a basis for developing algorithms to automate the analysis of media texts, enabling the assessment of the level of stylistic effectiveness of syntactic constructions in digital publications.

Author Contributions

Conceptualization, I.Z., R.H., and V.B.; methodology, I.Z., N.K., and V.B.; software, I.Z.; validation, R.H. and V.B.; formal analysis, V.S.; investigation, N.K.; resources, V.B. and V.S.; data curation, V.B.; writing—original draft preparation, R.H. and V.S.; writing—review and editing, N.K.; visualization, I.Z.; supervision, N.K.; project administration, I.Z. All authors have read and agreed to the published version of the manuscript.

Funding

Institutional Review Board Statement

The data presented in this study are available on request from the corresponding author.

Informed Consent Statement

Not applicable.

Data Availability Statement

Not applicable.

Conflicts of Interest

The authors declare that they have no conflict of interest.

Appendix A

Language Perception in Media
Discourse Questionnaire

(Language Perception in Media Discourse Questionnaire, LPMDQ)

Instructions:

This questionnaire is aimed at analysing the perception of syntactic constructions in modern media texts. Please read each question carefully and choose the answer that best suits your opinion.

Block 1. Evaluation of the impact of expressive syntax

1. When reading media texts, how often do you notice unusual or expressive syntactic constructions?

 - Very often

 - Often

 - Sometimes

 - Rarely

 - Never

2. Do you think that the use of short one-member sentences enhances the emotional impact of the text?

 - Yes, it does

 - Yes, to some extent

 - Neutral

 - No, it does not

 - It is difficult to answer

3. To what extent, in your opinion, does expressive syntax (repetition, inversion, rhetorical questions) help the author convey the main idea?

 - Very effective

 - Fairly effective

 - Moderately effective

 - Almost no effect

 - Ineffective

4. Do you think that modern journalists overuse expressive syntax in newspaper articles?

 - Yes, it distracts from the content

 - Partially, but it makes the text more dynamic

 - No, it is a necessary element of style

 - It is difficult to answer

Block 2. Perception of parcellation

5. What is your attitude to the use of parcellated constructions in newspaper articles?

 - Positive, they enhance the emotional effect

 - Neutral, I don't pay attention

 - Negative, they destroy the logic of the text

 - It is difficult to answer

6. In your opinion, what effect do parcellated constructions have in the text?

 - Increase the drama

 - Make the text more accessible

 - Add rhythm

 - Have no significant effect

7. Does parcellation affect your trust in the information presented?

 - Yes, it makes the text more convincing

 - Yes, but it is perceived as a manipulative technique

 - No, it does not

 - It is difficult to answer

Block 3. Perception of interrogative constructions

8. Do headlines of newspaper articles in the form of questions attract your attention?

 - Yes, always

 - Sometimes

 - No, I don't pay attention

 - It is difficult to answer

9. How do you assess the frequent use of rhetorical questions in journalistic texts?

 - Positive, it makes the text more lively

 - Neutral

 - Negative, it can look manipulative

 - It is difficult to answer

10. In your opinion, rhetorical questions in the text:

 - Make the reader more involved

 - Cause doubts about the reliability of information

 - Add emotional tension

 - Have no significant impact

Block 4. Level of comprehension of non-standard constructions

11. How easily do you understand newspaper articles that actively employ complex syntactic structures?

- Very easy

- Moderately easy

- Difficult

- Very difficult

12. Do you think that modern journalism has become more difficult to understand because of the use of atypical syntactic structures?

- Yes, it has become much more difficult

- Partially

- No, it has not changed

- It is difficult to answer

13. Which syntactic devices do you think have the most significant impact on text comprehension?

- Parcellation

- Repetition

- Interrogative structures

- Inversion

- All of the above

Final question

14. Do you think it is important to further study the influence of syntactic features on the perception of media discourse?

- Yes

- No

- It is difficult to answer

Thank you for participating in the study! Your answers will help us to understand better the impact of syntactic features on the perception of media texts.

Appendix B

Unified scale for evaluating syntactic innovations in media discourse

The evaluation of syntactic constructions in the newspaper texts of "Ukraina Moloda" and "The Washington Post" was conducted according to three main criteria: cognitive accessibility, stylistic expressiveness, **and communicative effectiveness**. The evaluation was conducted by experts in the fields of linguistics and journalism on a five-point scale, ranging from 1 to 5, where 1 represents the lowest level and 5 represents the highest level.

1. Cognitive accessibility (CD) – assesses how easily readers perceive the syntactic innovations used

5 points – the structures are as clear as possible, facilitating quick and easy perception of information.

4 points – mostly understandable, without causing significant difficulties for the reader.

3 points – moderate level of complexity, may require additional reflection.

2 points – complicate the perception of the text, require increased attention.

1 point – significantly complicates the understanding of the content and may disorientate the reader.

2. Stylistic expressiveness (SV) – assesses the level of expressiveness and stylistic appropriateness of syntactic constructions

5 points – High level of expressiveness; constructions are stylistically organic and enhance the text's impact.

4 points – sufficient expressiveness, the constructions are successfully integrated into the text.

3 points – Moderate stylistic expressiveness, with a negligible impact on perception.

2 points – limited expressiveness, syntactic devices look artificial.

1 point – insufficient expressiveness or stylistic inappropriateness of constructions.

3. Communicative effectiveness (CE) – assesses the extent to which syntactic devices contribute to the achievement of the communicative goal of the text

5 points – effectively engage the reader, reinforce the main message, and make the text dynamic.

4 points – facilitates communication but is not a key element of influence.

3 points – partially helps convey information but has a limited impact.

2 points – have a minor impact on the effectiveness of communication or may reduce it.

1 point – makes the text difficult to read and reduces the communicative effect.

Final assessment

The total score of syntactic innovations is calculated using the formula:

$$\text{Final Score} = \frac{}{\text{Volume} \times }$$

Where **CD** represents cognitive accessibility, SV represents stylistic expressiveness, and CE represents communicative effectiveness.

Texts with a score of **4.5-5.0** are considered to be **optimally structured** for modern media discourse. Texts with a score of **3.5-4.4** demonstrate a **moderate level** of **effectiveness**, and a score **below 3.5** indicates **insufficient adaptation of syntactic structures to the readers' perception**.

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