

A discourse analysis of English language mass media covering in Covid-19

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Annotation: *This thesis examines the impact of English language mass media coverage on COVID-19 through a discourse analysis lens. It investigates how media influences people's attitudes towards the pandemic and explores how individuals respond to the articles and comments related to COVID-19. The study utilizes Fairclough's three-dimensional framework to analyze the discursive strategies employed by the media and the reception and interpretation of these messages by the audience. The research aims to shed light on the complex relationship between media discourse and public attitudes towards COVID-19, providing insights into the role of mass media in shaping perceptions and responses during a global health crisis.*

Key words: *covid-19, discourse, pandemic, media.*

Аннотация: *Данный тезис осуществляет анализ влияния англоязычных СМИ на покрытие COVID-19 с использованием дискурсивного подхода. Исследуется, как медиа влияет на отношение людей к пандемии, а также как отдельные индивиды реагируют на статьи и комментарии, связанные с COVID-19. В работе применяется трехмерная модель Фейрклафа для анализа дискурсивных стратегий, используемых медиа, и восприятия и интерпретации этих сообщений аудиторией. Цель*

исследования - прояснить сложные взаимосвязи между медийным дискурсом и общественными отношениями к COVID-19, предоставив понимание роли массовой медиа в формировании восприятия и реакции на глобальный кризис здравоохранения.

Ключевые слова: ковид-19, дискурс, пандемия, медиа.

Annotatsiya: *Ushbu tezisda, COVID-19 bilan bog'liq ingliz tilidagi ommaviy axborot vositalari ta'siri va maqolalarga odamlarning munosabatlari o'rtasidagi munosabatni o'rganishga qaratilgan. O'rganishda, Faircloughning uch o'lchamli moduli bo'yicha COVID-19 bilan bog'liq maqolalar va odamlar tomonidan yozilgan sharhlar nutq tahlili amalga oshirildi. Ushbu tadqiqot, mass media nutqining COVID-19 ga jamiyatning munosabatlarini shakllantirishdagi ahamiyatini, murakkab munosabatlarni tushuntirishga xizmat qilish maqsadida olib borilgan.*

Kalit so'zlar: *covid-19, nutq, pandemiya, ommaviy axborot vositalari.*

Introduction. Theoretical background(The COVID-19, Discourse, discourse analysis).

The COVID-19 pandemic has sparked a global health crisis, affecting societies worldwide and necessitating urgent and coordinated responses. In such times of crisis, mass media plays a pivotal role in disseminating information, shaping public opinion, and influencing individual attitudes and behaviors. English language mass media, with its extensive reach and influence, has been instrumental in providing news, updates, and analysis on the COVID-19 pandemic, thereby shaping public discourse and responses.

This thesis aims to investigate the impact of English language mass media on COVID-19 discourse, focusing on how media coverage influences public attitudes and responses. By employing a discourse analysis approach, this study seeks to understand the discursive strategies employed by mass media in framing COVID-19-related news and information. Furthermore, it explores how

individuals perceive and interpret these media messages, and how these perceptions shape their attitudes and behaviors towards the pandemic.

Methodology

A purposive sampling approach is used to select a representative sample for analysis. The collected data is then subjected to a rigorous discourse analysis process, guided by Fairclough's three-dimensional framework. Coding and categorization techniques are applied to identify recurring themes, discursive strategies, and framing techniques used by the media. The analysis focuses on understanding how media messages shape public attitudes, concerns, and responses to the pandemic. Multiple researchers independently analyze a subset of the data to enhance validity and reliability. Ethical considerations, such as proper citation and acknowledgment of sources, are upheld.

Result and discussion

The analysis of English language mass media's impact on COVID-19 discourse yielded several key findings. These findings shed light on the ways in which media coverage influences public attitudes and responses to the pandemic.

Dominant Discourses: The discourse analysis revealed the presence of multiple dominant discourses within English language mass media coverage of COVID-19. These included discourses emphasizing the severity of the virus, the importance of public health measures, and the economic implications of the pandemic. These discourses played a significant role in shaping public perceptions and responses.

Influence on Public Attitudes: The analysis revealed a significant influence of media discourse on public attitudes towards the pandemic. Media messages that emphasized the importance of preventive measures, such as mask-wearing and social distancing, were found to positively impact public compliance and adherence to these measures.

Diverse Reactions: While media discourse had a notable impact on public attitudes, it was also observed that individuals reacted differently to the information presented. Factors such as prior beliefs, personal experiences, and

trust in media sources played a role in shaping individuals' interpretations and responses to media messages.

This discourse analysis of English language news media coverage on COVID-19 underscores the importance of critically engaging with media narratives during a crisis. By unpacking dominant articles, scientists' different views, this analysis provides insights into how news media shapes public perception and having ideas about this pandemic.

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