

UDC 81'42:004.738.5

DOI <https://doi.org/10.32782/2522-4077-2026-216-1>

## ENGLISH-LANGUAGE ONLINE NEWS DISCOURSE AS A COGNITIVE-NARRATIVE PHENOMENON: THEORETICAL FOUNDATIONS AND CLASSIFICATION

## ІНТЕРНЕТ-ДИСКУРС АНГЛОМОВНИХ НОВИН ЯК КОГНІТИВНО-НАРАТИВНИЙ ФЕНОМЕН: ТЕОРЕТИЧНЕ ОБґРУНТУВАННЯ ТА КЛАСИФІКАЦІЯ

Altgauz O. V.,

[orcid.org/0009-0001-2206-0261](https://orcid.org/0009-0001-2206-0261)

*Postgraduate Student at the Department of English Philology and  
World Literature named after professor Oleg Mishukov  
Kherson State University*

This article provides a comprehensive theoretical analysis of English-language online news discourse as a complex cognitive-narrative phenomenon and proposes a systematic classification of its key parameters. The study synthesizes insights from discourse studies, cognitive linguistics, narratology, and media linguistics to examine how digital news constructs meaning, shapes readers' perception, and facilitates the formation of mental representations of events. It highlights the interplay between cognitive mechanisms, including framing, conceptual metaphors, mental models, and interpretive schemata, and narrative structures, encompassing linear, nonlinear, and modular organization of news stories. The research further investigates discursive-communicative strategies, focusing on interactivity, multimodality, stylistic and rhetorical devices, and temporal-spatial markers, which together enhance the cognitive-narrative effect and enable active engagement with news content. Genre-specific features of online news, particularly Breaking News and Analytical / Feature News, are examined in relation to cognitive-narrative parameters, demonstrating how immediacy, contextual depth, and explanatory focus influence the reader's understanding and interpretive processes. The study also emphasizes the transformative role of hypertextuality, multi-media components, and real-time updates in shifting traditional linear news narratives toward dynamic, nonlinear, and modular formats. Based on the theoretical analysis, a classification of cognitive-narrative parameters of English online news is proposed, encompassing narrative-structural, cognitive-semantic, discursive-communicative, and temporal-spatial dimensions. The findings contribute to a deeper understanding of meaning-making mechanisms in digital news discourse, provide a methodological basis for further empirical research, and advance integrated approaches in media linguistics, cognitive linguistics, and discourse analysis.

**Key words:** English online news discourse, digital news, cognitive-narrative phenomenon, narrative structures, cognitive frames, multimodality, interactivity, news genres, discursive-communicative strategies, online media.

У статті здійснено комплексний теоретичний аналіз англomовного інтернет-дискурсу новин як когнітивно-нарaтивного феномену та запропоновано системaтизацію його ключових параметрів. Дослідження інтегрує підходи дискурсознавства, когнітивної лінгвістики, нарaтивології та медіалінгвістики, що дозволяє розглянути, яким чином цифрові новини конструюють смисли, формують сприйняття подій і сприяють створенню ментальних репрезентацій у свідомості читача. У центрі уваги перебуває взаємодія когнітивних механізмів, таких як фреймування, концептуальні метафори, ментальні моделі та процеси інтерпретації, із нарaтивними структурами, що включають лінійну, нелінійну та модульну організацію новинних повідомлень. Досліджено дискурсивно-комунікативні стратегії, які проявляються в інтерактивності, мультимодальності, стилістичних і риторичних засобах, а також у темпорально-просторових маркерах, що посилюють когнітивно-нарaтивний ефект та забезпечують активну взаємодію читача з контентом. Особливу увагу приділено жанровим особливостям англomовних онлайн-новин, зокрема Breaking News та Analytical / Feature News, та їхній взаємодії з когнітивно-нарaтивними параметрами, що визначає терміновість,

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глибину контексту та пояснювальну спрямованість матеріалів. Також наголошено на трансформаційній ролі гіпертекстуальності, мультимедійних компонентів і оперативного оновлення контенту, що перетворює традиційні лінійні наративи на динамічні, нелінійні та модульні формати. На підставі теоретичного аналізу запропоновано класифікацію когнітивно-наративних параметрів англomовних інтернет-новин, яка охоплює наративно-структурні, когнітивно-семантичні, дискурсивно-комунікативні та темпорально-просторові виміри. Отримані результати сприяють поглибленому розумінню механізмів конструювання смислів у цифровому медіапросторі, формуванню методологічної основи для подальших емпіричних досліджень та розвитку інтегрованих підходів у медіалінгвістиці, когнітивній лінгвістиці.

**Ключові слова:** англomовний інтернет-дискурс, цифрові новини, когнітивно-наративний феномен, нарративні структури, когнітивні фрейми, мультимодальність, інтерактивність, жанри новин, дискурсивно-комунікативні стратегії, онлайн-медіа.

**Problem statement.** The contemporary information space is characterized by a rapid transformation of news presentation formats under the influence of digital technologies, which has led to the emergence of new communicative practices and specific textual structures. English-language online news discourse occupies a central position in the global media environment, shaping public opinion, modeling cognitive frameworks for event perception, and generating innovative narrative patterns. At the same time, the dynamic nature of digital environments, the multimodality of information presentation, and algorithmic communication mechanisms create fundamentally new conditions for the functioning of news texts, necessitating a systematic and theoretically grounded approach to their analysis.

Despite a substantial body of research in the fields of media linguistics, cognitive linguistics, and narratology, the comprehensive analysis of English-language online news as a cognitive-narrative phenomenon remains insufficiently explored. In particular, the scholarly literature has yet to offer a coherent classification of the cognitive-narrative parameters of digital news texts; clear criteria for their functional-semantic typology are absent, as are models explaining the interaction between cognitive mechanisms – such as framing, conceptualization, and interpretation – and the narrative structures inherent to online news.

Moreover, the growing significance of digital platforms in information dissemination underscores the relevance of examining how online news reflects, constructs, and transforms meanings through specific cognitive and narrative strategies. In this context, particular attention should be paid to the influence of hypertextuality, interactivity, multimodality, and the temporal variability of content on the organization of news messages and their reception by audiences.

Therefore, a theoretical justification and classification of English-language online news discourse as a cognitive-narrative phenomenon are essential for a deeper understanding of the mechanisms of meaning-making in the contemporary media landscape. Such an approach not only clarifies scientific conceptions of the nature of digital news discourse but also contributes to the development of media linguistics, cognitive linguistics, and discourse analysis through the integration of methodological perspectives from these disciplines.

**Analysis of recent research and publications.** In contemporary linguistics, discourse studies are conducted by various scholarly schools and researchers. Notably, E. Goffman, W. Labov, M. Halliday, T. A. van Dijk, and P. Hopper focus on the analysis of the linguo-cognitive structure of discourse; Schank, R. Abelson, R. Mann, D. Gordon, and J. Lakoff examine discourse structure with regard to the cognitive characteristics of communicants; G. Sachs, G. Jefferson, D. Tannen, J. Sinclair, M. Stubbs, and D. Schiffrin work within the framework of conversation analysis. Special attention is given to the pragmatolinguistic approach to discourse study, developed among others by T. A. van Dijk, while E. V. Budassi analyzes discourse from the perspective of cognitive linguistics.

The phenomenon of Internet discourse as a specific linguistic problem has been explored by scholars such as K. Anderson, N. Baron, S. Wai-Yann Van, J. Guttenberg, D. Crystal, T. Nelson, Z. Harris, S. Herring, J. Holloway, and others. However, despite numerous studies, the topic of English-language

Internet discourse cannot be considered fully explored: the communicative environment of the global network is constantly evolving, and researchers continue to note that many of its characteristics remain insufficiently described and require further analysis.

**Purpose of the study.** The aim of this article is to provide a theoretical justification of English-language online news discourse as a cognitive-narrative phenomenon, to identify its key parameters, and to propose a classification of the cognitive-narrative characteristics of English-language online news for subsequent analysis of their structure, communicative function, and influence on readers' cognitive models of event perception.

**Presentation of the main material.** The classification of discourse types according to the mode or channel of communication is presented within the framework of the pragmalinguistic model of discourse. According to this approach, communication modes are distinguished as serious and non-serious, informative and fascinating, substantial and factual discourse types. Regarding the communication channel, distinctions are made between oral and written, virtual and real, and contact and remote discourse [1, p. 228]. Furthermore, contemporary scholars separately identify argumentative, harmonious, and conflictive types of discourse, which are based on the communicative principles and general norms characteristic of a particular discourse type.

In the scholarly literature, there is also a perspective that considers only national discourse – such as English, German, or Ukrainian – as a legitimate form of discourse [2]. In our view, this approach is justified; however, within the scope of this study, discourse is treated as a global phenomenon operating within the framework of a specific culture and language. In this context, it is appropriate to discuss micro-discourses that exist within the boundaries of a given national discourse.

Special attention should be paid to the concept of “Internet discourse,” which has become a subject of current scholarly inquiry. In the context of technological progress, Internet discourse has become an integral component of the contemporary information space. The global network provides access to any information at any time and in any place, mitigating social, cultural, and gender-related limitations. The Internet functions not only as a means of information exchange but also as a platform for user communication and interaction.

With the development of the Internet as a global network for knowledge and information exchange, scholars have focused on the notion of Internet discourse, within which interactions occur among virtual personas and their “activities.” In modern linguistics, this concept is interpreted differently, making it necessary to review and analyze key definitions.

The cognitive approach to the study of news discourse allows the text to be viewed not merely as a sequence of informational units but as a tool for meaning construction and the formation of cognitive models in the reader's mind. Specifically, Van Dijk notes that news functions as a cognitive catalyst, structuring events in the form of schemas and frames that activate certain expectations and stereotypes regarding social, political, or cultural phenomena in the recipient [3, p. 466].

Cognitive linguistics emphasizes the significance of conceptual metaphors and mental models in the process of interpreting news texts [4, p. 134]. In the digital environment, this manifests through the use of multimodal cues, headlines, and interactive elements that direct the reader's attention and shape cognitive focus. For instance, news headlines often concentrate on conflictual or emotionally charged events, stimulating the activation of corresponding cognitive schemas in the recipient's mind. Consequently, the cognitive aspect reflects the interaction between the text's structure, its semantic features, and the reader's mental processes, ensuring the formation of a comprehensive understanding of events.

The narrative approach involves analyzing the structure of event unfolding within the text, the logic of presentation, and the sequence of narrative elements. As O. V. Chernysh notes, English-language news exhibits a clear narrative organization, which includes exposition (presentation of events and context), action development (description of key facts and causal relationships), climax (the most significant or conflictual event), and resolution or conclusion (a summary of the event or forecast of further developments) [5, p. 118].

In online discourse, the structure of news often transforms under the influence of hypertextual inserts, interactive elements, and multimodal components. As Herring (2004) notes, these features allow readers to independently choose the trajectory of information perception, transforming the traditional linear narrative into a more dynamic and non-linear format [6, p. 56]. Narrative markers, such as verbal cues, logical connections, and thematic emphases, determine how the plot is perceived and contribute to the reconstruction of event chronology in the reader's cognitive model.

The discursive-communicative aspect of the news text focuses on linguistic, stylistic, and rhetorical means of influencing the audience. Fairclough (2013) emphasizes that digital media discourse is characterized by interactivity (hypertext links, comments, social reactions) and multimodality (images, videos, graphics), which enhances the cognitive-narrative effect of the news. Evaluative markers and the emotional tone of the text play a particularly significant role in contemporary Internet discourse, shaping both cognitive and emotional emphases [7, p. 26].

The integration of cognitive, narrative, and discursive-communicative aspects allows English-language online news to be conceptualized as a cognitive-narrative phenomenon. Within this phenomenon, cognitive mechanisms facilitate the perception and interpretation of events, narrative structures determine the logic and sequence of their presentation, and discursive strategies shape audience interaction while reinforcing semantic and emotional highlights. Thus, the reader not only receives information but also forms a personal cognitive-narrative model of the event, encompassing both factual understanding and evaluative-emotional interpretation.

Based on an analysis of scholarly sources, the following groups of cognitive-narrative parameters can be distinguished:

1. Plot-narrative parameters – include event sequence, narrative markers, and plot organization type (linear, non-linear, modular). Examples. Linear organization: “On Monday, the government announced new environmental policies. Later that day, experts commented on the potential impact of these policies.” – events are presented chronologically. Non-linear organization: “Experts warn of climate change consequences as new policies are unveiled. Earlier, government officials presented the plan in Parliament.” – events are presented in reverse chronological order. Modular structure: “Policy overview: key measures. Expert opinions: potential benefits. Public response: mixed reactions.” – the text is divided into thematic blocks, allowing the reader to choose their own trajectory of perception.

2. Cognitive-semantic parameters – include conceptual metaphors, cognitive frames, evaluative markers, and activation of mental schemas. Examples. Conceptual metaphors: “The economy is on the verge of a rollercoaster ride.” – metaphor conveys the dynamics of the economic situation. Cognitive frames: “The new law targets environmental pollution.” – use of the “law → problem-solving” frame. Evaluative markers: “The controversial decision sparked outrage among citizens.” – emotionally charged words (controversial, outrage) guide interpretation.

3. Discursive-communicative parameters – interactivity, multimodality, stylistic and rhetorical strategies influencing the audience. Examples. Interactivity: “Read more about the new policy. Share your opinion in the comments below.” – interaction via hypertext and comments. Multimodality: accompanying news with infographics, videos, and photographs. Stylistic strategies: “Experts warn that ignoring the problem could have disastrous consequences.” – rhetorical devices enhance emotional and cognitive impact.

4. Temporal-spatial parameters – content update speed, plot development dynamics, spatio-temporal markers of events. Examples. Update speed: news updated hourly, e.g., “Last updated 15 minutes ago.” Spatio-temporal markers: “In London, today's protests drew thousands of participants, while in Manchester, rallies continued throughout the afternoon.” – specifying time and place helps form a cognitive map of events.

Based on this analysis, a classification of cognitive-narrative parameters of English-language online news is presented in table 1.

Table 1

**Classification of Cognitive-Narrative Parameters of English-Language Online News with Examples**

| Parameter Category                  | Subcategory / Characteristic   | Example of English-Language News (Real Context)   |
|-------------------------------------|--------------------------------|---|
| Plot-narrative parameters           | Linear plot structure          | <i>Reuters</i> : Investors anxious over make or break fight for the Fed. – events are presented sequentially with an explanation of consequences.   |
|                                     | Non-linear plot structure      | Some news segments may begin with consequences or evaluations, followed by previous actions, as observed in many <i>Reuters</i> and <i>BBC News Online</i> materials.   |
|                                     | Modular structure              | Online news is often divided into thematic blocks: headline, subheading, main text, separate sections such as “Key points” or “What this means.” This is typical for <i>The New York Times</i> and other modern digital media.          |
| Cognitive-semantic parameters       | Conceptual metaphors           | Headlines often contain metaphorical language that shapes perception (e.g., “fight” in <i>fight for the Fed</i> emphasizes the perception of conflict in the economy).  |
|                                     | Cognitive frames               | News about political processes is often structured within frames such as “stability ↔ crisis,” which activate certain semantic expectations in the reader. This is typical of <i>Reuters</i> reports.                                   |
|                                     | Evaluative markers             | Headlines frequently include evaluative lexemes or emotionally loaded words that influence interpretation (e.g., “anxious” in the <i>Reuters</i> headline).   |
| Discursive-communicative parameters | Interactivity                  | News websites provide readers with links such as “Read more,” “Latest updates,” or comment sections, creating an interactive reading experience; characteristic of <i>BBC</i> , <i>Reuters</i> , <i>NYT</i> , etc.                      |
|                                     | Multimodality                  | Online articles often include not only text but also photographs, videos, graphics, and interactive charts, enhancing cognitive perception of information. This is standard in modern digital media such as <i>BBC</i> and <i>NYT</i> . |
|                                     | Stylistic influence strategies | Use of short phrases, abbreviations, and omission of auxiliary verbs in news headlines (e.g., “Fed building renovations”) to attract reader attention and maintain conciseness.   |
| Temporal-spatial parameters         | Content update speed           | News websites such as <i>Reuters</i> update feeds in real time (“Latest news”), which affects the pace of information perception.   |
|                                     | Spatio-temporal markers        | News often includes temporal and geographical markers (e.g., “UK police chief says London getting safer...”), helping to form cognitive maps of events in the reader’s mind.  |

It is also important to note that different genres of news headlines interact with the cognitive-narrative parameters of the text. For instance, breaking headlines emphasize the urgency of events, whereas analytical headlines aim to convey semantic depth and causal relationships. Within English-language news, two primary genres can be distinguished.

Breaking News refers to “hot” news reporting events that have just occurred or are currently unfolding. These headlines are usually marked with labels such as *Breaking* or *Latest* and provide rapid delivery of information without in-depth context. This format is typical for digital news feeds and online platforms.

Analytical / Feature News encompasses genres that involve explanation, analysis of causes and consequences, and a generalized perspective on the topic rather than mere reporting of facts. This type of news is characteristic of specialized sections of news websites, analytical platforms, and journalistic investigations, which require longer preparation time and comprehensive presentation of information.

Table 2 presents examples of English-language news headlines categorized by genre.

Systematic organization of cognitive-narrative parameters enables a clearer understanding of the mechanisms through which digital news shapes the reader’s cognitive-narrative experience and generates new models of interaction with information.

Table 2

**Examples of English-language news headlines by genre according to cognitive-narrative parameters**

| News Genre                | Example of English Headline                                      | Brief Description  |
|---------------------------|--|--|
| Breaking News             | Breaking: Twin earthquakes strike Turkey                         | Immediate reporting of a recently occurred event, emphasizing urgency and relevance; typically used in breaking news feeds to highlight speed of information delivery. |
|                           | US police release video in murder investigation                  | An event requiring prompt coverage – key facts presented at the beginning of the headline.   |
| Analytical / Feature News | Why global markets are wobbling amid inflation fears             | Analytical material that not only reports the fact but also explains causes and trends, characteristic of the analytical news genre.                                   |
|                           | Examining the long-term effects of climate change on agriculture | In-depth explanation of a complex issue requiring context and generalization.  |

**Conclusions.** The conducted theoretical analysis demonstrates that English-language online news discourse constitutes a complex cognitive-narrative phenomenon integrating cognitive, narrative, and discursive-communicative dimensions. The cognitive dimension of news texts facilitates the construction of mental models of events in the reader's mind, the activation of frames and conceptual metaphors, which determine the perception and interpretation of information. The narrative aspect is manifested in the logical structure of the storyline, the sequence of events, and the use of narrative markers, creating a coherent plotline that is comprehensible and accessible to the audience. The discursive-communicative dimension is defined by interactivity, multimodality, and stylistic strategies, which enhance the cognitive-narrative effect and ensure active reader engagement with the news content.

Thus, the proposed theoretical approach and the classification of cognitive-narrative parameters open new avenues for the study of digital news discourse and provide a foundation for developing a comprehensive model of the interactive influence of English-language online news on the cognitive-narrative representation of events in the reader's consciousness.

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Дата першого надходження статті до видання: 12.01.2026

Дата прийняття статті до друку після рецензування: 09.02.2026

Дата публікації (оприлюднення) статті: 14.04.2026