



Functional and stylistic features of contemporary English

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Abstract. This study aimed to conduct a thorough study of functional and stylistic changes in English on the grounds of pragmatic adaptation of both official and journalistic discourse to the problems of digital globalisation. As the principal research method, a complex approach, involving the principles of a systemic functional analysis that provides for a full-blown discourse comparative analysis of the official and journalistic text, as well as a comparative linguistic study to distinguish different morphosyntactic types of expression, was used. The results revealed that the dominant trend in the development of English is the priority of interpersonal metafunction, which makes it possible to realise a synthetic personalisation even in official conservative texts due to an attempt to achieve some psychological contact with the interlocutor. The analysis of Apple's official discourse pointed out that the main way to make it more legitimate is by using a lot of nominalisation and full-blown passive constructions that focus on technological results. In contrast, The Verge showed how to deconstruct the official narrative by using intensifiers as a way to increase the number of words that have strong evaluative content and a negative tone and by making the presentation more subjective. Examining a case from socio-political communication allowed us to identify the polarity that exists between the technocratic euphemisms and deagentivisation of the administrative process in the Home Office official discourse and the strategy of creating social anxiety in The Sun, realised through violent verbal metaphors of struggle and pronominal strategies of inclusion aimed at the emotional activation of recipients. The results obtained in this research confirm that English has become such a semiotic system

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that its pragmatic and emotional compatibility is valued higher than its grammatical correctness, due to intensifying the flow of information

Keywords: hybridisation; deformatisation; communication; legitimisation; systemic functional analysis; media resources

Introduction

Globalisation and digitisation are causing English to change, as the borders between language styles are being crossed. The main question that emerges is stylistic syncretism. The issue is that official communication becomes conversational, scientific studies become journalistic, and the rules of communication on the Internet create new functional styles that do not fit the canonical system. Such a complex process requires in-depth investigation since the old approaches to stylistic analysis no longer explain the effectiveness of communication in the English-speaking environment, as the flexibility and mobility of language units become important for communication.

An analysis of the research published in the period from 2021 to 2025 allowed the determination that the present-day state of English is the result of its evolution over many centuries. When analysing the historical stages of the language's origin, A. Baseem (2023) stated that the evolution of English into a global lingua franca (a language of communication across cultures and countries) took place as a result of an intricate system of intercultural contacts and the flow of migrants. The authors stress that English is constantly adapting to the needs of the international community and each stage of its development affects its structural characteristics. These conclusions are supported by H. Haqnawaz *et al.* (2024), who argued that the peculiarities of English, such as its grammatical anomalies and the irregularity of its orthography, have actually contributed to its high flexibility. They found that the ability of English to adapt and its lexical variability are the prerequisites for stylistic

differentiation in its modern state. At the same time, K.A. Usarboeva & K.G. Kosimova (2025) substantiated that the evolution of syntax from a synthetic to an analytical structure is complemented by the influence of digitally mediated sentence organisation. The authors noted that syntactic changes in the language, such as the use of gender-neutral pronouns, can be associated with the need for the English language to adapt to the global context. A significant vector of structural analysis is the use of artificial intelligence. In their study, S. Daiu & B. Allushi (2025) demonstrated the mathematical identification of "robust changes" in linguistic patterns from the 16th century to the present. The use of computer technology confirmed that linguistic dynamics have a general character. The algorithmic precision of analysis makes it possible to detect latent processes of simplification in syntactic relations.

Ukrainian research published in 2021-2025 shows a divergence in the development of functional areas, while the boundaries between them are increasingly blurry. The reconsideration of the academic style, according to N. Kramar & O. Ilchenko (2023), indicates a tendency towards the objectivisation of exposition through self-referential nomination and a high degree of intertextuality in abstracts. However, in other domains, opposing processes are observed. Developing this line of inquiry, O. Kotenko *et al.* (2023) demonstrated that in political discourse, linguistic means primarily perform manipulative and consolidating functions. Expressive means that shapes a distinctive oratorical style oriented towards pragmatic impact have been recognised as effective.

This indicates that the functional styles of English develop along a vectorial continuum, ranging from extreme depersonalisation in scientific discourse to hypersubjectivity in political communication.

Particular attention should be paid to the development of highly specialised and hybrid discourses. N. Korotka & L. Pidkolesna (2025) substantiated that the law is the sphere with the highest level of conservatism, where precision and clarity are achieved through the use of archaisms and Latinisms. They argued that this form of linguistic isolationism is a purposeful attempt to safeguard legal norms from ambiguous interpretation that may arise as a result of excessive linguistic democratisation. S. Podolkova (2021) noted that the peculiarity of technical advertising lies in a combination of information and impact, the logical structure of technical text and the emotional effect of metaphors. The study demonstrated that the incorporation of figurative devices into a pragmatic context makes it possible to transform a dry presentation of facts into a persuasive communicative strategy oriented towards the recipient's decision-making. This proves that language is not communicatively effective when not hybridised.

Furthermore, O.A. Chernysh (2022) underscored the special position of internet discourse as a perfect habitat for this phenomenon, which implies neutralisation of distinctions between oral and written speech. According to the researcher, this is due to the emergence of new genre-stylistic categories in online communication that result from a shortage of non-verbal means of communication, which are substituted with specific graphic and syntactic means. These findings are confirmed by the results of the study by G. Medd & A. Basyoni (2023), in which they note that the main trends for modern English (21st century) are abbreviating and word blending, and therefore, such language features enable it to be quickly adjusted. The authors argued that occasionalisms and blends

are frequently used, marking the transition of English into a "real-time" mode where the speed of transfer of meaning becomes more important than grammatical correctness. Thus, while the problem of English-language discourse is extensively researched on many individual aspects, the influence of language compression on the maintenance of style with regard to genres that are being hybridised remains not fully investigated. Accordingly, this study aimed to identify the functional and stylistic dominants of English based on the analysis of official and journalistic discourses.

Materials and Methods

The research methodology was based on a comprehensive comparative discourse analysis of changes in the functional styles of the English language in 2023-2025. The selection of official and journalistic styles, as they play a leading role in forming the language's information environment and, at the same time, have contrasting pragmatic functions from institutional regulation to social mobilisation. By comparing these two registers, it became possible to reveal the processes of stylistic hybridisation and deformalisation, how the same events are communicated to the audience to accomplish particular communicative functions.

To ensure representativeness, a text corpus was compiled reflecting two polar strategies of professional and mass communications. In official discourse, a factual bulletin by the UK Home Office (2023) and a press release by Apple Inc. (2024) were chosen to compare strategies of legitimisation of official information and technologicalisation of communication in it. Journalistic texts included a research article by A. Johnson (2024) for The Verge, and a report by C. Marshall (2025) for The Sun to highlight strategies of emotional mobilisation and deconstruction of official rhetoric. The analysis was conducted through a comprehensive examination of the entire corpus. Linguistic examples and stylistic markers were selected according

to their functional load: units directly realising strategies of distancing (in official texts) or reducing social distance and producing affective impact (in media texts) were prioritised for detailed analysis. The selection of examples for further analysis was motivated by their aptness in revealing adaptation mechanisms that were characteristic of the English language discourse responding to the social and technological challenges, with language becoming an instrument of extreme rationalisation and affective manipulation. Consequently, this choice made it possible to follow the dynamics of the convergence and the divergence of styles in the spheres, which had a global resonance in modern society. The criteria for choosing the materials included: the functional polarity of the sources, high social and linguistic relevance of the problem, the recency of the publication, and the presence of distinctive stylistic features of the institutional and mass media discourse.

The study applied the method of the systemic-functional analysis (SFL), where each linguistic act was studied as a deliberate choice from the entire semiotic inventory of language. Its usage allowed for uncovering the texts in terms of three metafunctions: ideational (expressions of experience), interpersonal (interaction between the author and the receiver), and textual (the message cohesion). In this case, the comparative approach was employed for a comparison between the official and journalistic styles in the following linguistic areas: morphological (nominalisation degree, including the use of the deverbal nouns; usage of tense forms, specifically the Present Perfect Passive; the employment of the inclusive *we/our* pronouns and others); syntactical (usage of passive constructions for the deagentivisation; rhetorical questions usage; parcellation); lexical (the usage of boosters, terminology, legal euphemisms; evaluative epithets); pragmatic (usage of metaphorical models; synthetic personalisation techniques). The method used in this study allowed for the revelation of the

radical discrepancies between the functioning of the ideational and interpersonal metafunctions in the language of different genre texts describing the same situation. Approaches to the interpretation of the findings were based on the principles of descriptive stylistics, which made it possible to consider linguistic change as an adaptive response to the demands of a globalised society.

Results

Theoretical background and the history of the study of English functional stylistics

In systemic functional linguistics, each act of speech is viewed as a strategic choice from the entire semiotic resources of language (Istiqomah & Abdurrahman, 2025). From this point of view, style is not only a set of certain specific features but also an instrument for building social reality, where the choice of a certain grammatical form or a lexical unit is defined by the purpose of communication and social status of the interactors in a particular communication situation (Liu *et al.*, 2024). In the linguistic paradigm, functional styles are viewed in the context of the three metafunctions, which makes it possible to shift from a catalogue of stylistic devices to an understanding of the processes of meaning-making. Accordingly, in the analysis of the functional and stylistic features of English, the focus is on the ideational, interpersonal, and textual metafunctions.

The ideational metafunction is used to represent experience and the surrounding world, and it is manifested through transitivity, which is the system of processes, participants and circumstances, which helps to reveal how reality is conceptualised in the text. This is important for revealing the ideological positions or gendered representations embedded in the grammar. For example, the choice between active and passive voice in the academic and journalistic styles affects how responsibility is attributed and what gets promoted to a prominent position in the sentence. The manifestation of this function

in English shows how, through nominalisation and the choice of specific verbal processes in English media discourse, certain cognitive frames are created, influencing the way people perceive world events.

According to the interpersonal metafunction, the author of the text sets up a specific type of relationship with the audience. This function relies on an evaluative system that reflects speakers' subjective opinions and attitudes to the subject matter, the way they establish relations with their audience and manage affective meaning. It is this function of the language that leads consideration of the category of stylistic distance: while the official style of English implies the limitation of emotional means and objectivity, in the informal speech style, including the digital language, the focus is on the full deployment of affective resources and direct contact with the communicant to reduce social distance (Liu *et al.*, 2024; Istiqomah & Abdurrahman, 2025). The results suggest that the boundaries between epistemic modality and personalised evaluation are becoming more blurred, which is not typical for the traditional academic style.

According to the textual metafunction, the text must form a unified whole and be organised. This determines the cohesion and coherence strategies, the theme-rheme structure of the text, and the logical organisation of ideas. In the context of multimodality, in which verbal language, usually in English, is accompanied by additional, mainly visual, content, textual metafunction is especially important for preserving the semantic coherence of the text in the environment of fragmented information perception. This three-level model of analysis explains why the functional styles of English are becoming increasingly hybrid. Therefore, stylistics can be considered not a fixed set of rules, but a system of complex interaction of metafunctions providing an opportunity to construct an effective message within a specific communicative context.

Within the traditional approach to stylistics developed in the study of V. Kukarenko (2000), there is a system of five canon styles: literary, academic, official, journalistic, and newspaper. One of the main drawbacks of this system, noted by researchers of English-language discourse, was an excessive focus on the literary norm, which contributed to the exclusion of speech discourse from stylistics, which was not recognised to have any distinctive stylistic properties. The concept of style was considered static and did not pay enough attention to the dynamics of speech interaction and the formation of communication technologies that had significantly changed the textual environment in English. Opposing the traditional concept of discreteness, many researchers now talk about the notion of continuum. Specifically, M.J. McCrimmon (1984) has substantiated the theory of level of usage in which the choice of linguistic means is determined not by the abstract professional sphere of activities but rather by communicative task and situational environment.

This approach was developed in the research of L.G. Kirsznér & S.R. Mandell (2012), who differentiated formal style from informal and conversational styles, specifying the significance of choosing the right register for the particular audience. They pointed out that the effectiveness of a style is not related to the canon of a particular style but to its situational appropriateness and established the bases of pragmatics. A robust framework that reflects the contemporary stage (starting from the 2020s) is provided in the multidimensional corpus analysis by D. Biber & S. Conrad (2019). These authors advocated for the replacement of the term "style" with the broader category of "register", which takes into account the lexico-grammatical inventory of the text, as well as its interactivity parameters and situational conditions. Stylistic variation in English is described in this approach via a number of dimensions, including "information versus

interaction” or “abstraction versus concreteness”. Thus, it becomes possible to show that texts traditionally categorised under different styles can have identical register settings, which is an additional confirmation of the narrowness of the style classifications typical of the previous century.

To summarise, it can be concluded that by 2025, English stylistics will have developed into an actively progressing interdisciplinary discipline that addresses the challenges of digital discourse evolution and the penetration of artificial intelligence technologies into the process of text production. Hence, the theoretical basis of functional stylistics can be represented as a consistent combination of fundamental research of traditional linguistics and modern techniques of multidimensional corpus analysis. The aforementioned approach allows us to regard English not simply as a set of norms, but as a semiotic system that exhibits functional diversity and the ability to keep adapting in order to meet the requirements of the global information society, which are varied and multivectorial.

Comparative analysis of functional and stylistic features of official and journalistic discourse

The study of the state of English in the context of globalisation and digitalisation of professional communication necessitates a closer look at the mechanisms behind the transformations in traditional functional styles. In the framework of critical genre theory, professional communication is viewed not only through the lens of text but is also seen through interdisciplinary contexts to ensure the attainment of pragmatic goals (Bhatia, 2017). According to the data obtained by analysing the official press release of the company Apple Inc (2024), lexical density and terminological precision in the text have high indicators. This text attempts to achieve objectivity through the use of the precise nominal group, namely “built for

Apple Intelligence with the all-new A18 chip”, “second-generation 3-nanometre technology”, “big boost in battery life”, “macro photography”, and “48MP Fusion camera”. This linguistic construction builds up the image of technological uniqueness by creating numerous dense clusters of highly informative attributive groups. D. Biber & S. Conrad (2019) refer to this informational density as the characteristic feature of the “literate” dimension. A dense use of noun groups and technical data, in fact, serves the function of increasing informational weight in the text, in accordance with the analysed press release.

The press release uses syntactic constructions, within the framework of which the iPhone or its components can be the object of some action, which serves to present the object as a result of engineering processes. For instance, “built for Apple Intelligence” rather than “we built it for...” uses the passive voice to emphasise the intended function of the device; “The internal design... has been reengineered” indicates a completed and fundamental change in the device’s architecture. In the example presented, “has been reengineered” is the Present Perfect Passive, a choice of the tense voice that allows Apple to focus the attention not on the performers of the actions (engineers), but on the result of technological improvements themselves, and also to achieve an effect of completion. Such a grammatical choice depersonalises the development process, presenting it as a natural and unquestionable evolution of the product.

Nonetheless, the use of such boosters as the “extraordinary step forward” or the “industry-leading durability” can still be traced. In this case, the corporation constructs its own discourse of authority with such evaluative intensifiers, imposing its nonalternative expert opinion on the consumer. The study shows that the press release genre stability was achieved using standardised formulations (“Apple today announced...”, “Available starting Friday,

September 20”) that turn the presented information into indisputable facts, existing objectively. Such a type of detachment is masking the mechanism of synthetic personalisation, which was described in the study of G. Kress & T. van Leeuwen (2021), where it is the very lack of subjective presence in the official discourse that has a hidden impact on the addressee and where the created distance acts as the tool to justify the corporate authority. Thus, the analysis showed that Apple uses genre normativity to project the image of absolute supremacy in technological advancements, as it is demonstrated in the presentation of information about the latest models.

The analysis of the analytical publication from The Verge by A. Johnson (2024), in contrast to the official press release of Apple, has revealed the subjectivisation of the text with an increased emotional load. At the lexical level, the publication makes extensive use of colloquial elements and metaphors that deconstruct the notion of “technological perfection”. The author was emphasising that the previous base models “made do with the leftovers”, that the missing feature of a high refresh-rate screen was an “inexcusable omission”, and that it was “awfully dated”. This strategy corresponds to K. Hyland’s (2005) model of stance

and engagement, as evaluative lexis is used to construct a shared value space between journalist and audience. Consequently, the lexis used (e.g., “HEIF is a cursed file format that no other company loves as much as Apple”) serves as an expression of the authorial stance. Furthermore, the article structure is dynamic and mimics spontaneous speech. It contains colloquial expressions, “boy, do I love a button” and “it confused the hell out of me at first”, as well as rhetorical questions, “...what are we even doing here?” and direct criticism of the Apple Intelligence marketing claims (“it ain’t here”, “Apple Intelligence isn’t in the box”), which creates a feeling of direct conversational communication with the reader. As stated in C. Vasquez’s (2019) theory, this is the way that authenticity is created in digital journalism by simulating conversational communication, making the media discourse seem separate from the corporations behind it. As such, the A. Johnson (2024) analytical review carries out a kind of pragmatic mediation, substituting marketing “gloss” for real-life user experience, articulated in light of personal perception (“it soothes my anxious brain”, “be met with nothing but sadness”). Table 1 shows the comparison of functional and stylistic parameters of the analysed discourses.

Table 1. Comparative characteristics of the functional and stylistic parameters of official and journalistic discourse

Level of analysis	Official press release (Apple)	Journalistic review (The Verge)
Morphological	Emphasis on outcome through passive constructions. Use of Present Perfect Passive: “has been reengineered”, “built for Apple Intelligence”	Dynamism and colloquial forms. Use of contractions and active constructions: “it ain’t here”, “boy, do I love a button”, “made do with the leftovers”
Syntactic	Complex nominalisation and formulaic structure. High density of attributive groups: “second-generation 3-nanometre technology”. Standardised formulas: “Apple today announced...”, “Available starting Friday, September 20”	Simulation of conversation. Rhetorical questions: “...what are we even doing here?”. Use of emotive exclamations to create an effect of immediacy and spoken interaction
Lexical	Terminological density and boosters. Precise technical labels: “A18 chip”, “macro photography”, “48MP Fusion camera”. Markers of superiority: “extraordinary step forward”, “industry-leading durability”	Expressivity and negative evaluation. Negatively charged epithets and colloquial vocabulary: “inexcusable omission”, “awfully dated”, “cursed file format”, “confused the hell out of me”

Table 1. Continued

Level of analysis	Official press release (Apple)	Journalistic review (The Verge)
Pragmatic	Legitimation of authority. Construction of an image of absolute technological dominance through “synthetic personalisation” and artificial distance	Deconstruction of narratives. Replacement of marketing “gloss” with lived experience expressed through personal perception: “soothes my anxious brain”, “be met with nothing but sadness”
Distance	Maximum detachment. Statements presented as indisputable facts (“literate” dimension of language)	Minimal distance (Stance and Engagement). Construction of a shared value space and authenticity through direct criticism (“isn’t in the box”)

Source: compiled by the authors based on the analysis of Apple Inc. (2024), A. Johnson (2024)

The analysis of data systematised in Table 1 has shown the dependence of linguistic means on the strategic goals of texts considered. It has been found that the morphosyntactic structure of Apple Inc.’s (2024) official press statement was completely determined by the pragmatics of the discourse of perfection, in which every linguistic unit contributed to the confirmation and legitimation of the corporation’s authority. On the contrary, The Verge (Johnson, 2024) journalistic style was characterised by the system of linguistic counterpoises, which provided formal reduction and emotional overloading as means of critical distance restoration and re-balancing between the product and the customer. Parameters’ comparison has allowed asserting that, in the case of official discourse, nominalisation and impersonalisation were not only stylistic devices but also the tools of the restriction of the reader’s interpretative freedom. Through the use of passive constructions and the absence of evaluative adjectives, the corporation constructed an effect of “technological inevitability”. At the same time, the journalistic review, through engagement strategies and the use of mitigators, transformed the process of information reception into an act of shared expert analysis. It has been proven that lexical hybridisation in the media text functioned as a filter, transforming marketing Apple Inc. codes into the language of daily communication. Thus, the analysis demonstrated the hybridity of functional styles: while the official discourse of Apple Inc. adopted a

“marketisation” strategy to legitimise the corporation’s authority, The Verge has used conversational resources to build the form of radical authenticity. Moreover, it has been shown that the choice of linguistic resources in English in the digital globalisation era is based on the pragmatic goal of persuading the audience due to the ability to appeal to the emotional solidarity and challenge official discourse.

Linguistic and stylistic differences of state governmental and political media discourse

English has a well-defined functional differentiation of the texts concerned with socially significant events. Regulation of migration in the United Kingdom can serve as a good example of such a study object because an official body should use precise legal terms, whereas in the media sphere, the issue is viewed as an opportunity for implementing pragmatic influence strategies. The content analysis of the official statement Home Office (2023) has shown prevalence of detachment, objectivity and professional opacity. The text is structured according to the principle of technocratic neutrality, which is lexically manifested through a high concentration of deverbal nouns and terminological nominations: “detention”, “removal”, “resettling”, “persecution”. This strategy makes it possible to shift a social issue into the domain of formalised administrative procedures. Research also indicates that rather than using an affective label for the issue at hand, the

passage in question uses an intricate system of legal euphemisms. For instance, the construction “those with no right to be in the UK” replaces possible stigmatising lexemes, providing the government with a sense of legal formality.

It has also been determined that the described measures are presented as if they were an administrative duty, “the Home Secretary will be under a legal duty to make arrangements for the removal”. This statement is in line with the theory of R. Quirk *et al.* (1985), which states that the purpose of official language is to ensure legality due to the total depersonalisation. The authors argued that the use of passive voice and complex noun phrases creates an effect of the “monolithic” nature of the state’s position. This was observed in the analysed text, where passive constructions (for example, “claim will be considered”, “set by Parliament in consultation with local authorities”) present state measures as objective and automatic necessities. The grammar of the statement in question corresponds to the norms. The passage uses a modal construction of obligation, i.e., “the bill provides for the government to commit...”, and also “they will be detained and promptly removed”. This allows one to avoid the presence of a subjective speaker; rather, it shifts the emphasis of the statement to the inescapability of legislative measures. According to the approach of D. Biber & S. Conrad (2019), such high terminological density and the absence of direct address function as instruments of discourse objectification. According to the results of analysis of the official document published by the Home Office (2023), such a discourse strategy helps to distance the official institutions from the potential emotional involvement in the situation in question by turning to another “literate” mode of language that prioritises legal and practical matters over social and individual responsibility.

In contrast to the official style of governmental documents, the publication by C. Marshall (2025) demonstrates a different stylistic

paradigm aimed at constructing social anxiety. It was established that the article’s headline disrupts official distance through the use of verbs of physical action and an aggressive metaphorical image: “smash the people-smuggling gangs”, “vows to control small boat crossings”. At the lexical level, the text is full of expressions that describe migration as a criminal activity, such as “vile people-smuggling gangs”, “organised crime” and “illegal migration”. The use of such lexical units corresponds with the phenomenon of linguistic anxiety construction, which has been analysed by R. Fowler (1991). According to the author, the opposition in media discourse is used to create the image of the enemy. The text also uses emotionally expressive metaphors to achieve this, for example, “vile people-smuggling gangs who put the value of human lives behind their own profits”. This allows the journalist to appeal to the public’s moral norms, thereby reducing the communicative distance much more than in the factual reporting used by the government.

The syntax of the journalistic text is dynamic and conversational, as revealed through the analysis of direct ministerial speech integrated into the publication’s narrative. Instead of legal definitions, C. Marshall (2025) uses the emotional categories that are available to laymen, such as “failure to bring order to our borders” or “eroding trust”. The use of the inclusive personal pronoun “our” alongside statements about loss of control (e.g., “Britain is losing control of its borders”) creates a sense of common risk. G. Kress & T. Van Leeuwen (2021) called this type of strategy “synthetic personalisation”, where the media pretend to conduct a private conversation with the citizen to form a certain social position. The presentation of a political question as an individual problem (e.g., as “ruining trust in politicians”, “failure to bring order”) enables the journalistic style of communication to influence the public, presenting certain steps of the government as an objective act of restoration of order. (“take

hold of the migrant crisis"). The comparison of these two cases made it possible to identify fundamental differences in the realisation of linguistic functions in English (Table 2).

Table 2. Comparison of the linguo-stylistic parameters of the analysed texts

Level of analysis	Official style (Home Office)	Journalistic style (The Sun)
Morphological	Nominalisation and abstraction. Dominance of deverbal nouns: "detention", "removal", "resettling", "persecution"	Personalisation and active agency. Use of personal pronouns and dynamic verbs: "I'll control", "smash", "our borders"
Syntactic	Depersonalisation through passive constructions. Removal of the agent to project inevitability: "claim will be considered", "set by Parliament", "they will be detained and promptly removed"	Dialogisation and emotional pressure. Use of direct speech and rhetorical appeals: "...what are we even doing here?", "failure to bring order to our borders"
Lexical	Legal euphemisation and precision. Replacement of emotive labels with neutral descriptions: "those with no right to be in the UK", "individuals falling within the scheme"	Emotional construction of anxiety. Dense use of criminal and evaluative markers: "vile people-smuggling gangs", "organised crime", "illegal migration"
Pragmatic	Objectification and normativity. Construction of an image of "objective necessity" and legal obligation: "the Home Secretary will be under a legal duty", "the bill provides for..."	Social mobilisation and manipulation. Imposition of a non-alternative evaluation through moral categories: "put the value of human lives behind their own profits", "take hold of the migrant crisis"
Distance	Maximum ("literate" dimension). Avoidance of emotional dialogue. Language focused on legal outcomes rather than individuals	Minimal ("synthetic personalisation"). Creation of a sense of personal challenge through phrases such as: "ruining trust in politicians", "eroding trust", "Britain is losing control"

Source: compiled by the authors based on analysis of Home Office (2023) and C. Marshall (2025)

The analysis of the data systematised in Table 2 revealed a differentiation in the cognitive mechanisms underlying the modelling of reality in official and journalistic discourse. Thus, it can be concluded that language choice is determined by the pragmatic goals of institutional management and the interpretation of processes by the media. An analysis of the morphosyntactic level of the analytically oriented text Home Office (2023) proved the dominance of nominalisation. The use of deverbal nouns (implementation, removal) made it possible to transform dynamic processes into static objects and achieve deagentivisation of discourse. The process of removing the agent in passive voice sentences objectifies the presentation with an emphasis on laws rather than the person. However, the journalistic style of the text presented by The Sun (Marshall, 2025) is characterised by a large number of transitive verbs and the use of first-person pronouns. The personalisation of the political process is achieved by explicitly

attributing responsibility to a particular individual in this way, and a significant difference in terms of lexicopragmatic strategies is observed, in terms of which the professional insulation and affective activation strategies are used. The official text relies on a high degree of professional terminology and euphemisms, which minimises emotive value and ensures discursive distance from the reader, while The Sun relies on words like scam, chaos, and clog, which serve as an ideological means of constructing the event. Substituting legal concepts and legal language with emotional language reduces the communicative distance from the reader and predisposes a certain social position of the recipient.

Analysis of the textual metafunction identified differences between official and journalistic discourses on the structure of the information and cohesion. In official texts, e.g., from Home Office (2023) and Apple Inc. (2024), the constant theme, rheme pattern dominates. The

theme of most sentences is the name of the thing (object or tech/legal term), for example, “iPhone 16”, “The bill”, “The internal design... has been reengineered”. This construction ensures logical density and draws the reader’s attention to the description of the product or legal document, and the agent is not brought to the foreground. Cohesion in official discourse is grammatical in nature, and the main cohesive devices are the conjunctive adverbials, which serve to create the illusion of logical inevitability of the information presented (e.g. instead, more recently). The informational structure of official discourse is built as a hierarchy, in which the informational values presented are technically described as a given, which allows minimising the chances of understanding these facts in another way.

By contrast, the media texts of *The Verge* (Johnson, 2024) and *The Sun* (Marshall, 2025) are characterised by linear or stepwise progression, where the rheme of the preceding sentence becomes the theme of the following one, creating a sense of dynamic narration and simulating the logic of spontaneous authorial reflection. The unity of these texts is provided through a variety of cohesive lexical links, such as lexical repetition of synonyms and lexical repetition of epithets with evaluative significance, as well as the use of inclusive personal pronouns, which serve as an important communicative tool that creates unity between the author of the text and the reader. For instance, the transition from a technical definition to a reader’s impression (“it confused the hell out of me”) creates a bridge for understanding the information in one flow. The main principle of information building of media text is the contrast (rheme focus). Emphasis is shifted from the thing itself to the subjective state or social implication. It allows achieving more pragmatic influence on the recipient.

The conducted study made it possible to formulate a comprehensive account of the evolution of the functional-stylistic system of

the English language. In general, the linguistic situation is characterised by three vectors: hybridisation, deformalisation, and pragmatic polarisation. Functional styles ceased to exist in isolation. The five-part classification system turned into the continuum: releases, reviews, blogs, where the boundaries between official, academic and media discourses are blurred (Kukarenko, 2000). The marketisation of the official style and the intellectualisation of the media style are responses to the new challenges of the global information society. A key feature of the English language is the shifting balance of metafunctions. Classical stylistic theory focuses on the ideational function (content conveying). In modern style, there is an increase in the importance of the interpersonal function. Even such a conservative functional style as that used in government documents and corporate press releases uses synthetic personalisation, making the recipient feel closer.

In conditions of information overload, functional styles have evolved from simple information delivery to complex cognitive modelling of reality. The official style has adopted a path of technocratic opacity, using passive constructions and euphemisms to legitimise authority. On the contrary, there is a radicalisation of a media style that adapts colloquial style, including digital slang elements, to create a feeling of emotional closeness with the recipient. Functional and stylistic characteristics of the English language, as described above, indicate that there is a change in the nature of the language. The language is no longer perceived as a set of formal and prescriptive regulations, but it is now a flexible semiotic system in which pragmatic and contextual characteristics prevail over abstract correctness. The ability to adjust the structural components to the new requirements and social problems (corporate conflicts, migration crises) shows that the language is one of the main tools of global social construction.

Discussion

For the current study of linguistic and stylistic differences in official and journalistic texts, it is possible to argue that English, at the final stage, represents a dynamic, pragmatic system which is based not on rules of the norms, but rather on the need to maintain a particular communicative distance. The analysis of the examples from Home Office (2023) and Apple Inc. (2024) highlighted the prevalence of technocratic neutrality, as well as nominalisation tactics that allow institutions to be regarded as objectively authoritative entities. On the other hand, articles from A. Johnson (2024) and C. Marshall (2025) demonstrated the shift towards subjectivisation and emotional appeal of the readers. The difference between the denotative language of authority and the emotional language of media is supported and partially corroborated by linguists. Taking into account the flexibility of English as a system, V. Albert & J. Sztó (2024) proved that norms of the language are a result of the constant changes, where even minor details, like punctuation or the genre, are adapted to the changes in social and cultural context. It is possible to observe this through the usage of synthetic personalisation, when official discourse adopts marketing “boosters”, to ensure that it becomes relevant within a digital context. As this study shows, English should no longer be considered a closed system consisting of rules; it is an open system whose flexibility can be used as a resource by English speakers in 2025.

It is a similar process, which is highlighted by A. Bakbergenov (2023). The author considers the evolution of the English language as a constant process which results from the interaction of globalisation and regional differentiation. He stresses the fact that the main factor of change in English is the digitalisation of communication, which matches the observation of this study where official press releases undergo hybridisation. In contrast to the current study's focus on pragmatic polarisation,

A. Bakbergenov (2023) concentrated more on the evolutionary trajectory of the language. The scholar notes that linguistic development is a continuous process determined by the interaction of historical, social, and cultural factors, where regional variability and digitalisation function as the principal drivers of transformation. Nevertheless, both studies agree that the language is constantly recontextualised as it is being adapted to new global challenges. The research confirms that English becomes an important tool for social reality construction, regardless of the register of language that is being used.

Regarding the syntactic system of the texts that belong to this particular group in the current study, the following conclusion is drawn: in governmental official discourse from Home Office (2023), active use of passive voice constructions is noted; this construction becomes a strategic device of depersonalisation, “objectification” of legal norms. The use of such linguistic means allows the authors to change their focus from a specific individual performing an action to the legal result of that action alone, creating the illusion of a unified position of a state institution as an objective necessity without the involvement of individuals. These conclusions are in line with the findings of J. Mackenzie (2020). This author states that the grammar of the English language is not an accumulation of formal categories but a reflection of the cognitive properties of its speakers and the social connections among them, as well as the specific conditions in which it exists socially and culturally. Researcher underlines that the ability of the speaker to adjust their speech by changing formulations for the purpose of increasing the degree of politeness, or by picking the right formality of the language to be used, is a complex process of anticipation of the state of mind of an interlocutor to which the speaker adapts. The conclusions of the studies considered here converge on a shared view of grammar not as an abstract schema, but as an active

means of optimising messages to achieve specific social outcomes.

The present study identified the existence of a fixed sequence of sentence components in English official documents (for instance, Home Office (2023)) as a basis for the “technocratic neutrality” of the statements. It is the use of fixed sentence components that allows an author to achieve the effect of an objective logic, when the law is presented as an irrefutable fact through a syntactic construction that does not involve direct communication of information to a particular addressee, thereby minimising the scope for subjective interpretation. It has been established that the studies on English grammar, such as in diachronic analysis by N. Fatima *et al.* (2025), correspond to the conclusions of the present research by pointing out that English, a highly inflectional language of the Old English period, has turned into a highly analytical system today (2020s), where it is primarily the order of words that defines the meaning of the sentence. The researchers identified the stabilisation of the fixed Subject-Verb-Object (SVO) order and the grammaticalisation of auxiliary verbs as fundamental factors underpinning the transformation of English syntax into a clear, functionally oriented system. But where these studies differ from the present study is that the authors attribute syntactic stabilisation to a long-term historical loss of inflexion and internal evolutionary processes within the language, whereas the present study interprets the same syntactic patterns as deliberate instruments of ideological influence.

Within the present study, the phenomenon of English deformatisation was identified in journalistic discourse, as manifested in the journalistic discourse of the case study by C. Marshall (2025). Use of colloquial markers, pronouns of inclusion, and affective vocabulary is used to close the stylistic gap and produce a state of emotional intimacy. This aligns with the results of the study of Z.U. Islam (2022), who states that the changes in

English should be seen as a metamorphosis in its development and that technology and the globalisation of the world are the main driving factors. The author highlights digital technology and online social networks as the driving forces behind the proliferation of neologisms and the fundamental shift in the rules of communication. In this sense, code-switching and the active impact of mass culture can be considered as components for the formation of a new linguistic identity and as one of the key factors in the high-tech society.

The analysis of the lexical level in Apple Inc. (2024) revealed that the discourse technologisation strategy relies on precise terms and specialised technical vocabulary, serving to highlight the novelty and intellectual elitism of innovations. For example, using expressions like “built for Apple Intelligence with the all-new A18 chip” or “48MP Fusion camera” is not only informative but also conveys unshakeable technological authority. The results of the study by A. Nuri (2024) generally match the direction of the current research, as they treat the English lexical system as a blend of the native Germanic word-stock with a large amount of borrowed words that ensure the inclusivity and adaptability of the language in use. The researcher showed that loanwords and the assimilation of non-native words (starting from religious terminology of Latin origin to technological slang) are necessary to replenish the lexical system and to overcome the lexical gaps. A comparison of the findings showed that both studies have a similar interpretation of lexis as a reflection of the socio-cultural situation. They both suggest that the ability of the English lexical system to evolve and adapt is an asset that enhances communicative efficiency in the modern era of digitalisation.

The study of the interpersonal metafunction in journalistic discourse, particularly on the basis of The Verge review (Johnson, 2024), enabled the identification of “Engagement” strategies as a primary tool for reducing

communicative distance. The author of this study showed that the use of rhetorical questions, direct address to the reader through the pronoun “you”, and the dynamism of syntactic structures (parcellation) gives an impression of “radical authenticity” and draws the reader into the process of joint analysis. These devices allow the media text to be perceived not only as a source of information, but also as a subjective and evaluative context for active interaction and the formation of common attitudes. J. Shipra’s (2020) research on the linguo-stylistic features of contemporary English (2020) fiction is equally important to the discussion of the functional styles of this century. Her research showed that the systematic choice of the language means in literary texts, in particular, the syntactic and stylistic register in fiction, is directly linked with the pragmatic purpose of representing the social reality and the everyday world. Accordingly, the use of vivid description, realistic dialogue, and varied tonal registers enables authors not only to convey narrative content but also to enhance readers’ emotional engagement.

The current study demonstrated that the functional styles in the digital sphere have become the result of strategic choices of language semiotic means for achieving specific pragmatic goals. The results are consistent with the research of K. Wu (2025) in the field of translation studies. The author showed that stylistic decisions made by the translator when rendering a literary piece are a complex process in which individual factors such as personal choices, motivations, interpretation, and the development of technology are all at play. This implies a need to develop independent analytical frameworks that would allow the study of stylistic transformations beyond strictly formal corpus-based methodologies, with a focus on the functional aspects of meaning transfer. A comparison of the findings of the studies demonstrates convergence in the interpretation of style as an instrument for the purposeful

modelling of social reality, regardless of the type of discursive practice.

The results of the present study have made it possible to identify the predominance of pragmatic appropriateness over prescriptive correctness as a key trajectory in the evolution of functional styles in the English language. It has been established that the strategies of governmental “technocratic neutrality” and media “affective mobilisation” represent systematic responses of the linguistic system to the demands of the globalised information space. These theses are supported by the research of M. Saraceni (2021). According to the author, existing standards in linguistics need to be re-examined with respect to the socio-cultural factors at a regional level and with respect to the general contexts of English use around the world. The author points out that English functions as a flexible instrument of global communication, whose capacity for continuous functional recontextualisation is central to its viability across social domains in the 21st century. Both studies suggest that the nature of variability within the English language should be viewed as a resource instead of a threat to the system, and it seems to play a very significant role in its status as a *lingua franca*.

Conclusions

Based on the synthesis of the results of the analysis carried out, the following conclusions were drawn about the functional and stylistic transformation of the English language in the conditions of digital globalisation. Thus, it is shown that stylistics operates in the format of a three-level meta-functional model (ideational, interpersonal, textual), which makes possible the study of semantic mechanisms that are realised in the context of the process of stylistic syncretism. The overview of the development of classification systems highlights a change from a view of functional styles to the idea of a register continuum, in which factors of appropriateness and situation play a more

dominant role in the choice of linguistic resources. The comparative analysis of the case studies demonstrates that official discourse is characterised by the use of passive constructions, nominalisation processes, and high terminological density. In official texts, these features function as instruments of de-agentialisation, enabling authors to legitimise institutional positions while minimising personal responsibility. With the help of specialised intensifiers and euphemisms characteristic of this register, the texts are able to convey an impression of technological determinism or the inevitability of legal outcomes, thus narrowing down the scope of the receiver's interpretations. On the contrary, journalistic style is presented as the system of the linguistic counterbalance to official style via subjectivisation and pragmatic deconstruction of the official position in the journalistic context. Journalistic texts are characterised by the prevalence of the interpersonal metafunction, which is made available through the use of expressive epithets and colloquial vocabulary.

The analysis of journalistic discourse shows that such means contribute to the reduction of communicative distance and transform marketing or political codes into the language of everyday experience. In conclusion, effective communication in the digital age depends on

the flexible choices of stylistic strategies. In this sense, the official documents have become increasingly like marketing campaigns, while the journalistic text is increasingly playing the role of a cognitive tool. This confirms the transformation of functional styles into a dynamic system in which the choice of linguistic means is driven by the need to deconstruct official narratives and establish an authentic connection with a globalised audience. Possible directions of further research could include the study of the impact of generative artificial intelligence on the unification of functional styles, as well as a study of short videos on social media as a new register that demonstrates emerging hybrid registers. For the further development of the field, the implementation of multidimensional corpus analysis methods is also recommended in order to enable the mathematical verification of stylistic shifts across large-scale datasets.

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Анотація. Метою дослідження було обґрунтування функціонально-стилістичних трансформацій англійської мови через призму прагматичної адаптації офіційного та публіцистичного дискурсів до викликів цифрової глобалізації. Методологія дослідження базувалася на синтезі системно-функціонального аналізу, що дозволило застосувати комплексний компаративний дискурс-аналіз офіційних і публіцистичних текстів, порівняльно-лінгвістичний метод для виявлення морфосинтаксичних розбіжностей. Встановлено, що ключовим вектором еволюції англійської мови є домінування міжособистісної метафункції, яка забезпечує синтетичну персоналізацію навіть у консервативних інституційних сферах для встановлення психологічного контакту з аудиторією. На прикладі офіційного дискурсу Apple виявлено, що легітимізація авторитету досягається через високий рівень номіналізації та використання завершених пасивних конструкцій для акцентування на технологічному результаті, тоді як медіаресурс «The Verge» деконструював цей наратив шляхом інтенсифікації оцінної лексики з негативною конотацією та суб'єктивізації викладу. Аналіз соціально-політичного кейсу підтвердив полярність між урядовим дискурсом «Home Office», що спирається на технократичні евфемізми та деагентивізацію адміністративних процесів, та стратегією конструювання соціальної тривоги у виданні «The Sun», яка реалізується через агресивну дієслівну метафорику боротьби та інклюзивні займенникові стратегії для емоційної мобілізації реципієнтів. Висновки дослідження підтвердили, що англійська мова трансформувалася у пластичну семіотичну систему, де прагматична ефективність та емоційна солідаризація переважають над граматичною правильністю в умовах інформаційного потоку.

Ключові слова: гібридизація; деформалізація; комунікація; легітимізація; системно-функціональний аналіз; медіаресурси