

## **Abstract**

Graduation Level of Proficiency Paper

Bachelors's degree

**Title:** Media discourse in digital communication practice (English and Russian languages)

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**Topical Importance:** The importance of studying Twitter media texts in political discourse, the nature of which is now revealed through a comprehensive analysis and establishment of content and linguistic characteristics in media discourse as one of the currently widespread methods of verbal communication, which determines the relevance of the research topic.

**Goal:** consists in the approach of analyzing Twitter media texts in political media discourse and a systematic description of genre-forming linguistic means and methods of speech influence on the example of twitter accounts of popular political and state figures to identify linguistic features of political media discourse on Twitter.

**Tasks:**

1. description of Internet discourse as an integral part of media discourse in digital communication;
2. Formation of the theoretical basis for the study of Twitter media texts;
3. a proposal for the classification of Twitter media texts;
4. Justification of a new type of relatively new genre - tweeting;
5. determining the language and genre features of Twitter media texts;
6. identifying the linguistic features of the political media discourse on Twitter at the lexical-morphological and graphic levels.

**Theoretical value** is a contribution to the study of insufficiently studied features of speech in media texts of political media discourse on Twitter, as well as to the study of Internet communication in general. This study allows us to analyze the development of the provisions of the cognitive-discursive approach, taking into account the linguistic analysis through the consideration of the political media discourse on Twitter.

**Practical applicability:** the fact that the cognitive-discursive approach used in the work is applicable for the study of media texts of other genres, for the development of theoretical approaches to the problems of text theory, functional stylistics, speech communication, theoretical semantics, and lexicology.

**Results:** The results of the study are interesting and compelling. The findings are well designed, robust and reliable.

**Implementation advice:** in this work, an attempt was made to determine the features of the functioning of media texts of the political media discourse on Twitter. The

conclusions obtained in the course of the study can be used for subsequent work.