

**КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
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VERBAL PRESENTATION OF HEALTH AS ACTION IN THE MEDIA DISCOURSE

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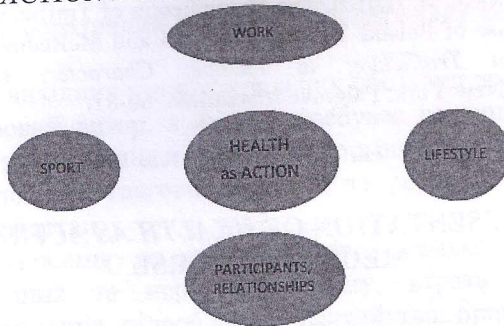
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“Discourse” and “discourse analysis” has been a widely used term in linguistics during several decades. There are many explanations and definitions of discourse and discourse analysis. As suggested, by Fairclough, “discourse is the use of language as a form of social practice and discourse analysis is an analysis of how texts work within the sociocultural practice [2].” Media discourse analysis focuses on the ways how language and its symbols represent some particular cultural aspects in media texts. Media discourse is based on communicative interactions that take place through a broadcasting mode, in which discourse is oriented to a reader [1]. Media discourse analysis reveals valuable insights of social contexts which are connected with different media topics and HEALTH in particular.

The aim of our research is to analyze media texts dealing with HEALTH issues and single out ways of verbal presentation of HEALTH as ACTION. The study is based on 65 articles about HEALTH published in “The Guardian” in 2019-2020 (<https://www.theguardian.com/international>).

Verbalization of HEALTH as ACTION is disclosed with the help of the following notions *fitness, healthiness, sap, wellness*, which are given as synonyms in dictionaries, as well as through

phrases *lack of fitness, wellness management* and through lexical units *healthy, to sap, loneliness, pain, problem, disease* [3]. After analyzing the abovementioned lexemes and phrases in the newspaper articles, the following structures of the verbal presentation of *HEALTH as ACTION* has been identified (Picture 1):



HEALTH is verbalized in the articles of “*The Guardian*” through phrases which imply action, for example, *to work hard*: “... You may come to any country and be poor, but if you work hard, you will have a good health” (May 25, 2019).

HEALTH as ACTION includes lexical units that demonstrate people's participation in various social events, as well as show their relationships with each other: “*The researchers also looked at participants' lifestyles, and the four key factors previously associated with a reduced dementia risk: meeting recommended guidelines for exercise, not smoking, eating from multiple food groups with little processed meat and lots of fruit and fish, and drinking one or fewer standard alcoholic drinks a day for women and two or fewer for men*” (October 14, 2019).

People have long been convinced that health is affected by many factors, one of which is lifestyle. Newspaper texts clearly bring it to light: “*Experts found that people who led a healthy lifestyle could expect to enjoy many more years of good health than those who smoked, drank too much or were overweight*” (January 15, 2020). “*The Guardian*” articles put emphasis on the fact that lifestyle is determined by people's sets of habits and therefore, if people constantly and persistently care about their health from their childhood, they ground their life on healthy habits, useful skills, reasonable behavior and way of thinking, which presuppose the state

of their health: “Nowadays when our independent state is developing, much attention is paid to our youth. A lot of young people go in for sports, that is why schools and institutes have sport clubs and teams” (September 11, 2019); “Cutting down on red meat and alcohol while eating more fruit and vegetables could prevent thousands of cancer cases each year, a new report said today” (July 24, 2019). The conceptual notion LIFESTYLE is shown through verbs, mostly through the following ones: *to expect*, *to enjoy*, *to prevent* as well as it is conveyed by such phrases as *to pay attention to*, *to go in for sports*. All verbs of this conceptual notion in “The Guardian” articles are united by the meaning *to win*, *to overcome*, *to achieve*, that is, they determine people’s desires connected with either improvement of their health or keeping fit, having healthy lifestyle, going on a diet.

All structures of the conceptual notion *HEALTH as ACTION* are interconnected, they cannot be considered separately, but only as incorporate parts of the complicated conceptual notion *HEALTH* covering its different aspects revealed in the newspaper texts.

Our further research will be devoted to corpus analysis of the conceptual notion *HEALTH* in media texts, which may reveal various social aspects and related problems.

References

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