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**“Globalist Discourse in American Media: Semiotic and  
Pragmatic Aspects.”**

**MA Paper**

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## ABSTRACT

This master's thesis explores globalist discourse in American media from 2020 to 2025 through the integration of critical discourse analysis, linguo-semiotics, linguo-pragmatics, corpus linguistics, and conceptual mapping. The relevance of the research is determined by the growing role of media in constructing ideological interpretations of globalization in the context of the post-pandemic world, geopolitical instability, migration debates, climate challenges, and transformations of the global order.

The object of the research is globalist discourse in American media, while the subject is the linguo-semiotic and linguo-pragmatic mechanisms through which globalization is represented, evaluated, legitimized, or delegitimized. The aim of the thesis is to establish how American media construct globalization and how lexical, pragmatic, semiotic, and cognitive mechanisms shape its ideological interpretation.

The empirical material consists of 124 media texts from *The New York Times*, *CNN*, *Fox News*, and *The Hill*, published between 2020 and 2025. The total volume of the corpus is 201,519 tokens / 171,475 words. The methodology combines corpus analysis in Sketch Engine, keyword and collocation analysis, concordance analysis, frame analysis, speech act theory, the study of modality, presuppositions and implicatures, semiotic interpretation, and conceptual mapping based on S. A. Zhabotynska's propositional model.

The results show that American media construct globalization not as a neutral descriptive concept, but as an ideologically marked model of world interpretation. The liberal segment, represented primarily by *The New York Times* and *CNN*, tends to frame globalization through interdependence, openness, integration, access, cooperation, and regulation. In this segment, globalization is often naturalized as an inevitable condition of the modern world that can be improved or regulated but not fundamentally rejected. By contrast, the conservative-oriented segment, represented by *Fox News* and *The Hill* in the selected corpus, frames globalization through threat, control, borders, security, trade imbalance, and national interest.

The linguo-pragmatic analysis demonstrates that modal markers, assertives, directives, commissives, presuppositions, and implicatures play a key role in legitimizing competing ideological models. The linguo-semiotic analysis shows that repeated verbal signs, frames, and media codes contribute to the naturalization and mythologization of ideological meanings. Conceptual mapping reveals two dominant cognitive models: the Interdependence Model and the Threat-and-Control-Oriented Model.

The theoretical significance of the thesis lies in developing an integrated approach to the study of globalist media discourse. Its practical value consists in the possibility of applying the findings to media literacy, political communication analysis, discourse monitoring, and further research in media linguistics.

**Keywords:** *media discourse, globalization, discursive construction, US media space, linguistic worldview, corpus-based analysis, ideological stratification, cognitive-discursive approach.*

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## INTRODUCTION

### **Background.**

The contemporary world is characterized by active processes of globalization that affect all spheres of social life, including politics, economics, culture, and communication. In contemporary scholarship, globalization is commonly approached as a multidimensional process involving economic, political, cultural, technological, and communicative transformations (Appadurai, 1996; Beck, 2000; Castells, 2010; Held et al., 1999; Steger and James, 2019).

Media acts as one of the key instruments of globalization, performing the function of a mediator between global events and the mass audience. Media outlets do not merely record ongoing events; they interpret them, thereby shaping specific mental models of reality perception.

In this context US media are particular interest as it embraces a global audience and the capacity to set the agenda far beyond the borders of the United States. Contemporary media do not merely transmit information; they participate in constructing public meanings, social reality, and ideological interpretations of global processes (Bednarek & Caple, 2017; Couldry & Hepp, 2017; Richardson, 2007). As Habermas (1989) notes, the media space serves as an arena where the “public sphere” is formed and power relations are reproduced. For his part, Foucault (1972) points out that discourse is not merely a reflection of reality, but an instrument of its construction that solidifies certain positions of dominance.

It is within the media space that the phenomenon of globalization discourse manifests itself most clearly; within its framework, through a set of semiotic and communicative practices, this process is represented as natural and inevitable. This discourse operates via complex strategies that reinforce specific value orientations. Conceptual metaphors play a crucial role in this process. According to Lakoff and Johnson (1980), conceptual metaphors structure our thinking and allow the media to present complex political processes through images accessible to the audience, positioning the United States as the key subject—the “Agent” of global changes.

The present research is inductive in nature. Instead of pre-formulating a rigid hypothesis, we aim to present an integrated critical discourse analysis of how the US media construct globalist discourse, and to perform a comprehensive linguosemiotic and linguopragmatic analysis to reveal how a mental model of the globalized world is constructed in the US media through a combination of verbal (linguistic) and non-verbal (visual) means.

Special attention is paid to conceptual mapping based on the methodology developed by Zhabotynska. This approach allows us to reveal the architecture of the conceptual network of discourse and analyze the propositional schemas that underlie persuasive and suggestive strategies of influence. This makes it possible to disclose the interplay of linguistic and extralinguistic factors—such as

economic interests, the functioning of banking capital, and political ambitions—that determine the specifics of contemporary American media discourse.

### **Relevance.**

The relevance of studying globalist discourse in the US media is determined by the fact that contemporary mass communication media play a key role in shaping public opinion regarding global processes. Within the current linguistic paradigm, media discourse is viewed as a form of “symbolic power” that defines the frameworks for interpreting events (van Dijk, 1998). This necessitates the application of critical analysis, where media texts are treated as complex social practices that not only reflect but actively construct and legitimize dominant ideological structures (Fairclough, 1995). Discourse is therefore treated not only as language use, but also as a form of social practice through which power relations, identities, and ideological meanings are reproduced or challenged (Fairclough, 1995; Flowerdew & Richardson, 2018; van Dijk, 1998; Wodak & Meyer, 2016). The dominant position of the US media allows them not only to shape the global agenda but also to transmit specific value models, interpreting globalization through the prism of their own ideological interests. This approach transforms globalization from an objective process into a complex social construct created by means of purposeful discursive practices (Barthes, 1957).

This issue becomes particularly acute during the period of 2020–2025, notwithstanding the backdrop of unprecedented global challenges, i.e., the pandemic, the transformation of global supply chains, and the intensification of geopolitical conflicts—the political discourse of the United States demonstrated deep polarization. Global integration and national sovereignty issues became central elements of ideological confrontation, turning the American mass media into the primary arena for shaping new pragmatic strategies. Under such circumstances, investigation of specific speech acts and semiotic markers employed by liberal and conservative media to legitimize or criticize globalism is of paramount importance. This allows not only to disclose the deconstruction of the mechanisms of manipulative influence on public opinion but also to identify the underlying linguocognitive structures behind the formation of the contemporary political worldview.

### **Problem Statement.**

Despite the obvious influence of globalization and the US media on the global information space, a profound problem persists: globalist discourse is not a neutral reflection of reality. It actively shapes a specific worldview in which certain cultural and political narratives become dominant while others are marginalized. As Foucault (1972) noted, any discourse is inherently bound up with power, as it establishes the rules by which a subject can think and communicate.

In this context, globalist discourse in the US media turns into a strategic tool for solidifying a certain model of the world order through repetitive linguistic

and semiotic choices. However, despite the abundance of scholarly works dedicated to globalization itself, a methodological lacuna is not to be missed in the contemporary scientific space: relatively few studies integrate:

Critical Discourse Analysis (CDA) of media texts as a social practice;

Systematic linguosemiotic and cognitive-discursive reconstruction of the intentional and conceptual architecture of messages.

Consequently, while Foucault emphasizes the strategic nature of discourse as a tool of power at the macro-social level, Zhabotynska's (2010) conceptual mapping methodology help us reveal the technical implementation of these strategies at the micro-level of mental structures. Viewed from this angle, the cognitive-discursive approach becomes a kind of "microscope" for Foucault's ideas: it enables the deconstruction of abstract ideological attitudes and traces precisely how they are fixed in the architecture of conceptual networks through concrete propositional schemas. It is the combination of the macro-level oriented toward the Critical Discourse Analysis (CDA) of ideological and legitimizing practices with the micro-level of cognitive modeling that ensures the necessary depth and evidence-based rigor in analyzing the mechanisms of influence within the US media space.

The key issue of the investigation is the fact that the mechanisms of power legitimization in the media are realized not only through overt argumentation. They are also manifested through the architecture of conceptual primary elements (constatives, directives, expressives, etc.) and associated pragmatic mechanisms (presuppositions, implicatures, stance marking). The use of these elements allows the media to imperceptibly "embed" ideological presuppositions directly into the cognitive structure of perception. Thus, the study of globalist discourse requires a transition from a simple description of content to the analysis of its pragmatic intention through a system of lingual primary elements. This will clarify how the US media construct and ideologically mark the image of globalization through a specific combination of speech acts, as well as evaluate how diverse representation strategies influence the formation of public consciousness and the value orientations of the audience.

### **RESEARCH QUESTION**

How do US media outlets from 2020 to 2025 employ discursive strategies to construct, legitimize, and delegitimize globalization within the liberal and conservative segments of media discourse?

### **OBJECT AND SUBJECT OF THE STUDY**

Object of the Study: US media discourse regarding globalization processes during the period of 2020–2025.

Subject of the Study: The linguosemiotic and linguopragmatic mechanisms of representation and ideological marking of globalization in US media, specifically including lexico-grammatical parameters, conceptual metaphors,

illocutionary strategies, framing models, and cognitive-discursive modes of its construction.

### **RESEARCH AIM AND OBJECTIVES**

The aim of the study is to provide a comprehensive analysis of the linguosemiotic and linguopragmatic parameters of US media discourse concerning globalization, and to identify the discursive strategies used for its construction, legitimization, and delegitimization within the liberal and conservative segments of the US media landscape.

To achieve this aim, the following objectives must be addressed:

1. Outline the theoretical and methodological framework of the study by synthesizing insights from Critical Discourse Analysis (Michel Foucault, Teun van Dijk, Jürgen Habermas, Norman Fairclough), semiotics (Roland Barthes), Speech Act Theory (John Austin, John Searle), Conceptual Metaphor Theory (George Lakoff, Mark Johnson), and conceptual mapping (Olena Selivanova, Svitlana Zhabotynska).
2. Describe the corpus and sample selection procedure (*The New York Times*, *Fox News*, *The Hill*, *CNN*; 2020–2025; genres: news, reports, opinions, editorials, etc.), defining the inclusion/exclusion criteria and the principle of ideological representativeness of the sample.
3. Identify the key discursive conceptual vectors, frames, and verbal markers of US globalist discourse within its liberal and conservative segments.
4. Conduct a linguosemiotic analysis of the interplay between verbal components based on a representative sample, revealing the mechanisms behind the mythologization of global processes.
5. Analyze linguopragmatic strategies of influence, highlighting the role of speech acts (constatives, commissives, etc.) in legitimizing the globalization agenda.
6. Construct the conceptual networks of the analyzed discourse using Svitlana Zhabotynska's methodology, identifying the propositional schemas that construct the image of the United States as an active "Agent."
7. Determine how extralinguistic factors (political and economic actors/institutions) are represented and pragmatically marked in media discourse, and describe the variation in these representations depending on the ideological stance of specific media outlets.

### **RESEARCH METHODS**

To address the established objectives, a comprehensive methodological approach has been applied. Within this framework, Critical Discourse Analysis serves as the foundational interpretive lens that integrates text analysis with the examination of extralinguistic factors (the socio-political context and the ideological stances of the media). Other methods ensure a multi-level

reconstruction of the lingual and multimodal mechanisms shaping globalist discourse:

*Quantitative Content Analysis*: Used for the primary systematization of the text corpus, the isolation of thematic dominants, and the determination of the frequency of key lexical markers within globalist discourse.

*Critical Discourse Analysis* (after M. Foucault, N. Fairclough, and T. van Dijk): Applied as the core method to identify discursive strategies (nomination, predication, argumentation), analyze power relations, and deconstruct the mechanisms of political decision legitimization.

*Linguopragmatic Analysis* (based on the Speech Act Theory of J. Austin and J. Searle): Employed to identify the illocutionary types of utterances (constatives, commissives, directives, etc.) that legitimize the globalist agenda, as well as the pragmatic mechanisms (presuppositions, implicatures, evaluativeness) that generate the persuasive potential of media discourse.

*Conceptual Metaphor Analysis* (after G. Lakoff): Used to deconstruct and identify cognitive models and metaphorical frames through which the complex political and economic processes of globalization are represented in the media.

*Conceptual Mapping Method* (S. Zhabotynska): Applied to construct propositional-hierarchical networks (conceptual maps) that reflect the internal cognitive architecture of the discourse under study.

*Linguosemiotic Analysis* (based on the ideas of R. Barthes, G. Kress, and T. van Leeuwen): Employed to deconstruct the interaction between verbal and visual signs (images, infographics, headlines) as a unified semiotic complex that constructs ideological myths within the multimodal media space.

## **RESEARCH MATERIAL**

The empirical data for this study consists of a corpus of media texts representing the discourse on globalization within the contemporary US media landscape. The total sample size comprises 124 units of analysis. The material was gathered through purposive sampling based on key conceptual markers that span the economic, political, and ideological dimensions of the phenomenon under investigation: “*globalization*,” “*de-globalization*,” “*global trade*,” “*international order*,” and “*national sovereignty*.”

The chronological boundaries of the study (2020–2025) capture a period of intense global order transformation. The choice of this timeframe is dictated by a high concentration of extralinguistic factors (the aftermath of the COVID-19 pandemic, transitions between US presidential administrations, trade conflicts, and escalating geopolitical crises) that triggered an active restructuring of linguosemiotic codes and a shift in linguopragmatic strategies regarding media representations of globalization.

The source base of the study is compiled according to the principle of ideological representativeness, enabling a comparative analysis of the variability

of discursive practices across the US media spectrum. For the operational purposes of this study, the corpus is divided into two analytical segments: *The New York Times* and *CNN* form the liberal-mainstream segment, while *Fox News* and *The Hill* form the conservative-oriented segment. This division is strictly corpus-based, reflecting the dominant thematic and rhetorical vectors identified within the selected material, and does not function as an absolute political label for each media outlet in its entirety.

The detailed distribution of the sample looks as follows:

*The New York Times* (32 units): Represents the liberal-intellectual portion of the mainstream segment, characterized by an emphasis on global transformations and the values of international cooperation.

*Fox News* (31 units): Reflects the conservative segment of the discourse, where strategies focusing on the defense of national interests and a critical reappraisal of globalization processes predominate.

*The Hill* (31 units): Represents a pragmatic, policy-oriented discourse within the conservative-oriented segment for this study, focusing heavily on the economic, regulatory, and institutional aspects of globalization.

*CNN* (30 units): Represents the liberal mainstream-discourse featuring a pronounced socio-political orientation and dynamic coverage of international events.

The corpus includes texts from various genres: news reports, feature stories, analytical materials (Opinions), reviews, and editorial columns. The unit of analysis is defined as a cohesive textual ensemble encompassing the headline and the body text. These components are analyzed as an integrated discursive unity where headlines and lead paragraphs strategically pre-structure the reader's perception, working in tandem with the core text to generate specific pragmatic meanings. The overall volume and structure of the corpus ensure the representativeness of the findings, allowing for the disclosure of how conceptual networks function under conditions of contemporary "global turbulence" and tracing potential vectors of their transformation under the influence of extralinguistic factors.

### **SCIENTIFIC NOVELTY OF THE RESULTS**

For the first time based on contemporary US media discourse spanning 2020–2025, a comprehensive analysis of the representation of globalization processes has been conducted by integrating Critical Discourse Analysis (CDA), cognitive-discursive modeling (after S. Zhabotynska), and multimodal linguosemiotic interpretation.

The multi-tiered and synthetic nature of contemporary globalist discourse has been theoretically substantiated. It is demonstrated that ideological legitimization is realized through a dynamic interplay between macro-discursive structures (frames and conceptual networks) and micro-linguistic tools (lexical units, evaluative markers, and pragmatic mechanisms). These components work

in tandem to enhance the suggestive effect of messages and cooperatively shape the persuasive potential of media discourse without relying on non-verbal framing.

The role of the United States as the dominant "Agent" of global transformations has been systematically identified and described; it has been established that this status is consolidated within conceptual networks via recurrent propositional schemas (specifically, the "Action," "Influence," and "Control" schemas), serving as a primary tool for the ideological marking of the global order image.

The application of the conceptual mapping methodology has been further developed as a means to deconstruct covert ideological intentions and their associated pragmatic strategies, specifically the illocutionary types of speech acts. This approach allows for the formalization of implicit mechanisms of influence in media texts, ensuring the reproducibility and verifiability of the findings regarding the modes of globalization legitimization.

The obtained results enable a systematic reconstruction of the cognitive and discursive models underpinning the globalist narrative, while establishing the explicit interconnection between lingual, visual, and pragmatic resources in shaping the ideological influence strategies of contemporary US media.

### **THEORETICAL AND PRACTICAL SIGNIFICANCE**

The theoretical significance of the study lies in refining and extending scholarly understandings of the cognitive-communicative mechanisms involved in constructing globalization within the US media landscape of 2020–2025. The proposed integrated framework, which synthesizes Critical Discourse Analysis with multimodal linguosemiotics and pragmatics, provides a theoretical foundation for analyzing the interplay between verbal and visual resources during the ideological marking of media messages. Furthermore, the findings advance the methodology of cognitive modeling (after S. Zhabotynska) by validating propositional schemas as an effective tool for deconstructing ideologically biased mental models in contemporary political discourse.

The practical significance is determined by the adaptability of the research findings:

*In the Higher Education System:* For designing and teaching advanced academic courses in media linguistics, critical discourse analysis, political linguistics, cognitive linguistics, and communication theory.

*In Media Education and Media Literacy Programs:* The identified discursive strategies and pragmatic mechanisms can be utilized to train audiences in the critical analysis of media content and the decoding of covert ideological myths in the post-truth era.

*In Analytical Activities (Media Monitoring, Strategic Communications, and Political Consulting):* The results of the study serve as a functional tool for

monitoring the modes of legitimizing political narratives and forecasting trends in public discourse evolution under conditions of global turbulence.

### **STRUCTURE OF THE THESIS**

The thesis consistently implements the established aim and research objectives.

The Introduction substantiates the relevance of the topic, formulates the research question, defines the object and subject, sets the goals and objectives, outlines the methodological framework, and describes the research corpus.

Chapter 1, Theoretical Foundations of Discursive Globalization Modeling, is dedicated to the theoretical prerequisites of the study: it clarifies the concepts of discourse and media discourse, examines globalization as an object of discursive construction, and outlines approaches to Critical Discourse Analysis (CDA), semiotic, and cognitive-metaphorical mechanisms. It also substantiates the application of S. Zhabotynska's propositional-modular modeling.

Chapter 2, Research Methodology and Analytical Procedures, presents the methodology and the empirical procedure, describes the criteria for material selection, and defines the coding categories (CDA, pragmatic, semiotic, and cognitive parameters).

Chapter 3, Linguosemiotic and Linguopragmatic Peculiarities of Globalist Discourse Construction in US Media, presents the results of the linguosemiotic and linguopragmatic analysis of media texts across different ideological orientations. Specifically, it reconstructs the conceptual networks of globalization representation and the image of the USA as the key "Agent" of global transformations.

The General Conclusions summarize the main findings and outline prospects for further research. The thesis concludes with a list of references and appendices where necessary.

#### **Chapter 1. Theoretical foundations of discursive globalization modeling in the US media space.**

The first chapter of this study establishes the theoretical and methodological foundations for investigating globalist narratives within US media discourse. Specifically, it examines the evolution of the concept of "discourse" within the anthropocentric paradigm, defines the specific nature of the media space as an environment for the generation of ideological meanings, and analyzes the sociocultural dimensions of globalization. Particular attention is paid to substantiating the methods of Critical Discourse Analysis (CDA) and propositional-modular modeling, which allow for the deconstruction of power relations and cognitive structures that underpin the contemporary globalist narrative in the United States. This combination is appropriate because globalist discourse is simultaneously linguistic, social, ideological, semiotic, and cognitive in nature (Gee, 2014; Jaworski & Coupland, 2014; Wodak & Meyer, 2016).

Moving from these theoretical assumptions, the first chapter of this study establishes the theoretical and methodological foundations for investigating globalist narratives within US media discourse. Specifically, it examines the evolution of the concept of "discourse" within the anthropocentric paradigm, defines the specific nature of the media space as an environment for the generation of ideological meanings, and analyzes the sociocultural dimensions of globalization. Particular attention is paid to substantiating the methods of Critical Discourse Analysis (CDA) and propositional-modular modeling, which allow for the deconstruction of power relations and cognitive structures that underpin the contemporary globalist narrative in the United States.

### **1.1. The concept of discourse in the contemporary linguophilosophical paradigm: anthropocentrism and the cognitive-discursive approach.**

In international scholarship, a similar movement is visible in discourse analysis, cognitive linguistics, and functional linguistics, where language is studied as a resource for meaning-making in social contexts (Evans, 2019; Halliday & Matthiessen, 2014). The formation of contemporary linguistic science at the turn of the twenty-first century was marked by a fundamental shift from a system-centric paradigm to an anthropocentric one. The focus of scholarly attention shifted from language as an abstract system of signs (after Ferdinand de Saussure) to language in its actual functioning, inextricably linked to human cognitive and social activities. In Ukrainian linguistics, the works of Olena Selivanova hold foundational significance for the theoretical substantiation of this approach; she defines the current state of linguistics as a polyparadigmatic state dominated by the cognitive-discursive methodology (Selivanova, 2008). The anthropocentric and cognitive-discursive orientation of this study is also consistent with Ukrainian linguistic scholarship, where discourse is treated as a multidimensional phenomenon connected with cognition, communication, and social context (Selivanova, 2008; Zhabotynska, 2010, 2013).

According to Selivanova's conception, anthropocentrism involves studying linguistic phenomena through the prism of the human factor. This implies that when analyzing globalist discourse in US media, we must account not only for lexical units but also for the "mental world" of both the speaker and the listener. The researcher emphasizes that discourse is a "multidimensional formation" that cannot be reduced merely to text. In her work *Contemporary Linguistics: Directions and Problems*, she proposes an integrated definition of discourse as a holistic event that combines lingual (textual) and extralinguistic (social, psychological, and cultural) components (Selivanova, 2008, p. 132).

A crucial aspect of Selivanova's theory is the distinction between the concepts of "text" and "discourse." While text is viewed as the static product of communication, discourse is understood as a dynamic process—essentially, "speech saturated with life." For our study, this proposition is methodologically

foundational: when analyzing materials from *The New York Times* or *Fox News*, we do not treat them as isolated articles, but rather as fragments of a global communicative process aimed at constructing a specific ideological stance. Discourse, according to Selivanova, is always intentionally driven, meaning that every message conceals a certain communicative goal—to persuade, manipulate, legitimize, or refute.

Special attention within the framework of the cognitive-discursive approach is paid to the concept of the "discursive worldview." Selivanova substantiates the idea that language is not merely a tool for transmitting thoughts, but a means of constructing knowledge about the world. She notes: "The cognitive base of discourse includes a system of knowledge, beliefs, and evaluations shared by the participants of communication" (Selivanova, 2008, p. 158). In the context of the US media landscape, this means that globalist discourse creates a specific "coordinate grid" wherein certain political and economic phenomena receive unambiguously positive or negative marking. For instance, concepts like "free trade" or "transnational cooperation" function within this worldview as indisputable values that form the basis for shaping the audience's mental models.

Another key element of Selivanova's framework is the theory of presuppositions—background knowledge that is not directly verbalized but remains necessary for understanding the text. The author points out that discourse always relies on the "cognitive environment" of the addressee (Selivanova, 2008, p. 210). It is through appealing to this tacit knowledge that US media exert a suggestive influence. When readers consume news regarding global transformations, they subconsciously activate structures already embedded in their memory (frames and scenarios) that were shaped by prior media experience. Consequently, globalist discourse operates as a self-reproducing system where each new message reinforces the pre-existing ideological matrix.

Thus, the theoretical framework proposed by Olena Selivanova allows us to transcend purely linguistic description and advance to analyzing the deep-seated connections between language, cognition, and society. Investigating US globalist discourse within this paradigm makes it possible to expose the mechanisms through which media texts become instruments of "cognitive management," programming the perception of globalization as a natural, progressive process that serves the interests of both the individual and the state.

## **1.2. Discourse as an object of linguistic and interdisciplinary research: definitions, typology, and the specifics of media discourse.**

The concept of "discourse" stands as one of the most polysemous and, at the same time, fundamental categories in contemporary humanities. Within the scope of this study, the deconstruction of this term is essential for understanding how language functions within the social context of American media. Etymologically derived from the Latin *discursus* ("running to and fro," "circular

movement," "conversation"), its meaning in modern linguistics extends far beyond mere communication.

Academic literature generally distinguishes three primary approaches to interpreting discourse. The first is a purely formal linguistic approach, where discourse is viewed as "text above the sentence level." The second is a communicative approach, which frames discourse as a speech act embedded within a real-life situational context (Selivanova, 2008). The third is a sociolinguistic (critical) approach that treats discourse as a social practice and a vehicle for ideological control (Fairclough, 1995; van Dijk, 1998). For the analysis of globalist narratives, a synthesis of the communicative and critical approaches proves most relevant. Teun A. van Dijk conceptualizes discourse as a "communicative event" that encompasses not only the text itself but also the participants, their mental models, and the overarching social context (van Dijk, 1998). The scholar emphasizes that discourse does not exist in a vacuum; rather, it inherently reflects and reproduces societal power hierarchies.

A foundational premise of this thesis is the differentiation between the concepts of "text" and "discourse." While a text is an abstract, static grammatical structure, discourse is "text in action." As Norman Fairclough noted, any text becomes discourse only when it begins to function within society, interacting with the audience and advancing a specific ideology (Fairclough, 1995). Consequently, an article in *The New York Times*, viewed merely as a set of printed signs, is a text; however, functioning as a tool for shaping public opinion on globalization, it constitutes an integral part of globalist discourse.

Media discourse occupies a distinct position within the typology of discourses due to its mass reach, spatiotemporal distance, and high ideological saturation. Its defining characteristics, which guide the logic of our analysis, include multimodality, distance, and persuasiveness. Multimodality implies the integration of verbal and non-verbal signs to construct a cohesive semiotic image (Barthes, 1957). Distance and anonymity allow the media to forge an illusion of "objectivity" and the "voice of truth." Persuasiveness (the capacity to convince) remains the ultimate objective of media discourse—its goal is not merely to report a fact but to engineer a specific attitude toward it, achieving a targeted perlocutionary effect on the audience (Searle, 1969). To accomplish this, newspaper and online news discourse transforms social events into ideologically organized narratives through selection, framing, nomination, predication, and evaluation (Bednarek & Caple, 2017; Richardson, 2007; van Dijk, 1988).

The ideological function of media discourse warrants particular attention. Van Dijk substantiates that the media possess "symbolic power" because they maintain exclusive access to the channels of mass communication. This position allows them to exercise "discursive control"—fundamentally determining the priority of topics, known as agenda-setting. In this sense, globalist discourse is the direct output of media institutions acting as information "gatekeepers."

Within this framework, the analyzed discourse is classified as institutional (public). The functions of this discourse type in American media (2020–2025) encompass the informational-interpretative function (explaining complex processes via metaphors), the manipulative function (instilling specific value systems), and the integrative function (fostering a sense of belonging to a globalized world). Thus, understanding discourse as a reality-shaping social practice provides the necessary theoretical scaffolding for analyzing the linguistic mechanisms through which the image of a global world is constructed in the United States.

### **1.3. Globalization as a sociocultural phenomenon and an object of discursive construction.**

In contemporary scholarly thought, the concept of "globalization" encompasses a wide array of transformations spanning economic integration, political convergence, and cultural unification. For a linguistic study, however, the primary objective is not the statistical analysis of global market indicators, but rather the examination of how these processes are interpreted and legitimized within the media space. In this context, it is crucial to distinguish between globalization as an objective historical process and globalist discourse as a specific ideological system of meanings. While globalization is broadly defined as the increasing interdependence of world countries and regions leading to a unified financial and informational space (Steger, 2017), researchers like Manfred Steger note that globalization is not a self-directed process; it requires ideological scaffolding (Steger, 2017). This very scaffolding is what we define as globalist discourse: if globalization is the "body" of the process, globalist discourse serves as its "language" and ideology. Consequently, globalization is interpreted differently across ideological communities: it may be associated with openness, connectivity, and modernization, but also with inequality, risk, loss of sovereignty, and cultural tension (Beck, 2000; Ritzer & Dean, 2015; Steger, 2017; Steger & James, 2019).

The multidimensional nature of this phenomenon is further justified by foundational models in global studies: while Appadurai (1996) emphasizes cultural flows, Castells (2010) foregrounds networked social structures, and Held et al. (1999) describe global transformations across political, economic, and cultural domains. Crucially, all these dimensions intersect and find their manifestation within the discursive space of mass media, where they are transformed into specific narratives.

A significant contribution to understanding the mechanisms of this ideological accompaniment was made by Jürgen Habermas, whose theory of "communicative action" helps reveal the pragmatics of globalist discourse. The philosopher describes the process of the "colonization of the lifeworld," wherein the logic of the economic system and capital begins to dictate the rules of linguistic interaction within the public sphere (Habermas, 1984). The media space

may be understood as an arena in which public meanings are negotiated and relations of power become visible through discourse (Couldry & Hepp, 2017; Foucault, 1972; Habermas, 1989). Within our research, this implies that American media frequently employ "strategic action" aimed at legitimizing the interests of global elites and transnational capital, rather than "communicative action" aimed at mutual understanding. According to Habermas (1984, p. 182), the media become an instrument that transforms the intricate economic interests of transnational corporations into "socially acceptable" values, thereby creating an illusion of the common good.

Globalist discourse in American media relies heavily on a series of foundational ideologemes that are presented as universal and indisputable. The first prominent ideologeme is the concept of an "open world" and the "free market," through which globalization is represented as the only viable path to economic prosperity. In the texts of publications such as *The New York Times* or *The Hill*, the free movement of capital and goods is frequently conflated with the concept of "democracy," establishing a rigid cognitive opposition between "global progress" and "national stagnation."

Another pivotal component is the concept of "US global leadership." American media discourse characteristically blends globalism with the ideology of American Exceptionalism. Within this framework, globalization is depicted not as a chaotic process, but as a structured order wherein the United States serves as the primary "architect" and "guarantor of security." The third component is technological determinism: globalization is often framed as the inevitable byproduct of unstoppable scientific and technological progress. This framing effectively deflects political accountability from specific actors, as digitalization and global integration are naturalized as "forces of nature" beyond question or dispute.

The transformation of globalist discourse in the "post-truth" era (2020–2025) requires separate consideration. This period marked a critical turning point, as the COVID-19 pandemic, escalating geopolitical conflicts, and economic instability challenged older models of globalization. In response to these crises, American media adapted their discourse, shifting from the aggressive promotion of a "world without borders" to the concept of "resilient globalization." During this timeframe, the discourse fulfilled an important pragmatic function: delegitimized transnational institutions were re-legitimized through an increased focus on the Green Agenda, digital security, and the global defense against autocracies.

It must be emphasized that globalist discourse is inherently normative: it does not merely describe the world, it dictates the standard of behavior for states and individuals alike. Drawing upon the terminology of Michel Foucault (1972), it can be argued that this discourse establishes the boundaries of the "thinkable." Globalization is presented as an absolute, alternative-free progression, while any

attempt to protect national economic interests through protectionism is branded as "archaic regression."

Consequently, the globalist discourse of American media operates as a complex semiotic system designed to construct a mental model of the world in which the interests of the United States and transnational capital are perceived as universal human values. Unpacking the ideological content of this discourse enables us, in subsequent chapters, to thoroughly examine the concrete linguistic tools—specifically, the system of speech acts and the mythologization of images (Barthes, 1957)—used to anchor this construct within the mass consciousness.

#### **1.4. Critical discourse analysis: ideology, power, and linguopragmatics in the media space.**

Critical discourse analysis is relevant to this study because it connects linguistic choices with ideology, legitimacy, power, and social struggle in media communication (Fairclough, 1995; Flowerdew & Richardson, 2018; Reisigl & Wodak, 2016; van Dijk, 1998). A logical extension of the socio-philosophical analysis of power is the transition to the immediate linguistic tools used to detect it, which is made possible through the methodology of Critical Discourse Analysis (CDA). The theoretical foundations of this study rely heavily on the conceptual works of its leading figures, Norman Fairclough and Teun A. van Dijk. Critical Discourse Analysis treats language not merely as a vehicle for transmitting information, but as a specific form of "social practice" that both reflects and reproduces existing power dynamics.

According to Fairclough's conceptual model, every communicative event possesses a complex, three-dimensional structure, manifesting simultaneously as a text, a discursive practice (the process of production and interpretation), and a social practice, which serves as an expression of ideology. In his foundational work *Critical Discourse Analysis*, Fairclough (1995, p. 73) emphasizes that discourse directly contributes to the reproduction of social relations of dominance and inequality. For our analysis, this premise is definitive, as it allows us to assert that American media texts addressing globalization are never axiologically neutral. On the contrary, they function as instruments for the "discursive construction" of social hierarchies, where the prioritization of transnational interests is naturalized as the only acceptable norm.

A central position in the theoretical framework of this thesis is occupied by Teun A. van Dijk's socio-cognitive approach. The scholar meticulously explains the cognitive mechanisms through which ideology is integrated into individual consciousness via media texts. In his seminal study *Ideology: A Multidisciplinary Approach*, van Dijk (1998, p. 8) defines ideology as the cognitive basis of the social representations shared by a specific group. According to his theory, the media exert influence by controlling "mental models"—specialized cognitive structures through which recipients interpret ongoing events. A crucial component of this process is the "ideological square model," which relies on strategies of

positive self-presentation ("Us," "Global Progress") and negative representation of "Others" ("Them," "Isolationists"). Ideological control is realized through the strategic structuring of information, ensuring that the dominant group's own actions are always framed as necessary, rational, and just (van Dijk, 1998, p. 124).

In this context, legitimation in media discourse may be realized through authorization, rationalization, moral evaluation, and mythopoetic patterns, which explain how particular political interpretations are made to appear natural or necessary (Reisigl & Wodak, 2016; van Leeuwen, 2007). This is especially important in polarized media environments, where fear, threat, crisis, and insecurity may become normalized as persuasive resources of political discourse (Wodak, 2021). Consequently, such discursive patterns function as structural catalysts for adjusting public perception under ideologically driven agendas.

An indispensable component of critical media discourse analysis is the linguopragmatic approach, rooted in the speech act theory of John Austin and John Searle. According to this concept, a media text does not merely describe reality but acts as a specific mode of social action. In *How to Do Things with Words*, Austin (1962) substantiates that a linguistic utterance possesses illocutionary force—the capacity to exert influence by the very virtue of being pronounced. Drawing upon Searle's (1969) taxonomy, we distinguish key types of speech acts within US globalist discourse: assertives (presenting ideologemes as objective facts), directives (implicit commands or exhortations), and commissives (promises of future prosperity).

Special attention within the framework of linguopragmatic impact must be paid to quesitives (question acts). In highly ideologized texts concerning globalization, these acts transform into a potent tool of suggestiveness—covert psycholinguistic manipulation. The suggestive function of quesitives is primarily realized through rhetorical questions (e.g., "Is globalism the only way to survive?"), which strategically guide the audience's cognition toward a predetermined conclusion.

Thus, through the pragmatic level of language, the media achieve their primary illocutionary goal: shifting the audience's mental model of the world. Understanding language as an institutional fact that generates new power relations (Searle, 1969) allows us to view linguopragmatic analysis as an indispensable part of deconstructing contemporary US media discourse. This establishes the necessary empirical foundation for transitioning to a detailed investigation of the specific strategies used by American media to construct a globalist model of the world.

### **1.5. Semiotic and cognitive-metaphorical dimensions of media discourse: constructing myths and frames of perception**

An analysis of US globalist discourse necessitates the integration of semiotics and conceptual metaphor theory, given that ideological influence within media is exerted not only through explicit propositions but also via intricate

systems of symbols and implicit associations. While Critical Discourse Analysis (primarily following Teun van Dijk's tradition) focuses predominantly on the macrostructures of power, semiotic and cognitive-metaphorical approaches enable the investigation of the "deep fabric" of beliefs, rendering the ideology of globalism self-evident and natural to the average recipient.

Crucial to this study is the theory of modern myths formulated by Barthes (1957). In his classic work *Mythologies*, Barthes conceptualizes myth as a "second-order semiological system," the primary function of which is to transform history into nature. According to Barthes (1957), a myth strips a specific concept (such as "globalization") of its political or historical context, assigning it the status of a natural, inevitable phenomenon. Within American media discourse from 2020 to 2025, globalization is mythologized in precisely this manner: it is depicted not as the product of deliberate political decisions by elites or transnational capital, but as an inherent stage of human evolution. Barthes (1957, p. 215) emphasizes that myth does not hide the truth but rather distorts it, making it "innocent." This distortion allows the media to reduce the complex economic contradictions of a globalized world to simplified, accessible images of "progress" and a "shared future."

Beyond purely verbal structures, contemporary media discourse is inherently multimodal. According to the social semiotics framework developed by Kress and van Leeuwen (2006), visual components are not mere decorative illustrations but possess their own distinct "grammar." They argue that the composition, gaze, and framing of images represent strategic choices that convey power relations and ideological meaning, functioning in tandem with the verbal text to project a unified semiotic message. In this light, semiotic analysis helps explain how verbal and visual signs organize social meanings in media discourse and how repeated signs may become naturalized as ideological myths (Barthes, 1957; Chandler, 2017; Kress & van Leeuwen, 2021).

In a broader theoretical context, frames organize public interpretation by highlighting certain aspects of reality while backgrounding others, which makes framing especially important for analyzing competing media representations of globalization (Entman, 1993; Goffman, 1974; Hart, 2014). Parallel to semiotic myth-construction and visual structuring, these cognitive mechanisms of metaphorization actively operate within media discourse to cement such interpretive boundaries. According to the foundational theory of George Lakoff and Mark Johnson, a metaphor is not merely a stylistic device of language but a primary category of human cognition. In *Metaphors We Live By*, Lakoff and Johnson (1980, p. 3) substantiate that the human conceptual system, within which we think and act, is fundamentally metaphorical in nature. Conceptual metaphors structure abstract political and social processes through more concrete domains of experience, thereby shaping how audiences interpret globalization, borders, threats, and cooperation (Evans, 2019; Hart, 2014; Lakoff & Johnson, 1980). For the analysis of US globalist discourse, this premise is crucial, as it explains how

specific frames of perception—cognitive frameworks that restrict the interpretation of events—are constructed through a system of conceptual metaphors.

Within the analyzed material, we distinguish several dominant metaphorical models that dictate the logic of the globalist narrative:

*"Globalization is a Path / Irreversible Movement"*: The deployment of verbs of motion and spatial metaphors constructs a frame of inevitability, wherein any attempt to alter the geopolitical or economic course is marked as a "historical catastrophe."

*"The Global Economy is a Living Organism"*: The use of metaphors of "disease," "recovery," or "growth" transforms purely economic processes into biological ones. This framing naturalizes the interventions of regulatory bodies or banking institutions as necessary "medical treatments" beyond public debate.

*"The World is a Network / Shared Home"*: This model activates positive associations of security and mutual assistance, simultaneously obscuring genuine conflicts of interest between national states and transnational capital.

The synthesis of Roland Barthes' semiotics and Lakoff's cognitive metaphor theory demonstrates that globalist discourse in US media functions as a powerful generator of ideological myths embedded within metaphorical frames. These frames operate as cognitive filters, permitting only information that aligns with the globalist worldview while discarding alternative viewpoints as "illogical" or "archaic." Consequently, media texts do not merely describe world events; they construct a reality where the values of globalism become an integral part of everyday human cognition.

While the synthesis of Barthes' semiotic approach and Lakoff's cognitive theory allows us to qualify US globalist discourse as a complex, hierarchical system where ideological myths are objectified through metaphorical models, a specific linguistic methodology is required to formalize these mental structures for empirical analysis. This operationalization is provided by the conceptual modeling methodology developed by S. Zhabotynska. If metaphors and myths establish the ideological vector of the discourse, propositional formulas (the schemas of existence, quality, action, possession, and circumstance) serve as the cognitive framework upon which these meanings are anchored. Therefore, further analysis requires the application of a conceptual mapping algorithm to deconstruct the internal architecture of the identified frames and visualize the links between their verbal and semiotic components.

## **1.6. Critical discourse analysis and propositional-modular modeling as the theoretical framework of the study**

The final stage in establishing the theoretical foundation of this study involves justifying the analytical tools that facilitate the transition from broad theoretical premises to the practical modeling of globalist discourse. The overarching methodological framework of this thesis is Critical Discourse

Analysis (CDA), within which discourse is treated as a mode of social practice and an instrument for the ideological construction of reality (Foucault, 1972; Habermas, 1989; van Dijk, 1998). This approach allows media texts to be analyzed not merely as linguistic entities, but as mechanisms for the legitimization of power, dominance, and social hierarchies.

Since this study focuses on globalist discourse as a cognitive-communicative phenomenon, the propositional-modular approach developed by Professor S. Zhabotynska is applied within the CDA framework to operationalize its semantic structure. Zhabotynska's methodology of conceptual mapping is grounded in the principles of cognitive linguistics and network knowledge analysis, aiming to model the knowledge encoded within linguistic structures. According to Zhabotynska (2013), human knowledge is organized as a conceptual network formed on the basis of a limited number of universal propositional schemas. In her work *Principles of Conceptual Network Construction*, the scholar emphasizes that these schemas function as logical-semantic frameworks that order any information derived from a text (Zhabotynska, 2013, p. 42).

To analyze the US globalist discourse of the 2020–2025 period, this study employs five basic propositional schemas (modules) that form the foundation of propositional-modular analysis:

1. The Existential-Quantitative Schema (The Ontological Module / THING Schema): Enables the determination of the composition and quantitative parameters of globalist concepts, specifically establishing which actors (states, supranational institutions, corporations) are integrated into the mental space of the "global world."
2. The Qualitative Schema (The Attribute Module / QUALITY Schema): Records the evaluative and attributive characteristics of objects, tracing the specific properties (*resilient, sustainable, inevitable, etc.*) assigned to globalization in American media texts.
3. The Actional Schema (The Action Module / ACTION Schema): Functions as a central component of the study, as it models the interaction between the Agent and the Patient, exposing the role of the United States as the primary actor and "architect" of global processes (Zhabotynska, 2013).
4. The Possessive Schema (The Possession Module / POSSESSION Schema): Reflects the relations of ownership regarding resources, values, and rights, enabling an analysis of how global goods and the distribution of responsibility are discursively constructed.
5. The Relative Schema (The Circumstance Module / CIRCUMSTANCE Schema): Captures the logical, temporal, and spatial parameters of events (place, time, circumstances). This is of fundamental importance for analyzing media discourse in the post-truth era, where contexts are frequently shifted or blurred to achieve manipulative effects.

It is critical to emphasize that within this study, propositional-modular modeling is not an end in itself; rather, it serves as the cognitive toolset for Critical

Discourse Analysis. According to van Dijk's socio-cognitive model, ideology functions through mental models that mediate the link between social power structures and specific texts. Utilizing Zhabotynska's schemas allows us to deconstruct these mental models, exposing ideologically biased transformations.

For instance, from a CDA perspective, analyzing the ACTION schema makes it possible to detect the strategy of "passivization" or "agent omission," where the negative consequences of globalization are presented as actorless events that occur naturally. Similarly, analyzing the QUALITY schema helps expose hidden evaluative bias, where a specific political orientation is presented as an objective property of a phenomenon. Thus, cognitive mapping serves as an objective method of critical analysis, linguistically demonstrating the presence of manipulative strategies of legitimization and dominance within media discourse.

Consequently, propositional-modular analysis fulfills the function of an analytical tool for CDA, providing a formalized representation of the ideological meanings and power strategies embedded in media discourse. Constructing a comprehensive conceptual map of globalist discourse allows us to represent it not as a collection of isolated utterances, but as a systemic network of knowledge and associations. As Zhabotynska (2013, p. 108) notes in *Network Analysis in Cognitive Linguistics*, such a map is not merely a visual aid but a model of how knowledge is stored and organized within human consciousness.

The graphical representation of propositional schemas in the form of cognitive graphs visually demonstrates the hierarchy of meanings within the discourse and pinpoints the nodal sites of ideological influence. The convergence of different schemas—such as the ACTION schema (US actions) and the QUALITY schema (globalization as "freedom" or "inevitability")—forms stable associative bonds that reinforce a particular interpretation of global processes. Analyzing these configurations makes it possible to objectify subjective media texts, representing them as a structured system of interrelations. Conversely, the absence of specific elements within the schemas, such as the omission of the "object of responsibility" in the actional model, can indicate the deployment of technological or economic determinism strategies.

Thus, the chosen methodological framework ensures a comprehensive approach to the analysis of globalist discourse: ranging from the socio-philosophical understanding of power and communicative rationality (Foucault, 1972; Habermas, 1989) and the critical analysis of ideology (van Dijk, 1998) to the precise cognitive-linguistic modeling of knowledge (Zhabotynska, 2010, 2013). This allows the practical chapters of the thesis to move beyond merely recording the frequency or contexts of individual lexemes, progressing instead toward reconstructing the complete mental model of the global world that American media construct for their audience.

### **Scientific novelty of the research.**

The scientific novelty of this study lies in expanding current scholarly understanding of the mechanisms behind the functioning of US globalist discourse in the post-truth era (2020–2025). For the first time, an integrated analytical methodology within Critical Discourse Analysis is proposed, combining semiotic, pragmatic, and cognitive-modular analytical tools. This approach enables not only the identification of the ideological biases of American media but also the formalized reconstruction of the cognitive map of the global world imposed on mass consciousness through media discourse. The findings deepen the understanding of the role of linguistic means in legitimizing the strategic interests of transnational capital under conditions of contemporary geopolitical turbulence.

### **Conclusions to chapter 1.**

The completed theoretical analysis yields the following conclusions:

1. The contemporary linguophilosophical paradigm is anchored in anthropocentric and cognitive-discursive approaches, which require the study of language in close connection with cognitive activity and socio-political practices. Within this framework, discourse emerges as a site for the reproduction of power relations, where media texts function as instruments of "cognitive management" and the targeted construction of social reality.
2. Globalization operates not only as an objective sociocultural phenomenon but also as an object of intensive discursive modeling. The globalist discourse of American media (2020–2025) operates as an ideological system aimed at legitimizing asymmetric power relations and the interests of transnational elites through the mechanisms of strategic communication and the "colonization of the lifeworld" (Habermas, 1989).
3. Critical Discourse Analysis (CDA) reveals that US media texts operate with the ideologemes of "world leadership" and "technological inevitability," utilizing the "ideological square model" (van Dijk, 1998) to control the audience's mental models and obscure social contradictions. Semiotic myth-construction (Barthes, 1957) and cognitive metaphors (Lakoff & Johnson, 1980) naturalize US hegemony, presenting subjective political strategies as natural, objective progress.
4. The propositional-modular approach developed by S. Zhabotynska (2010, 2013) is established as an effective tool for the verification and empirical execution of critical analysis. The application of basic cognitive schemas (Thing, Quality, Action, Possession, Circumstance) enables the objectification of the ideological structure of discourse, visually demonstrating the network organization of knowledge and manipulative influence embedded within American media texts during the current transformation of the global world order.

## **Chapter 2. Research methodology and analytical procedure.**

### **2.1. Methodological framework of the study.**

Chapter 2 outlines the methodological framework and analytical procedure deployed to investigate globalist discourse within American media from 2020 to 2025, ensuring the reproducibility and verifiability of the findings. Given the multimodal nature of contemporary media communication and the ideological polarization of the US information space, this study adopts an integrated approach. This approach synthesizes quantitative corpus processing with qualitative Critical Discourse Analysis (CDA), linguosemiotic interpretation, and linguopragmatic analysis.

Corpus-assisted discourse analysis allows quantitative patterns to be interpreted through qualitative discourse categories such as ideology, evaluation, salience, and representation (Baker, 2006; Baker et al., 2008; Gillings et al., 2023; Partington et al., 2013). The quantitative component of the research is executed via the Sketch Engine corpus manager. This platform enables standardized queries for lexical units, the evaluation of absolute and relative frequencies, the analysis of keyness scores, and the extraction of collocation profiles alongside contextual patterns across distinct subcorpora.

The qualitative component relies on the analytical toolkit of Critical Discourse Analysis. This framework interprets statistically verified linguistic patterns as manifestations of broader ideological strategies—specifically, the strategies of legitimizing or delegitimizing globalization, constructing the image of the United States as a primary agent of global transformations, and representing transnational institutions, borders, international cooperation, and economic interdependence.

Linguopragmatic analysis occupies a distinct position within this analytical framework. It facilitates the transition from raw corpus metrics to the investigation of implicit mechanisms of influence, such as presuppositions, implicatures, evaluative modality, and the illocutionary characteristics of utterances, all of which pragmatically guide the target audience. Since the empirical material consists of media texts where ideological weight is distributed not only through lexical choices but also through communicative intent, tone, argumentative structure, and visual framing, combining corpus linguistics with pragmatic and discursive readings is methodologically justified.

The primary method for operationalizing the cognitive layer of discourse is the conceptual mapping technique developed by S. Zhabotynska. Its application enables the reconstruction of propositional schemas and the network organization of key concepts through which American media structure knowledge about globalization. This approach proves highly productive when contrasting the liberal, conservative, and centrist segments of the US media landscape, as it exposes not merely discrepancies in word usage, but deep variations within the underlying cognitive models used to interpret identical phenomena.

Consequently, the methodological baseline of this study is multi-tiered and synthetic. By blending corpus, discursive, pragmatic, cognitive, and multimodal perspectives, it approaches globalist discourse not as a fragmented collection of illustrations, but as a systemic network of interconnected linguistic, ideological, and communicative practices.

## **2.2. Corpus construction and material selection principles.**

### **2.2.1. Empirical base of the research.**

The empirical base of this study comprises a specialized corpus of American online media texts compiled from digital press articles using the analytical tools of Sketch Engine. The corpus was constructed to examine the discursive representation of globalization across dominant segments of the US media space throughout the 2020–2025 period.

The primary unit of analysis is defined as a multimodal media text, which encompasses the headline, the main verbal body, and accompanying non-verbal components, such as photographs, infographics, visual captions, or other graphic elements where present. This structural definition is dictated by the fact that modern media discourse operates as a complex semiotic matrix where meaning is generated through the fluid interaction of verbal elements, visual imagery, layout design, and pragmatic context. In instances where the analyzed article lacks a visual component, the investigation shifts its focus entirely to the verbal level. This shift does not compromise the structural integrity of the analysis, as the verbal text remains the foundational carrier of ideological content.

The total sample size consists of 124 units of analysis. This corpus volume provides a sufficient data mass to identify recurring linguistic models, high-frequency lexical dominants, stable collocational networks, and typical discursive strategies, while establishing a robust empirical baseline for a comparative analysis across the ideologically distinct segments of the American press. A full list of articles is provided in Appendix A

### **2.2.2. Principle of ideological representativeness.**

The selection of texts for the corpus was guided strictly by the principle of ideological representativeness. Accordingly, media platforms representing diverse viewpoints within contemporary political and social discourse in the United States were integrated into the sample. This selection parameter is vital for examining globalist discourse, as globalization within the modern American press is not a neutral topic but an axis of ideological contestation, where the exact same phenomenon is interpreted through fundamentally divergent axiological, political, and pragmatic frameworks.

The corpus incorporates four major media platforms: *The New York Times*, *CNN*, *Fox News*, and *The Hill*. Collectively, these sources represent the liberal-analytical, liberal-mainstream, conservative, and centrist-pragmatic segments of American media discourse, respectively. This subcorpora architecture allows the

study to move beyond comparing isolated texts or separate linguistic markers, making it possible to trace the operation of relatively stable discursive models within distinct ideological spheres.

Adopting this systematic corpus-driven approach minimizes researcher subjectivity. Rather than relying on the intuitive selection of isolated illustrative examples, the study anchors its conclusions in a systematically organized dataset, allowing for the empirical extraction of the recurrent linguistic and conceptual models that underpin the construction of the globalist narrative.

<b>Media Source</b>	<b>Number of Articles (units)</b>	<b>Share in the Sample (%)</b>
The New York Times	32	25.8%
CNN	30	24.2%
Fox News	31	25.0%
The Hill	31	25.0%
<b>Total</b>	<b>124</b>	<b>100.0%</b>

**Table 2.1. Distribution of units of analysis by media source.**

By presenting the quantitative distribution of material across media sources, Table 2.1 establishes the empirical foundation of the study and demonstrates that the sample is balanced. The corpus comprises 32 texts from *The New York Times*, 30 texts from *CNN*, 31 texts from *Fox News*, and 31 texts from *The Hill*. This ratio confirms that no single segment dominates in terms of the number of units of analysis; thus, the study possesses a reliable baseline for comparing divergent media stances.

As evidenced by the data in Table 2.1, the distribution of materials among the four sources is relatively uniform. This ensures the representativeness of the ideological platforms within the corpus and prevents the distortion of results that might arise from the predominance of a single media stance in the overall sample. Consequently, the principle of analytical balance—which is critically important for subsequent comparative discourse analysis—is established at the very stage of corpus construction.

Each of the selected publications performs a specific role within the scope of this research. *The New York Times* represents the liberal-intellectual segment of the American media landscape. This subcorpus consists of 32 texts with a total

volume of 72,641 tokens. The publication caters to an analytical audience and is characterized by elaborate argumentation, complex syntactic structures, and a multi-tiered system of conceptualizing global processes. Within this segment, globalization is frequently conceptualized as a historically determined system of interdependencies that demands intellectual reflection and ethical evaluation.

*CNN* represents the liberal-mainstream segment. The corresponding subcorpus accumulates 30 texts with a total volume of 62,840 tokens. A distinctive feature of this segment is the synthesis of rapid news delivery with elements of humanitarian and emotionally oriented framing. In *CNN* materials, globalization frequently appears within the context of international cooperation, global challenges, intercultural diversity, and a shared future.

*Fox News* represents the conservative segment of American media discourse. The corresponding subcorpus includes 31 texts with a volume of 32,458 tokens. Its inclusion in the study is methodologically mandatory, as it is precisely within the conservative media field that globalization frequently receives its most conflictual, threatening, and critical framing. Here, the discourse is dominated by themes of sovereignty, border protection, economic protectionism, and distrust toward global elites and transnational institutions.

*The Hill* represents the centrist politico-pragmatic segment. Its subcorpus comprises 31 texts with a total volume of 33,580 tokens. This publication serves as a vital component of the study, acting as a relatively neutral baseline, given that it presents globalization less as a symbolic object of ideological conflict and more as a subject of legislative regulation, international policy, economic strategy, and institutional interaction.

### **2.2.3. Specifics of the centrist segment: *The Hill*.**

The role of *The Hill* within the overall structure of the study requires separate comment. Analysing this segment allows for the identification of several vital features that balance the picture painted by the more polarized media outlets.

First, texts in *The Hill* exhibit a clear depoliticization of terminology: globalization processes are presented through economic and legal definitions that are frequently devoid of pronounced emotional bias. Second, the locus of attention shifts toward institutionalism, focusing primarily on regulatory mechanisms, trade agreements, sanctions regimes, and budgetary or financial instruments. Third, this segment makes it possible to trace the interconnectedness of politics and capital, as the influence of extralinguistic factors—specifically the interests of transnational businesses, financial groups, and state structures—manifests vividly in its agenda-setting.

The integration of this segment is fundamental to the comprehensiveness of the analysis, as it enables a comparison not only between the two poles (liberal and conservative) but also with a more pragmatic, technocratic mode of discussing globalization. In this manner, the corpus captures not only emotionally

charged ideological models but also the discourse of realpolitik, where symbolic formulas are transformed into managerial, legislative, and economic narratives.

#### 2.2.4. Linguostatic parameters of the corpus in the sketch engine system.

Following the construction of the corpus, linguostatic processing of the material was conducted within the Sketch Engine system. At this stage, it was essential not only to record the total volume of the texts but also to determine the exact ratios between the individual subcorpora, as these parameters establish the statistical validity of the subsequent quantitative analysis.

<b>Subcorpus (Media)</b>	<b>Number of Tokens</b>	<b>Share of Total Volume (%)</b>
The New York Times	72,641	36.05%
CNN	62,840	31.18%
The Hill	33,580	16.66%
Fox News	32,458	16.11%
<b>Total Corpus</b>	<b>201,519</b>	<b>100.0%</b>

**Table 2.2. Subcorpora parameters in the Sketch Engine system.**

The data in Table 2.2 reflect the internal structure of the corpus and illustrate the distribution of tokens across the subcorpora. The subcorpus of *The New York Times* exhibits the largest volume, containing 72,641 tokens, which accounts for 36.05% of the entire dataset. This is followed by *CNN* with 62,840 tokens, or 31.18%. *The Hill* and *Fox News* are more compact, containing 33,580 tokens (16.66%) and 32,458 tokens (16.11%), respectively.

As demonstrated by Table 2.2, the subcorpora vary in volume despite being relatively balanced in terms of the number of texts. This divergence is explained by the genre-specific features of the respective publications. Liberal media outlets, most notably *The New York Times* and *CNN*, gravitate toward longer analytical features, editorials, and opinion columns characterized by high lexical density and elaborate argumentation. Conversely, *Fox News* and *The Hill* more frequently utilize more compact news or politico-informative formats. Consequently, this discrepancy in volume does not constitute a methodological

flaw; rather, it requires specific consideration during subsequent stages of the analysis.

In light of this, the subsequent comparative analysis relies not merely on absolute frequencies but on normalized metrics. To eliminate the bias resulting from the variance in subcorpora volumes, the Relative Frequency parameter—measured in instances per million (ipm)—was utilized, ensuring the statistical validity of the findings. Specifically, the Sketch Engine system automatically computes the keyness coefficient (Score) based on proportional lexical usage. This approach enables an objective comparison of the ideological weight and discursive significance of terms across different segments, irrespective of the total word count within each subcorpus, thereby minimizing the risk of quantitative data distortion.

<b>Corpus Parameter</b>	<b>Value</b>
Total Tokens	201,519
Word Count	171,475
Sentences	8,084
Lexical Richness (Unique Lemmas)	12,365

**Table 2.3. General technical parameters of the research corpus.**

Table 2.3 summarizes the technical characteristics of the entire corpus. It records a total volume of 201,519 tokens, a word count of 171,475, a total of 8,084 sentences, and 12,365 unique lemmas. These metrics confirm that the empirical baseline of the study is sufficiently expansive to identify stable lexico-semantic and pragmatic patterns.

As evidenced by the data in Table 2.3, the corpus is neither narrow nor stylistically uniform. On the contrary, the substantial volume of sentences, words, and unique lemmas indicates its thematic and genre-specific variability. This is particularly crucial for the subsequent stages of analysis, as it provides a robust justification for treating the identified lexical dominants not as accidental repetitions, but as stable indicators of deeper discursive trends.

### **2.2.5. Chronological framework and the influence of extralinguistic factors.**

The chronological framework of this research spans the years 2020 to 2025. This specific period is highly illustrative for the study of globalist discourse, as it coincides with an intensive transformation of the global agenda. During this

timeframe, globalization ceases to be perceived exclusively as an economic model or a passive backdrop for international interaction; instead, it increasingly becomes an object of overt ideological contestation.

Among the key extralinguistic factors determining the specifics of the period under analysis are the lingering consequences of the COVID-19 pandemic, disruptions in international supply chains, trade conflicts, escalating geopolitical tensions, the re-evaluation of the role of international institutions, and heightened attention to issues of economic security, national borders, and the strategic autonomy of states. Within this shifting environment, globalization emerges as an exceptionally sensitive ideological concept.

Consequently, various American media outlets do not merely report on global events; rather, they construct distinct interpretive frames around them. For some platforms, globalization is depicted as a space of cooperation, intercultural interdependence, and institutional integration; for others, it is framed as a source of risk, loss of control, and the erosion of national sovereignty. Thus, the chronological boundaries of this study render a comparative analysis of divergent media stances not only viable but methodologically mandatory.

#### **2.2.6. Selection criteria and genre representativeness of the material.**

The material was gathered using a purposive sampling method driven by thematic search queries that reflected the primary lexical markers of globalist discourse. The search strategy accounted for both the ideological variability of the media platforms themselves and the lexical diversity of the topic. Targeted queries using the site: operator were applied to each media outlet. The search matrix included units such as *globalism*, *globalization*, *globalist*, *multilateralism*, *global governance*, *trade war*, *global cooperation*, *foreign policy*, *de-globalization*, *open borders*, *global elite*, and other markers relevant to the American political and media context.

The specific inclusion criteria for the corpus were formulated as follows:

Strict alignment with the chronological boundaries of the research (2020–2025);

Ownership of the material by one of the four selected media platforms;

Clear thematic relevance to the discourse of globalization or globalism;

The presence of key thematic markers within the headline or the main body text;

To ensure the purity of the sample, duplicates, republished articles, syndicated reprints, and texts where key globalization markers appeared peripherally without performing a discursively significant function were excluded from the corpus. This rigorous filtering allowed the study to focus exclusively on materials where globalization functions not as an accidental thematic background, but as an essential element in the ideological construction of the communicative message.

In terms of genre, the corpus encompasses news reports, feature stories, analytical articles, op-eds, and editorials. This diversity enables the investigation of globalist discourse across various communicative registers—ranging from purely informative to highly interpretive. It is precisely this genre diversity that facilitates the subsequent transition to the analysis of the linguopragmatic and speech-act characteristics of media texts.

### **2.3. Analytical stages and toolkit (corpus, discursive, and pragmatic analysis).**

The analytical procedure of this research is executed as a sequence of interconnected stages that synthesize the quantitative methods of corpus linguistics with the qualitative procedures of Critical Discourse Analysis, linguopragmatic interpretation, and conceptual mapping. The use of frequency lists, keywords, collocations, and concordances is consistent with established corpus-linguistic practice and supports a more systematic interpretation of media discourse (Biber et al., 1998; Kilgarriff et al., 2014; McEnery & Hardie, 2012). This integration is methodologically justified because it allows the researcher, on the one hand, to objectify empirical observations through statistically verified indicators and, on the other hand, to interpret these indicators as manifestations of ideologically invested discursive strategies.

#### **2.3.1. Frequency normalization and ensuring subcorpora comparability (relative frequency).**

The primary prerequisite for a valid comparative analysis is the comparability of data derived from subcorpora of varying sizes. In corpus linguistics, this challenge is resolved by normalizing absolute frequencies—specifically, by recalculating the number of occurrences of a lemma relative to a standardized baseline, typically per one million tokens. This Relative Frequency metric allows the analysis to transition from raw counts to fully comparable values.

The methodological significance of this approach lies in its capacity to facilitate a mathematically sound comparison of subcorpora even when their total volumes diverge substantially. For instance, a lemma may occur less frequently in absolute terms within a smaller subcorpus, yet carry significantly more weight in a discursive sense if its relative frequency remains high. Therefore, frequency normalization is not merely a technical step, but a necessary condition for a valid comparative analysis of ideologically diverse segments of the media landscape.

#### **2.3.2. Keyword Analysis as a method for identifying ideological markers.**

The next stage of the procedure involves keyword analysis. The Keyword Analysis method is designed to identify lemmas that are statistically overrepresented in a target subcorpus compared to a reference corpus. Unlike a

simple frequency-based ranking, this technique isolates the precise linguistic units that are uniquely indicative of a specific discursive environment.

Within the scope of this study, keyword analysis performs the function of primary discourse mapping. It uncovers the thematic dominants, ideologemes, and nominative strategies through which media outlets conceptualize globalization. At the same time, it is vital to emphasize that the corpus status of a "keyword" does not automatically constitute definitive proof of its ideological significance. Consequently, the outputs of this stage are treated as an analytical hypothesis that requires subsequent contextual verification.

### **2.3.3. Word Sketch as a tool for reconstructing collocation profiles.**

Sketch Engine is particularly relevant for this study because it provides tools for keyword extraction, word sketches, collocation analysis, and concordance-based interpretation of large textual corpora (Kilgarriff et al., 2014). While Keyword Analysis determines which lemmas hold discursive priority, the Word Sketch tool clarifies precisely how these lemmas are integrated into typical syntactic and semantic patterns. It generates a structured profile of a word based on its collocations and grammatical relations—specifically attributive, predicative, and coordinative links.

Within the scope of this study, Word Sketch is employed to reconstruct the evaluative shell of key concepts, establish typical predicative patterns, and determine the agency or patiency of the concept *globalization*. This tool makes it possible to track which adjectives accompany *globalization*, which concepts it coordinates with, and what actions are ascribed to it. Consequently, it serves as a critical bridge connecting statistical analysis with cognitive-discursive interpretation.

### **2.3.4. Concordance analysis as a bridge between statistics and pragmatics.**

The next logical stage after identifying statistically significant lemmas and collocations is the analysis of their operation within authentic contexts. This function is performed by concordance analysis, presented in the KWIC (Key Word in Context) format. It allows the researcher to observe a word within its immediate linguistic environment and to transition from aggregated metrics to the micro-analysis of specific media text fragments.

Previous corpus-assisted studies of migration and refugee discourse demonstrate how lexical patterns can reveal ideological representations of social actors and political processes in the press (Baker et al., 2008; Gabrielatos & Baker, 2008). This stage is vital for the subsequent sections of the study, as it is at the concordance level that it becomes possible to detect mechanisms of influence that cannot be fully captured through frequency tables or collocation lists alone. These include presuppositions, implicatures, euphemization, ironic

shifts, evaluative intensification, covert modes of legitimation or delegitimation, and the speech-act characteristics of utterances.

Therefore, this subsection should be viewed as a methodological foundation for the subsequent parts of Chapter 2. Moving forward, corpus metrics will be deepened through the analysis of concordance lines and the examination of assertives, directives, expressives, presuppositions, implicatures, and other pragmatic mechanisms that ensure the ideological efficacy of the media message.

### **2.3.5. Integration of corpus results with CDA and conceptual mapping.**

Following the identification of key lemmas, typical collocations, and contexts of usage, these elements are mapped onto the categories of Critical Discourse Analysis: nomination, predication, argumentation, perspectivization, and evaluation strategies. This synthesis ensures that statistically recorded units are treated not as isolated items, but as components of ideologically organized world models.

Simultaneously, the outputs of the corpus analysis serve as the empirical baseline for conceptual mapping according to S. Zhabotynska's methodology. Regular attributive, coordinative, definitive, and predicative relations form the basis for reconstructing the propositional schemas of Existence, Quality, Action, Possession, and Circumstance. This approach enables a shift to a deeper analytical layer, transferring the focus from individual words to the cognitive structures that organize the media representation of globalization.

### **2.3.6. Multimodal dimension of the study.**

Since the primary unit of analysis in this study is defined as a multimodal media text, the analytical procedure also accounts for visual components where they reinforce or modify the pragmatic effect of the verbal message. This involves photographs, infographics, captions, layout accents, and other semiotic resources that can influence the perception of globalization as a threat, an opportunity, a crisis, or a norm.

Visual elements in this research are treated not as secondary supplements, but as intrinsic components of the overall framing strategy. They serve to personify political actors, dramatize crises, and symbolize borders, community, or threat, thereby correlating directly with verbal evaluation strategies. This alignment establishes methodological continuity between the corpus analysis of verbal material and the subsequent detailed multimodal and pragmatic analysis.

## **2.4. Lexico-statistical parameters of ideological segments in US media discourse.**

This section provides a comparative corpus analysis of key lemmas across the four subcorpora of American media: *Fox News*, *CNN*, *The Hill*, and *The New York Times*. To ensure a valid comparison, normalized frequency and the Score (keyness coefficient) are utilized, reflecting the statistical significance of a lemma

within the target subcorpus relative to a reference corpus. This approach allows the study to establish not only the quantitative salience of specific linguistic units but also to uncover which frames and ideological priorities dominate within each segment.

<b>№ Rank</b>	<b>Lemma</b>	<b>Score</b>	<b>Focus ipm</b>	<b>Ref. ipm</b>
1\10	alien	5.9	3,050.10	511.12
2\25	terrorist	5.8	3,080.90	530.97
3\68	illegal	5.2	2,218.25	421.80
4\23	open-border	5.8	338.90	54.59
5\26	southwest	5.7	1,078.32	183.61
6\35	unaccompanied	5.6	246.47	39.70
7\40	watchlisted	5.6	246.47	39.70
8\64	classified	5.3	338.90	59.55
9\80	isis-affiliated	5.2	123.24	19.85
10\82	sanctuary	5.2	123.24	19.85
11\93	exclusive	5.2	123.24	19.85

**Table 2.4 Fox News: conservative segment — selected representative keywords.**

The data in Table 2.4 demonstrate that the lexical profile of *Fox News* distinctly gravitates toward a security-criminalization frame. The highest keyness scores are held by the units *alien*, *terrorist*, *illegal*, *open-border*, *southwest*, *unaccompanied*, *watchlisted*, *classified*, *isis-affiliated*, *sanctuary*, and *exclusive*. The very composition of these lexemes indicates that within the conservative media discourse, globalization issues are conceptualized primarily through the categories of danger, loss of control, external threat, migratory pressure, and a state of crisis at national borders.

As evidenced by Table 2.4, exceptionally high scores are exhibited by *alien*, *terrorist*, and *illegal*. This underscores the dominance of an Othering strategy, whereby mobility, transborder movement, and external presence are interpreted through the prism of risk and deviation from the norm. Hyphenated constructions such as *open-border* and *isis-affiliated* function as concise ideological labels that rapidly activate a threat scenario within the audience's consciousness. In this frame, globalization is not depicted as a space of exchange or interdependence; instead, it is associated with a loss of control, the penetration of undesirable elements, and the subversion of national security.

In terms of conceptual mapping, the Quality and Circumstance schemas are particularly prominent here: the phenomenon is marked as dangerous, illegal, or crisis-ridden, and is tightly linked to a territorial breach or a threat zone. Thus, Table 2.4 does not merely record high-frequency lexemes; it reflects a deep discursive model in which globalization emerges as a factor of destabilization.

<b>№ Rank</b>	<b>Lemma</b>	<b>Score</b>	<b>Focus ipm</b>	<b>Ref. ipm</b>
1\24	nepali	3.0	159.13	49.62
2\29	qatari	3.0	143.22	44.66
3\33	survivor	3.0	143.22	44.66
4\40	natal	3.0	127.31	39.70
5\47	irish	2.9	111.39	34.74
6\62	german-speaking	2.9	95.48	29.77
7\84	hispanic	2.8	79.57	24.81
8\91	deliberate	2.8	79.57	24.81
9\87	grateful	2.8	79.57	24.81
10\92	pre-exist (-ing)	2.8	79.57	24.81

**Table 2.5. CNN: liberal mainstream segment — selected representative keywords.**

In contrast to the conservative subcorpus, the data in Table 2.5 demonstrate that the lexical profile of *CNN* reflects an inclusive-humanitarian model of framing. Among the key units featured here are *nepali*, *qatari*, *survivor*, *natal*, *irish*, *german-speaking*, *hispanic*, *deliberate*, *grateful*, and *pre-existing*. The very configuration of this set indicates a fundamentally different strategy for the media conceptualization of global processes.

As demonstrated by Table 2.5, *CNN* exhibits a distinct inclination toward personifying events through human stories, ethnocultural diversity, and the humanitarian dimension of transnational processes. Ethnonymic markers capture a global multi-subjectivity, while *survivor* and *grateful* impart an emotionally-anthropocentric dimension to the events described. This implies that within this media segment, globalization is associated less with existential threat and more with the shared experiences of interaction, vulnerability, support, and cross-cultural presence.

Particular attention should be paid to the units *deliberate* and *pre-existing*, which point to *CNN*'s endeavor to anchor global events within a more intricate context of causality, preconditions, and accountability. Within the cognitive dimension, the Quality and Circumstance schemas are activated here as well, yet

they carry an entirely different axiological substance: globalization emerges as a complex, multi-actor, and long-term process that demands systemic coordination, humanitarian sensitivity, and interpretive flexibility.

<b>№ Rank</b>	<b>Lemma</b>	<b>Score</b>	<b>Focus ipm</b>	<b>Ref. ipm</b>
1\4	international	5.7	506.25	84.36
2\6	freedom	5.4	238.24	39.70
3\13	foreign	5.2	148.90	24.81
4\21	retaliatory	5.0	119.12	19.85
5\22	trade	5.0	119.12	19.85
6\26	international	5.0	119.12	19.85
7\31	inalienable	4.7	89.34	14.89
8\40	unipolar	4.7	89.34	14.89
9\49	monetary	4.7	89.34	14.89
10\53	industrial	4.7	89.34	14.89

**Table 2.6 *The Hill*: centrist politico-pragmatic segment — selected representative keywords.**

The data in Table 2.6 demonstrate that *The Hill* subcorpus reflects an institutional-technocratic model of representing globalization. The most prominent units identified here are *international*, *freedom*, *foreign*, *retaliatory*, *trade*, *inalienable*, *unipolar*, *monetary*, and *industrial*. Such a lexical array indicates that within this segment, globalization is presented primarily as a domain of international regulation, economic policy, strategic management, and legal decision-making.

As evidenced by Table 2.6, international-legal and politico-economic terms are key to this segment. The lexemes *international*, *foreign*, *trade*, *retaliatory*, and *monetary* construct a field of technocratic description, wherein globalization is examined not as a symbolic threat or a humanitarian value, but as an object of governance, negotiation, legislative solutions, and financial mechanisms. Simultaneously, *freedom* and *inalienable* point to the fact that even the pragmatic segment is not entirely devoid of an axiological dimension; however, this dimension is realized strictly through legal and institutional argumentation.

In terms of conceptual mapping, the Possession and Status schemas are particularly prominent here. The United States emerges as an actor that possesses resources of influence, coordinates international processes, and endeavors to maintain its systemic role within the global order. Thus, Table 2.6 reflects the discourse of globalization management rather than its emotional acceptance or rejection.

Rank	Lemma	Score	Focus ipm	Ref. ipm
1\9	atmospheric	2.7	206.49	74.43
2\12	liberalism (as a definition)	2.6	165.20	59.55
3\24	warming	2.6	509.35	193.53
4\26	internationalism	2.6	110.13	39.70
5\30	neoliberal	2.6	110.13	39.70
6\31	postwar	2.6	110.13	39.70
7\33	fossil (fuel)	2.6	275.33	104.21
8\47	dominant	2.5	82.60	29.77
9\61	antiglobalist	2.5	82.60	29.77
10\63	manufacturing	2.5	440.52	173.68
11\73	interdependence	2.5	68.83	24.81
12\76	industrialized	2.5	68.83	24.81

**Table 2.7 *The New York Times*: liberal-analytical segment — selected representative keywords.**

On the material of *The New York Times*, a distinctly different—systemic-reflective and historico-ideological—model of conceptualizing globalization is observed. Table 2.7 contains such revealing units as *atmospheric*, *liberalism*, *warming*, *internationalism*, *neoliberal*, *postwar*, *fossil*, *dominant*, *antiglobalist*, *manufacturing*, *interdependence*, and *industrialized*. This very array demonstrates that within this segment, globalization is framed not merely as an economic or political process, but as a historically motivated system of interdependencies intertwined with ecology, production, ideology, and long-term civilizational shifts.

As evidenced by the data in Table 2.7, *The New York Times* conceptualizes globalization through a metadiscursive perspective. The lexemes *atmospheric*, *warming*, and *fossil* integrate an ecological and climate dimension into the global agenda, while *internationalism*, *liberalism*, *neoliberal*, and *postwar* signal the presence of profound historico-ideological reflection. Within this discourse, globalization is not merely reported on; it is comprehended as the structural outcome of preceding political models, manufacturing cycles, and philosophical worldviews.

In the cognitive dimension, the Circumstance and Relation schemas are dominant here: globalization is presented as a process shaped at the intersection of history, politics, economics, ecology, and international interdependence. Consequently, Table 2.7 reflects an intellectualized and complex frame within which global processes are examined as integral parts of a broader, systemic worldview.

#### **2.4.5. Synthesis of lexico-statistical divergences across segments.**

Thus, a comparative analysis of the data presented in Tables 2.4–2.7 reveals that even at the lexico-statistical level, the American media landscape of the 2020–2025 period exhibits a pronounced ideological stratification. *Fox News* implements a security-criminalization frame; *CNN* operates within an inclusive-humanitarian framework; *The Hill* deploys an institutional-technocratic model; and *The New York Times* manifests a systemic-reflective and historico-ideological orientation.

Consequently, the exact same issue of globalization is channeled into fundamentally divergent interpretive frameworks at the preliminary stage of keyword selection. However, lexico-statistical analysis alone does not fully clarify how these lemmas function dynamically within live discourse. For this reason, the next stage of the study shifts toward the investigation of deeper discursive mechanisms—namely, the attributive, coordinative, definitive, and predicative framing of the concept *globalization*, followed by an analysis of its pragmatic functioning within concordance contexts.

### **2.5. Discursive strategies for constructing globalization in US media discourse.**

In this section, the analytical focus shifts from the statistical description of keywords to the direct examination of how American media outlets systematically construct the phenomenon of globalization discursively. While the preceding section isolated the most salient lemmas across the respective ideological segments, the analysis now centers on the models of attribution, coordination, definition, and predication through which these lemmas acquire specific ideological and pragmatic substance.

The foundational premise of this analytical stage is that globalization within US media discourse operates not as a neutral, descriptive term, but as a semantically managed frame of interpretation. Through the calculated selection of modifiers, verbal patterns, coordinative neighborhoods, and visually supported frames, media platforms construct polarized versions of the same reality: ranging from globalization as an uncontrollable, existential threat to globalization as a complex, albeit crisis-ridden, process of global interdependence.

#### **2.5.1. Attributive framing of the concept "globalization".**

The analysis of discursive strategies logically commences at the attributive level—specifically, by examining the modifiers that accompany the lemma *globalization* across ideologically divergent segments. Adjectival attribution serves as one of the most sensitive indicators of a media outlet's ideological stance, as it directly predetermines how globalization is framed for the target audience.

modifiers of "globalization"			
good	1	0	...
economic	1	1	...
decade	0	1	...
l	0	1	...
support	0	1	...
pure	0	1	...
turbocharged	0	1	...
unchecked	0	1	...
American-driven	0	1	...
1990s-style	0	1	...
unfettered	0	1	...
convergence	0	1	...
peak	0	1	...
start	0	1	...
giddy	0	1	...

**Figure 2.1. Sketch Engine Word Sketch difference interface: comparative analysis of globalization modifiers across liberal and conservative subcorpora.**

As demonstrated by Figure 2.1, the attributive profile of the concept *globalization* is highly asymmetrical. Within the conservative segment, the most prominent modifiers are *good* and *economic*. Despite their surface neutrality, in the discursive context, they frequently function as elements of polemical or conditional approval. This framework constructs a model of calculated skepticism: globalization may be formally recognized as acceptable, but strictly under the condition that it is confined to its economic function and remains devoid of political or axiological consequences.

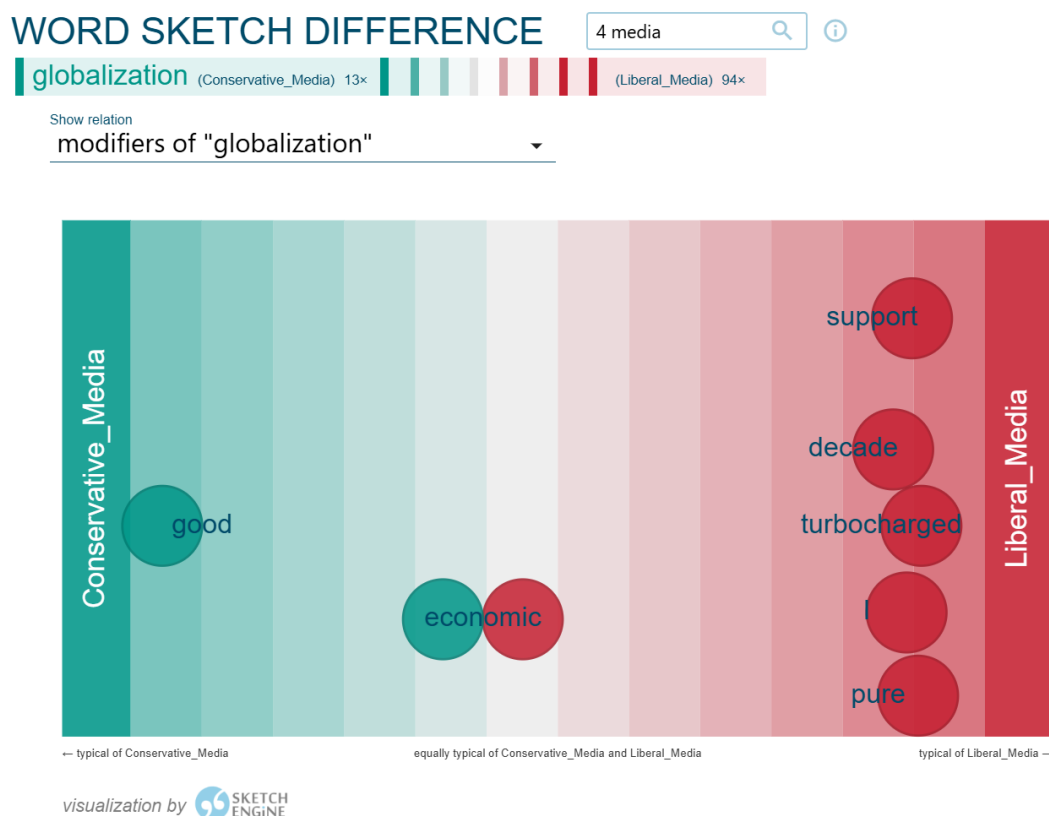
Within the liberal segment, the attributive profile is significantly broader and more semantically saturated. The modifiers *unchecked*, *unfettered*, *turbocharged*, *American-driven*, *1990s-style*, and *pure*, among others, point to a more intricate and reflective conceptualization of the process. Here, globalization emerges as an intensive, historically determined, partially uncontrollable, and geopolitically directed force.

### **2.5.2. Ideological frames of attribution.**

In the conservative segment, the modifiers *economic* and *good* narrow the interpretive frame to the sphere of commercial expediency. Within this context,

globalization is viewed as a permissible instrument only to the extent that it does not violate the logic of national interest, domestic control, and economic benefit. Consequently, adjectival attribution performs the function of reducing a multi-layered phenomenon to a narrow, technical mechanism.

The liberal segment, conversely, offers a multidimensional frame. The modifiers *unchecked* and *unfettered* activate a frame of uncontrollability; *turbocharged* deploys a metaphor of acceleration; *American-driven* triggers the frame of US geopolitical agency; *1990s-style* prompts historical reflection on the previous iteration of globalism; and *pure* invokes the frame of an idealized theoretical form of the phenomenon. This indicates that within liberal discourse, globalization is constructed as a complex socio-political force that requires not outright rejection, but critical comprehension, systemic regulation, and re-evaluation.



**Figure 2.2. Sketch Engine visualization of globalization modifiers.**

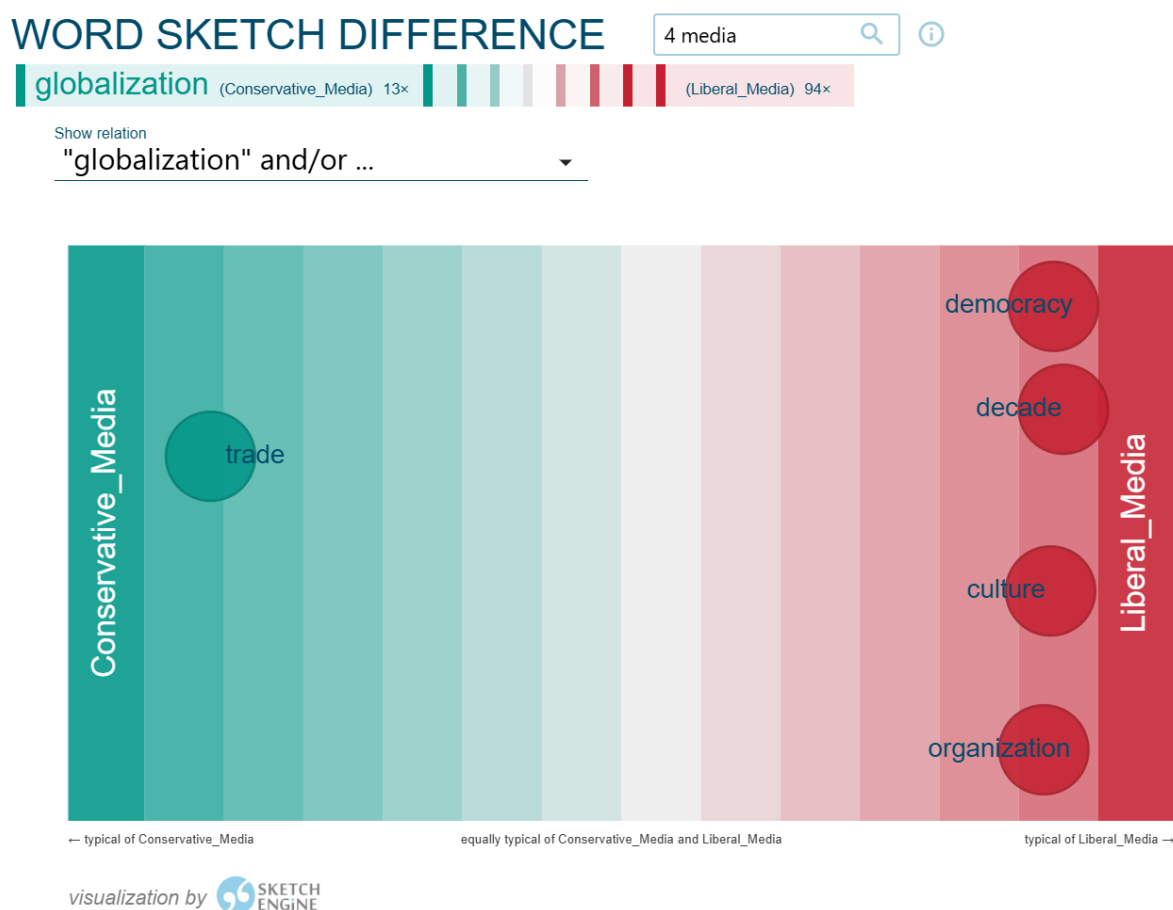
Figure 2.2 supplements the preceding analysis and makes it possible to trace the central zone of intersecting ideological interests. As evidenced by the visualization, this zone is highly sparse, which underscores the profound distance between the respective discursive camps. In fact, the lexeme *economic* serves as virtually the only relatively common denominator, gravitating toward the center and indicating that both media types, to one extent or another, acknowledge the economic dimension of globalization. At the same time, even this partial commonality does not eliminate the deep-seated ideological polarization, given

that within different segments, the economic nature of the phenomenon is invested with divergent pragmatic and evaluative substance.

From the standpoint of S. Zhabotynska's conceptual mapping framework, the outputs of the attributive analysis demonstrate the active operation of the Quality schema. It is precisely at this level within media discourse that the struggle over the foundational definition of globalization's characteristics unfolds: framing it either as a controlled economic mechanism or as a broad, historically dynamic, and controversial process.

### 2.5.3. Coordinative alignment of "globalization": discursive "neighborhoods".

The subsequent step involves analyzing the coordinative alignment of the lexeme *globalization*—specifically, the words that regularly co-occur with it in structures such as "globalization and..." or "...and globalization." This parameter reveals less about the internal attributes of the phenomenon itself and more about its typical discursive neighborhoods, namely, the other concepts with which it is systematically linked.



**Figure 2.3. Corpus visualization of definitional and coordinative constructions of the concept "globalization" (based on the "and/or" query) in the Sketch Engine system.**

As demonstrated by Figure 2.3, within the liberal segment, *globalization* coordinates with such lexemes as *democracy*, *culture*, *organization*, and *decade*. This indicates that globalization is embedded here within a broad institutional, axiological, and historical context. It emerges not merely as an economic process, but as an intrinsic component of social order, cultural interaction, and long-term transformational cycles.

In the conservative segment, *trade* functions as the dominant coordinative partner. This configuration underscores a significantly narrower pragmatic framework: globalization is conceptualized primarily as a commercial and economic phenomenon tied to markets, profit, losses, and the national balance of interests.

Particularly revealing is the virtually empty central zone in Figure 2.3. The absence of lexemes that are equally typical for both camps indicates that within the American media landscape, there is no stable, shared domain for the coordinative conceptualization of globalization. This serves as a direct indicator of a profound discursive dichotomy: the exact same concept operates within mutually exclusive contextual fields.

#### **2.5.4. Definitional models of the concept "globalization".**

Particular analytical value is held by the parameter that captures constructions of the "globalization is a..." type, which allows for the reconstruction of the definitional core of the concept. Within these structures, media outlets effectively answer the question of what globalization "is," establishing its foundational ontological status.

## WORD SKETCH DIFFERENCE

4 media

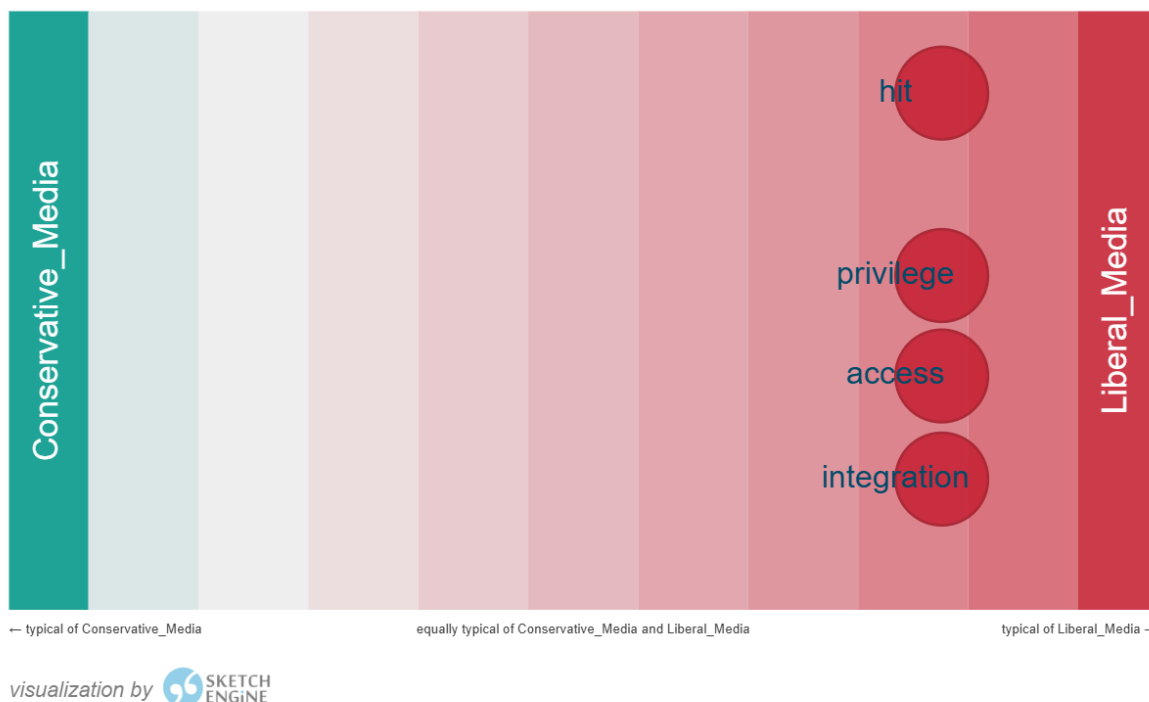


globalization (Conservative\_Media) 13x

(Liberal\_Media) 94x

Show relation

"globalization" is a ...



**Figure 2.4. Corpus visualization of definitional constructions of the concept "globalization" (based on the "is a" query) in the Sketch Engine system.**

Figure 2.4 demonstrates a pronounced asymmetry between the ideological segments. Within the conservative field, a distinct definitional lacuna is observed: there are virtually no statistically significant lexemes that regularly function as direct definitions of globalization. This implies that conservative discourse systematically avoids the ontologization of the phenomenon. Here, globalization is not described as an entity in and of itself; instead, it is examined exclusively through its consequences, challenges, threats, and political effects.

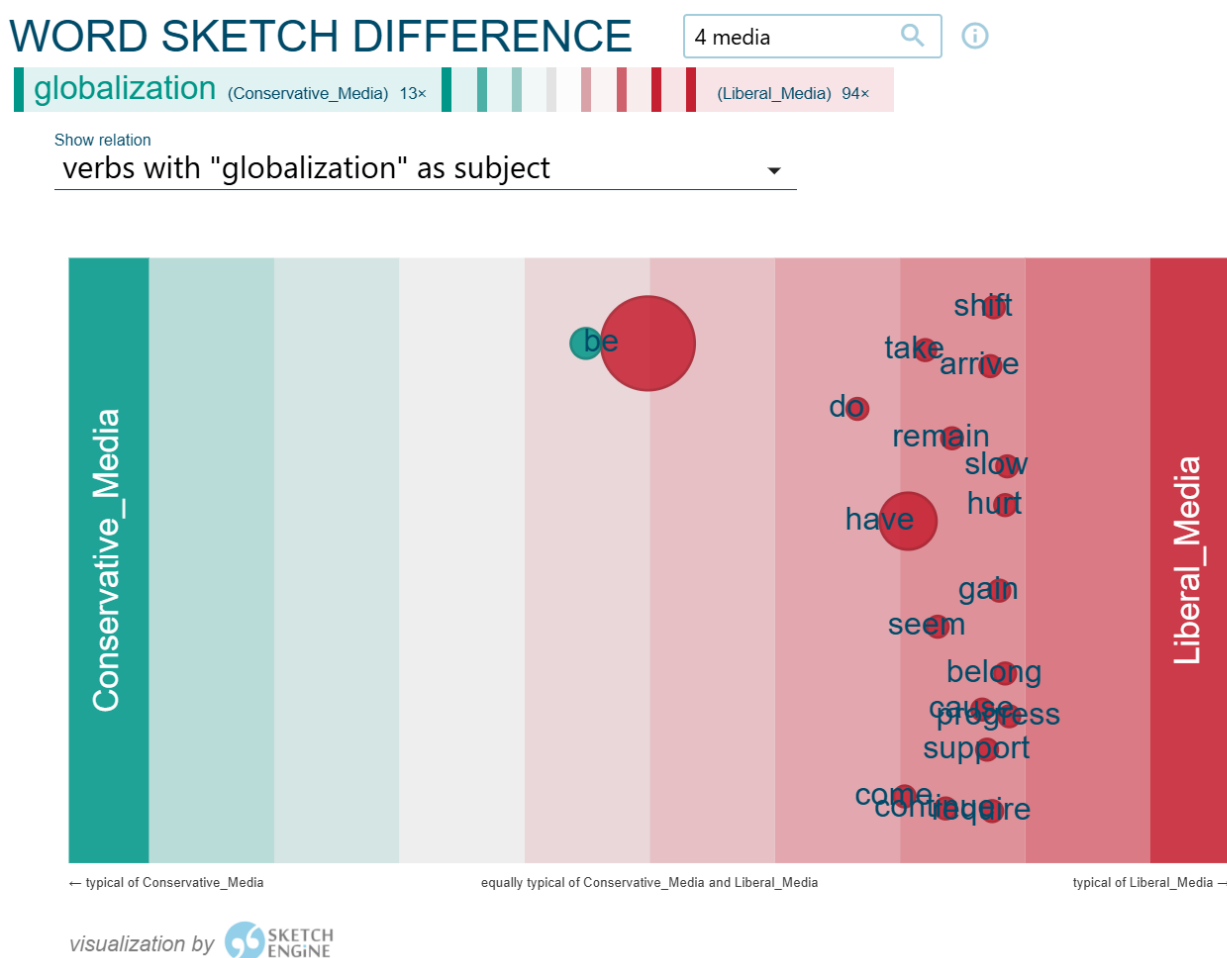
Within the liberal segment, conversely, the definitional field is significantly denser. Such units as *access*, *integration*, *privilege*, and *hit* emerge here. They establish divergent, at times ambivalent, interpretations: globalization as access to resources and opportunities; as integration into broader systems; as a privilege accessible only to a few; and as a factor of impact or resonant disruption. All of this indicates that liberal discourse does not merely evaluate globalization, but actively shapes its definitional, normative, and ontological model.

From the standpoint of conceptual mapping, the Existence schema is particularly active here. Through copular definitional constructions, media outlets offer the audience a ready-made formula for comprehending the phenomenon—

and it is precisely within this dimension that the divergence between the drive toward conceptual anchoring in the liberal segment and the definitional avoidance in the conservative field manifests itself.

### 2.5.5. Predicative models: globalization as the subject of action.

The next layer of analysis involves the predicative alignment of the concept—specifically, instances where *globalization* functions as a grammatical subject paired with active verbs. This parameter allows the researcher to determine whether globalization is endowed with agency or whether it is depicted merely as a passive background for the actions of other political and economic actors.



**Figure 2.5. Sketch Engine visualization of predicative structures (verbs with "globalization" as subject) across ideological subcorpora.**

As demonstrated by Figure 2.5, within the liberal segment, *globalization* combines with a broad array of predicates: *shift*, *arrive*, *remain*, *slow*, *hurt*, *gain*, *cause*, *progress*, *support*, *continue*, and *require*. This indicates that within this discourse, globalization emerges as an active force capable of triggering changes,

influencing social processes, generating consequences, and imposing new demands on states, institutions, and societies.

Crucially, this set of verbs simultaneously spans several vectors: dynamic-processual, causal-consecutive, socio-evaluative, and normative. Consequently, globalization is framed as a complex and contradictory actant that can simultaneously offer support, inflict damage, accelerate transformations, and compel adaptation.

In the conservative segment, an opposite trend is observed—namely, de-agentization. Stable predicative models here are significantly weaker or virtually non-existent. This implies that conservative discourse less frequently endows globalization with independent agency. Instead, accountability for the consequences is systematically shifted toward personified actors—governments, elites, international bodies, and transnational corporations. In this manner, the process itself loses the status of a "driving force" and is transformed into a mere instrument or an environment within which specific culprits or beneficiaries operate.

From the standpoint of conceptual mapping, the Action schema is activated here. It provides a clear view of how different ideological segments distribute agency distinctively: either in favor of the globalization process itself or in favor of external subjects who allegedly control it.

#### **2.5.6. Synthesis of the corpus-discursive stage of analysis.**

Thus, the outputs of the analysis of attributive, coordinative, definitional, and predicative parameters demonstrate that globalization within the US media landscape of the 2020–2025 period does not function as a single, stable concept. On the contrary, within different ideological segments, it receives divergent models of quality, distinct coordinative configurations, an unevenly developed definitional field, and opposing distributions of agency.

In conservative discourse, globalization is predominantly reduced to commercial and economic issues or to a domain of threat; it systematically avoids clear definition and rarely emerges as an independent subject of action. In liberal discourse, it is conceptualized as a complex and multidimensional process that receives historical, political, economic, and axiological interpretations, is more clearly delineated at the conceptual level, and is more frequently endowed with active agency.

However, even this dimension of analysis does not exhaust the research potential of the dataset. While the attributive, coordinative, definitional, and predicative models illustrate how the image of globalization is structured, they do not fully reveal how these units function dynamically within specific utterances, what pragmatic effects they generate, and how they participate in the speech-act organization of media texts.

Consequently, the subsequent sections of this chapter must be dedicated to an in-depth concordance analysis of key lemmas and constructions, alongside the

examination of presuppositions, implicatures, evaluative strategies, and speech-act types—primarily assertives, directives, expressives, and other forms of pragmatic influence. This transition constitutes a logical continuation of the completed corpus-discursive stage, as it is precisely the concordance and pragmatic analysis that will verify how statistically visible models are operationalized within authentic media contexts.

### **2.6. Interim conclusions to the corpus-discursive stage of analysis.**

The analysis conducted within Chapter 2 allows for the conclusion that the applied methodology is fully adequate to the stated objective and provides a multi-layered description of globalist discourse in US media. The integration of corpus tools, Critical Discourse Analysis, conceptual mapping, and elements of the linguopragmatic approach has made it possible not only to isolate statistically significant linguistic units but also to interpret them as indicators of deeper ideological and cognitive models.

The formation of four specialized subcorpora—*The New York Times*, *CNN*, *Fox News*, and *The Hill*—established a representative empirical baseline for comparative analysis. The data in Tables 2.1–2.3 confirmed that the corpus is quantitatively sufficient, genre-diversified, and fully viable for subsequent quantitative and qualitative interpretation. The comparison of data across Tables 2.4–2.7, in turn, demonstrated that the US media landscape of the 2020–2025 period is characterized by a pronounced ideological polarization: the exact same global processes receive fundamentally different lexical marking, distinct evaluative statuses, and contrasting modes of cognitive organization.

It is particularly vital to emphasize that corpus tools in this study perform a preparatory and structurally foundational function rather than a self-contained one. They enable the researcher to detect what is statistically salient within the discourse and how it clusters into typical attributive, coordinative, definitional, and predicative models; nevertheless, the ultimate disclosure of the mechanisms of ideological influence necessitates a transition to a deeper pragmatic analysis.

Therefore, the results of this stage function as an empirical foundation for the subsequent parts of Chapter 2. On their basis, it is highly appropriate to deploy further analysis of concordance lines, the examination of assertive, directive, and expressive structures, and the identification of presuppositions, implicatures, evaluative markers, and modes of covert legitimizing influence. In this manner, Chapter 2 maintains an internal logic of cumulative progression: moving from the corpus compilation and statistical mapping of the discourse to the rigorous, micro-level linguopragmatic reading of specific media texts.

### **2.7. Concordance analysis of key lemmas in globalist discourse.**

The transition from a corpus-statistical description to a concordance analysis constitutes a logical progression of the preceding stage of research. While the Keyword Analysis and Word Sketch tools facilitated the identification of

specific lemmas, collocations, and syntactic patterns indicative of diverse ideological segments, concordance analysis enables a shift toward examining how these units function dynamically within authentic contexts. It is precisely at this micro-level that one can effectively trace their evaluative connotations, pragmatic orientations, contextual shifts, and the covert mechanisms deployed for the legitimation, problematization, or delegitimation of globalization.

Within the scope of this section, the concordance is treated as an instrument for the contextual verification of prior empirical results. It serves to verify how statistically isolated lemmas are operationalized within concrete media fragments, what meanings are ascribed to globalization across varying context types, and what social, political, and emotional effects accompany its representation. This approach is paramount for the investigation of globalist discourse, given that the exact same lexeme can perform highly divergent functions across texts: operating as a neutral descriptive marker, a metaphor for crisis, an instrument of critique, or a vehicle for the symbolic rehabilitation of the phenomenon.

For the liberal segment, the lemmas *hurt*, *support*, *turbocharged*, and *access* were selected, as they had previously been identified via the Word Sketch Difference tool as highly illustrative of this ideological field. Although the liberal segment of the corpus comprises both *The New York Times* and *CNN*, the most representative contexts for qualitative analysis were recorded primarily within the materials of *The New York Times*. In the case of *CNN*, the corresponding lemmas more frequently manifested in a broader news-political sense and were not always directly bound to the concept of globalization itself. Consequently, *The New York Times* serves as the primary illustrative baseline for the liberal segment during this concordance stage. Conversely, for the conservative segment, the lemmas *trade*, *economic*, *good/better*, and *treat* proved to be the most analytically productive, with the most representative examples documented predominantly within *The Hill* subcorpus.

### **2.7.1. The liberal segment: globalization as a contradictory yet reflected process.**

One of the most critical lexemes for the liberal segment is *hurt*, as it allows the researcher to trace how globalization is represented not merely as a macroeconomic or political process, but as a source of genuine social pain, emotional tension, and political backlash. A prime example is found in a concordance line from *The New York Times*:

"people who were hurt or who felt hurt by globalization had opportunities to express their discontent at the ballot box or on the streets." (NYT, 2025; Liberal Media Subcorpus).

This fragment holds considerable analytical weight because the author explicitly delineates two distinct forms of negative experience: objective, structural damage (*were hurt*) and subjectively endured suffering (*felt hurt*).

Such a distinction indicates that liberal discourse does not reduce the repercussions of globalization to dry economic metrics. On the contrary, it acknowledges that the fallout of globalization processes manifests both at an objective level—via job loss, diminished social status, or economic instability—and at the level of perception, emotional trauma, symbolic loss, or threats to identity. As a result, globalization emerges not simply as a structural matrix of world interdependence, but as a factor carrying immediate political consequences: it breeds discontent, drives protests, and shapes electoral behavior.

The clash metaphor identified in another concordance fragment is likewise revealing:

"disruptions collided with the rise of popular politics." (NYT, 2025; Liberal Media Subcorpus).

Here, globalization is implicitly linked to the subversion of the established social order, and the subsequent political reaction is framed as a virtually inevitable outcome. In this manner, the lexeme *hurt* within liberal media discourse performs a dual function: on the one hand, it marks the social cost of globalization, and on the other, it serves as an explanatory mechanism for political polarization and antiglobalist resentment.

Another context involving the lexeme *hurt* contextualizes a more material dimension of the issue:

"the China shock was real ... and hurt American workers." (NYT, 2025; Liberal Media Subcorpus).

In this instance, the negative impact of globalization is sharply focused through the image of the American worker. While the previous example emphasized a broader emotional-political effect, this line accentuates structural losses bound to international competition, labor market transformation, and the global redistribution of manufacturing. Thus, even within liberal discourse, globalization is never framed as an unalloyed good; it is conceptualized as a highly conflicted process capable of generating real social liabilities alongside new opportunities.

The lexeme *support* is equally vital, as it unveils the specific conditions under which globalization receives validation. A telling context from *The New York Times* notes:

"Generally, people gaining from globalization support it. But when the benefits are not evenly distributed... those who feel they are losing out..." (NYT, 2025; Liberal Media Subcorpus).

This fragment steers the discussion of globalization into a strictly pragmatic territory. Here, endorsement is not presented as an ideological article of faith or a moral imperative; rather, it is conceptualized as a direct derivative of acquired benefit.

It is precisely here that a defining feature of liberal discourse manifests: it does not offer blind apologetics for globalization, but openly recognizes that its societal legitimacy is contingent upon how equitably its outcomes are distributed.

Hence, the core problem lies not within globalization per se, but within the asymmetry of its consequences. In this interpretation, the validation of globalization is strictly conditional: it endures only as long as the process is associated with opportunities for economic growth, mobility, and integration into global exchanges, but erodes under the weight of palpable inequality.

Particular analytical value is found in the lexeme *turbocharged*, which frames globalization through a vividly metaphorical lens. In a relevant context, *The New York Times* states:

"free flow of capital across borders, multinational corporations and international supply chains – turbocharged globalization anew. That increased inequality and simultaneously dismantled the international safety nets... " (NYT, 2025; Liberal Media Subcorpus).

In this excerpt, globalization is represented as something akin to a mechanism or an engine that has been artificially accelerated and pushed into hyper-RPMs. The modifier *turbocharged* constructs an image of a process developing too rapidly, too intensely, and partially outside the bounds of social control.

In contrast to neutral economic descriptions, this type of metaphor dramatizes globalization: it appears as a potent force that is not merely unfolding, but surging at a breakneck pace, upending the balance between capital, the state, and social protection. Crucially, this acceleration is immediately coupled with negative outcomes—the amplification of inequality and the dismantling of international safety mechanisms. In this way, liberal discourse moves beyond describing the "free flow of capital" as an absolute virtue, choosing instead to capture the inherent contradiction between economic intensification and social vulnerability.

Another vital dimension of liberal discourse is channeled through the lexeme *access*. A representative fragment from *The New York Times* describes globalization as:

"a time when globalization was about access to things that were new and different." (NYT, 2025; Liberal Media Subcorpus)

In this context, *access* is not reduced to narrow economic gain; instead, it operates as a cultural-humanitarian category. Globalization is conceptualized here as access to novelty, diversity, otherness, and an appealingly open world.

This usage establishes a distinctly nostalgic frame. The author does not merely speak of access as a technical capability, but appeals to an earlier mode of perceiving globalization—to a time when it was associated with curiosity, openness, fresh opportunities, and the cultural expansion of human experience. As a result, *access* performs the function of a semantic rehabilitation of globalization: it restores its primary positive meaning and contrasts it against contemporary crisis-ridden and critical associations.

In sum, the concordance analysis of the liberal segment demonstrates that globalization emerges within it as a deeply contradictory yet unrejected process.

It is represented simultaneously as a source of loss, political discontent, and social inequality, and as a space of access, openness, cultural enrichment, and potentially productive interdependence. Liberal discourse is not monolithically apologetic: rather, it manifests an ambivalent model within which globalization is recognized as a historically significant and potentially productive phenomenon, while simultaneously being subjected to internal critique for its uneven, painful, and destabilizing consequences.

### **2.7.2. The conservative segment: globalization as an economically narrowed and pragmatically reconceptualized concept.**

In contrast to the liberal segment, within conservative media discourse, globalization is represented in a significantly narrower and less conceptually diversified manner. The very nature of the concordance lines indicates that the corresponding lemmas function here predominantly within economic, politico-pragmatic, and metadiscursive fields. At the same time, it is crucial to note that the conservative segment proved to be less homogeneous. Within the materials of *Fox News*, a substantial portion of the co-occurrences for the selected lemmas manifested within broader news-political contexts and was not always directly tied to the concept of globalization per se. Conversely, the most representative examples were documented within *The Hill* subcorpus, wherein globalization emerges as an economically narrowed, pragmatically evaluated, and politically reconceptualized process.

One of the foundational lexemes for the conservative segment is *trade*. A context from *The Hill* is particularly illustrative in this regard:

"the term globalization" has become a byword for U.S. economic disadvantage. While the impact of globalization, particularly trade and foreign direct investment (FDI), is not uniformly beneficial..." (The Hill, 2020; Conservative Media Subcorpus).

This fragment establishes the baseline conservative framework for conceptualizing globalization. While in liberal discourse it may be linked to access, interdependence, or cultural novelty, here it emerges as a synonym for American economic loss. The formula *byword for U.S. economic disadvantage* is exceptionally potent, as it transforms globalization from a merely controversial phenomenon into a marker of national liability.

It is equally revealing that immediately following the general mention, the concept is narrowed down to specific economic instruments—*trade* and *FDI*. This underscores a strategy of pragmatic "grounding" of the term, which is highly characteristic of the conservative segment: an abstract and ideologically loaded concept is translated into the domain of trade flows, investments, tariffs, and commercial interests. As a consequence, globalization loses its multidimensionality and begins to be conceptualized primarily as an economic operation with potentially detrimental consequences for the domestic producer.

This logic is further substantiated by supplementary contexts from *The Hill*, which feature formulas such as *global rules-based trade*, *trade liberalization*, *trade barriers*, *trade negotiations*, and *trade wars*. Such collocations demonstrate that within the conservative segment, globalization unfolds through the lexical field of regulations, barriers, agreements, conflicts, and state intervention. This implies that it is conceptualized not as a space of cultural exchange or universal openness, but as a domain of regulation, competition, and national strategic calculation. Crucially, even in instances where *trade liberalization* is invoked, such liberalization is not presented as an absolute virtue; instead, it is examined strictly through its practical repercussions for the American economy, farmers, industry, and the domestic market.

The lexeme *economic* is no less significant for the conservative segment, as it does not merely specify a variant of globalization but establishes its primary interpretive frame. In a representative context from *The Hill*, the text refers to:

"the cascade of commentary announcing (and often celebrating) the end of globalization. Economic globalization is variously described as..." (The Hill, 2023; Conservative Media Subcorpus).

This excerpt carries a distinct metadiscursive character, as analytical attention shifts not only to the process of globalization itself but to the modes of its public conceptualization. The author observes that economic globalization is increasingly described as being in crisis, in retreat, or in a phase of termination.

For this reason, *economic* functions within this segment as a marker of conceptual narrowing: globalization is practically equated with the economic architecture of the world order. In supplementary contexts from *The Hill*, this framework is reinforced through formulas such as *global economic treat*, *economic outlook*, *economic growth*, *economic and political fallout*, and *economic damage*. Together, they construct a tightly knit semantic complex within which globalization appears not as a civilizational or cultural process, but as an economic regime with concrete positive or negative outcomes. This confirms that for the conservative segment, the measurability of the phenomenon is of paramount importance: it is conceptualized through growth, losses, forecasts, consequences, imbalances, and material effects, rather than through openness, cultural diversity, or humanitarian mobility.

A specific position within conservative discourse is occupied by the lexeme *good*, which in authentic contexts is frequently operationalized via the comparative form *better*. This is precisely what is observed in a text from *The Hill*, where the author emphasizes that instead of dismantling globalization, what is required is:

"more and better globalization that will benefit everyone" (The Hill, 2023; Conservative Media Subcorpus).

This example is highly critical because it dismantles the simplified assumption that conservative discourse is monolithically antiglobalist. Here, an

outright rejection of globalization does not occur; instead, its reformation is proposed.

The form *better* is fundamentally significant here. It points not to a static positive evaluation, but to a process of optimization. In other words, globalization is conceptualized not as an inherent good, but as a tool that can be beneficial provided it is properly configured. Consequently, this context is best interpreted as a manifestation of a reformist modality: the problem lies not within globalization itself, but within its inefficient, skewed, or politically disadvantageous execution. In this optic, the conservative segment does not negate global linkages as such, but endeavors to reformat them in alignment with the principles of national benefit, economic efficiency, and control.

Another vital lexeme for the conservative segment is *treat*. In a telling context from *The Hill*, it is noted that:

"the demise of globalization is increasingly treated as a foregone conclusion..." (The Hill, 2023; Conservative Media Subcorpus).

This fragment carries profound critical-discursive weight. It demonstrates that the analytical focus encompasses not only globalization itself but the societal regime of its perception. The passive construction *is treated as* generates the effect of an objectified consensus: as though the "end of globalization" has ceased to be an individual opinion and has transformed into an universally acknowledged fact.

It is precisely here that the analytical value of this example lies. Conservative discourse does not merely evaluate globalization but comments on the mechanisms of its public normalization. The author notes that the termination of globalization is increasingly framed as a *fait accompli*, yet simultaneously adopts a skeptical stance toward this assertion. Thus, *treat* functions here as a metadiscursive marker: it allows for a critique not only of the substance of globalization but of the modes of its political and media construction.

In sum, the concordance analysis of the conservative segment demonstrates that globalization does not operate here as a central and multidimensional concept, as it does within the liberal media landscape. It is predominantly reduced to economic issues, linked to trade, investments, barriers, negotiations, growth, or losses, and conceptualized as a process subject to reformation or crisis-driven redefinition. Concurrently, this very narrowing constitutes a vital finding of the study, as it underscores the urge of conservative discourse to transpose globalization from the level of a broad socio-historical category to the level of managed economic pragmatics.

### **2.7.3. Comparative conclusion to the concordance stage.**

The juxtaposition of the liberal and conservative segments reveals that globalist discourse within the US media landscape of the 2020–2025 period does not function as a unified, stable, or conceptually homogeneous formation. At the concordance level, a fundamental asymmetry between the two modes of conceptualizing globalization clearly crystallizes. Within the liberal segment,

globalization emerges as a complex, contradictory, yet conceptually saturated process that simultaneously provides access to novelty, creates opportunities, exacerbates inequality, and inflicts palpable social costs. Here, it retains the status of a broad historico-social phenomenon that demands interpretation, critical correction, and ethical reflection.

In the conservative segment, globalization proves to be significantly narrower in scope. It less frequently functions as an independent, multidimensional concept and is more commonly reduced to economic pragmatics, commercial mechanisms, national benefit, loss, or crisis. While within liberal discourse the key lemmas describe access, trauma, support, and acceleration, within conservative discourse the center of gravity shifts toward *trade*, *economic*, *better*, and *treat*—that is, toward commerce, economic repercussions, reformability, and the politically normalized perception of the "end" of globalization.

Crucially, the concordance analysis does not merely validate the outputs of the Word Sketch Difference tool but further contextualizes them. While the preceding corpus stage illustrated divergences between the segments at the level of lexical profiles, the analysis of authentic contexts has unraveled how these divergences are operationalized in media speech. The liberal segment represents globalization as a conflicted yet historically significant process wherein openness, inequality, access, and destabilization co-exist. The conservative segment, conversely, endeavors to constrict it to economically measurable parameters, highlight its practical repercussions for the US, and steer the discussion into the domain of benefit, control, and expediency.

No less revealing is the internal asymmetry within the conservative camp itself. While *The Hill* provides relatively distinct, conceptually viable examples for analyzing globalization as an economically narrowed process, within the materials of *Fox News*, the corresponding lemmas more frequently dissolve into a broader news-political context and do not always represent globalization as an independent concept. This allows us to talk not only about ideological polarization but also about varying degrees of conceptual articulation of globalization within the conservative segment itself.

Thus, the concordance analysis has effectively fulfilled the function of a transition from quantitative mapping to qualitative interpretation. At this stage, it becomes evident that an exhaustive description of ideologemes necessitates an advancement to the level of pragmatic analysis. Accordingly, subsequent research is focused on determining how the identified contexts operationalize assertive, directive, and expressive speech-act models. Special attention is dedicated to the functioning of presuppositions and implicatures, given that through these specific mechanisms, the media do not merely describe globalization but systematically construct ideologically loaded models of its public perception.

## **2.8. Pragmatic mechanisms of ideological normalization and delegitimation of globalization.**

Following the concordance stage of analysis, which facilitated the mapping of contextual realizations of key lemmas within globalist discourse, it is appropriate to advance to the pragmatic layer of interpretation. Pragmatic analysis makes it possible to identify how media texts perform communicative actions such as asserting, warning, recommending, legitimizing, and delegitimizing rather than simply transmitting information (Austin, 1962; Capone & Mey, 2016; Searle, 1969; Yule, 1996). While the preceding section demonstrated how specific lemmas operate within authentic media fragments, this analytical stage centers on how media platforms utilize modality, implicit meanings, and speech-act structures to shape normative perceptions of globalization. The focus here shifts beyond baseline lexical semantics toward the pragmatic effect of utterances: specifically, how they construct frameworks of the necessary, the permissible, the desirable, or the perilous. Metadiscourse and stance markers are important because they show how media texts guide readers toward particular interpretations, degrees of certainty, and value judgments (Hyland, 2019).

Within the scope of this section, pragmatics is treated as a foundational mechanism of ideological influence. It is through modal verbs, presuppositions, implicatures, and speech-act models that globalization is framed either as an alternative-free matrix of modern world organization or as a process that urgently requires containment, revision, and rigorous control. Particularly revealing in this regard are the modal markers *must*, *need*, and *should*, which perform sharply divergent ideological functions across the liberal and conservative segments.

### **2.8.1. The liberal segment: modality as an instrument for normalizing global interdependence.**

Within the liberal segment, modal verbs primarily operate to construct a discourse around the necessity of global cooperation, institutional consolidation, and the normative acceptance of global interdependence. One of the most illustrative examples is found in the following utterance:

"We need instead ... more international cooperation in making more and better globalization that will benefit everyone." (CNN; Liberal Media Subcorpus).

In this instance, *need* functions as a marker of systemic necessity. Crucially, the foundational premise of globalization as such is never contested; it is merely its current structural form that is problematized. Consequently, the utterance does not delegitimize globalization; rather, it normalizes it as an indisputable framework of modernity that simply requires optimization via *international cooperation*.

The pragmatic effect of this utterance lies in the generation of a presupposition that without globalization and international cooperation, structural progress or systemic stability is impossible. While formally structured as a

recommendation, the text implicitly offers the reader only one "rational" action scenario—namely, the endorsement of a calibrated yet inherently global development model. In this manner, *need* functions not merely as a description of a requirement, but as an instrument for the ideological normalization of a specific world order.

A similar pragmatic effect is operationalized in the following excerpt:

"The world needs to be based on a single set of norms and principles to manage the increasing interdependence of the global economy." (NYT; Liberal Media Subcorpus).

Here, *needs* collocates with the phrases *single set of norms and principles* and *interdependence of the global economy*, generating a potent normative-universalist framework. Pragmatically, this utterance does not merely describe global interconnectedness; it legitimizes the necessity of a unified normative order as the sole valid mechanism for managing the global economy. Consequently, modality works in favor of the idea of supranational regulation, while the sovereignty of individual states is relegated to the background.

The normative pressure is manifested even more explicitly in the following case:

"We must face ... the inevitability of more global challenges." (NYT; Liberal Media Subcorpus).

In this instance, *must* establishes a rigid deontic framework of obligation. The juxtaposition of *must* with the lemma *inevitability* generates an effect of absolute alternative-lessness: global challenges are framed as unavoidable, and responding to them is depicted as compulsory. Pragmatically, this shifts the debate away from the question of *whether* cooperation is necessary toward the question of *how* it ought to be executed. In this fashion, global cooperation is advanced not as a political choice, but as an objective prerequisite of modernity.

A comparable logic is observed in the following example:

"International problem-solving holds that centralized multilateral bodies such as the United Nations should be renewed and strengthened." (CNN; Liberal Media Subcorpus).

Here, *should* represents a normative model of a desired political configuration. While formally functioning as a recommendation, pragmatically this utterance performs the function of a covert directive: it legitimizes the reinforcement of supranational institutions while simultaneously normalizing the premise that centralized multilateral structures constitute the proper mechanism for resolving global crises. Within this context, *should* operates not merely as a soft modal marker, but as a vehicle for promoting an institutional model of global governance.

The following utterance is equally revealing:

"Business leaders must realize that they not only have a moral obligation but also a commercial stake in advocating for a fairer, more inclusive globalization." (NYT; Liberal Media Subcorpus).

In this example, *must* bridges the ethical and economic dimensions. Business leaders are constructed as agents who not only derive profit from globalization but also bear a moral obligation to sustain and calibrate it. Pragmatically, such an utterance exerts normative pressure on elite audiences, imposing upon them the role of a responsible subject of global development. Thus, modality contours the image of a "proper" agent of globalization—conceived not as an abstract market force, but as an elite class that must act ethically and with strategic foresight.

In general, across the liberal segment, *must*, *need*, and *should* shape a pragmatics of a "shared destiny." The subject *we* or *the world* most frequently denotes not a narrow national in-group, but a broader international or civilizational community. Herein lies their primary ideological effect: dissent from these modal structures is implicitly coded as a rejection of rationality, progress, or global responsibility. Consequently, modality within liberal discourse fulfills the function of both logical and symbolic inclusion: it delineates who belongs to the domain of the "progressive world" and who is excluded from it.

### **2.8.2. The conservative segment: modality as a mechanism for safeguarding sovereignty, security, and control.**

Within the conservative segment, modal verbs operate through an entirely different logic. While in liberal discourse they predominantly normalize global interdependence and supranational cooperation, here they function as instruments for safeguarding borders, national security, domestic control, and economic self-preservation. A representative example is found in the following text:

"Congress must block Biden's open-borders insanity ... and take all necessary steps to secure the border and stop the flow of illegal aliens." (Fox News; Conservative Media Subcorpus).

In this instance, *must* represents an alternative-free obligation for immediate action. Pragmatically, it leaves no room for deliberation: the political decision is presented as a morally and security-driven imperative.

Crucially, modality here is coupled with highly expressive, evaluative units such as *open-borders insanity*, *secure the border*, and *illegal aliens*. This means that *must* within the conservative segment does not merely denote an obligation, but triggers a state of crisis response. Through this construction, migratory or globalization processes are framed as an existential threat, whereas state action is advanced as the sole legitimate mechanism for its neutralization. In a pragmatic sense, this generates an effect of mobilization and legitimizes stringent containment policies.

The marker *need* functions in a highly similar manner within the following utterance:

"We need to rethink our national security and foreign policy ... and need to be more prepared to defend ourselves in the future." (The Hill; Conservative Media Subcorpus).

Here, modality is bound not to integration, but to revision, protection, and self-preservation. In contrast to the liberal *need*, which leads toward integration and shared norms, the conservative *need* is directed toward the revision of prior openness and a return to strategic self-reliance. The pragmatic effect of this utterance lies in constructing a presupposition that the preceding model of foreign policy was insufficiently protective and, consequently, demands profound re-evaluation.

This utilization of modality shapes a model of the "protected state," wherein international interaction is permissible exclusively under the condition of national security prioritization. Here, we encounter not an outright rejection of foreign policy as such, but rather its de-ideologization and pragmatic reformatting. As a result, *need* emerges as a marker of the strategic necessity for control, defense, and the restoration of political governability.

No less illustrative is the following fragment:

"Trade with China should be balanced and fair, not just free; we should be focused on issues vital to the national interest." (Fox News; Conservative Media Subcorpus).

In this example, *should* represents a normative demand, yet it is directed not toward reinforcing the global order, but toward calibrating it in accordance with national interests. The juxtaposition of *fair* and *free* is highly critical here. While liberal discourse gravitates toward the normalization of openness, conservative discourse supplants the ideal of "free trade" with the ideal of "fair trade," where fairness is strictly calibrated by the benefit accrued by one's own state.

Pragmatically, this construction performs the function of delegitimizing the prior macroeconomic consensus. It does not reject international commerce entirely, but it systematically challenges its liberal normativity. Thus, *should* within the conservative segment does not open up a space for global cooperation; instead, it redefines the conditions of permissible international engagement, which is deemed acceptable only when it directly advances the national interest.

The following example belongs to the exact same pragmatic domain:

"Administration officials have said they must be respected, especially by its trading partners." (Fox News; Conservative Media Subcorpus).

Here, *must* functions as a linguistic mechanism for asserting status and demanding external recognition. Unlike liberal discourse, where obligation is frequently imposed upon "everyone" as part of a global community, within the conservative segment it concentrates on the demand for respect toward the position of the United States. This implies that international interaction is conceptualized not as horizontal cooperation, but as a competitive field in which the national actor must secure proper status, respect, and strategic leverage.

In sum, within the conservative segment, *must*, *need*, and *should* fulfill the function of a discursive barrier. While within the liberal media space modality "opens the door" to cooperation, global norms, and supranational structures, here

it "installs locks," emphasizing the necessity of protection, containment, balancing, and national priority. It is precisely due to this configuration that modality within conservative discourse legitimizes not global interdependence, but a selective, controlled, and security-justified participation in international processes.

### **2.8.3. Illocutionary force and speech-act types in globalist discourse.**

To deepen the pragmatic dimension of this study, it is necessary to examine globalist media discourse not merely through the lens of modality, but also through the typology of speech acts. This approach allows for a precise determination of the specific communicative action performed by the analyzed utterances—establishing whether they function to inform, prompt, obligate, evaluate, or systematically impose a particular interpretive framework as alternative-free. In this regard, the classification of speech acts developed by J. Austin and J. Searle proves exceptionally productive, facilitating the isolation of representatives (assertives), directives, commissives, and expressives as the baseline components of the pragmatic organization of media utterances.

Within the liberal segment, one of the most prominent groups is composed of assertives—utterances that present a certain state of affairs as objectively given or as requiring no supplementary proof. These include, most notably, formulations such as:

"The world needs to be based on a single set of norms and principles... (to manage) the increasing interdependence of the global economy." (NYT; Liberal Subcorpus).

Despite their surface-level descriptive appearance, these constructions perform an ideologically consolidating function alongside an informative one: they establish global interdependence as an unquestionable baseline premise. Consequently, the assertive within liberal discourse does not merely report on the state of the world, but configures a normative horizon for the audience, within which globalization is conceptualized as the structural reality of modern times.

The liberal segment also prominently features directives, though they frequently manifest in a mitigated rather than an imperative form. Utterances such as:

"multilateral bodies ... should be renewed and strengthened" (CNN; Liberal Subcorpus).

or

"we should have more engagement between business and government" (CNN; Liberal Media Subcorpus).

exemplify normatively structured directives. While formally looking like recommendations, pragmatically they execute the function of inducement: they prescribe what the desired political or economic order ought to look like. Such constructions move beyond describing a possible scenario, actively advancing it as proper and rationally justified. This reveals a defining trait of liberal discourse: inducement is framed as a consensual norm rather than a rigid command.

A distinct role within the liberal segment is played by commissives—utterances containing an element of commitment or the assumption of responsibility. Within media discourse, they do not always assume the classical guise of an individual promise; rather, they are frequently operationalized through a collective *we* that takes upon itself the moral-political obligation to act in a specific direction. For instance, in the utterance:

"We must face ... the inevitability of more global challenges" (NYT; Liberal Media Subcorpus).

the modal *must* not only formulates an obligation but generates an effect of collective commitment toward a shared future. This implies that commissiveness within liberal discourse frequently assumes the form of a distributed global duty, wherein the audience is symbolically subsumed into a community of responsible actors.

No less significant are expressive elements, although within the liberal segment they are typically less aggressive than in the conservative counterpart. For instance, in constructions such as:

"people who were hurt or who felt hurt by globalization" (CNN; Liberal Media Subcorpus).

the expressive potential lies in the recognition of the emotional and social vulnerability of those relegated to the ranks of "globalization's losers." Such utterances do not merely describe a structural condition but invite the audience into empathetic resonance. As a result, expressiveness within liberal discourse works toward humanizing the fallout of globalization, thereby preserving the moral legitimacy of globalization as such—albeit in its reformed or mitigated variant.

Within the conservative segment, speech-act types manifest a fundamentally different pragmatic configuration. Assertives remain a central category here as well, yet they are more frequently articulated in a more rigid, verdictive manner. For example, the utterances:

"globalization has become a byword for U.S. economic disadvantage"  
and

"the demise of globalization is increasingly treated as a foregone conclusion" (The Hill; Conservative Media Subcorpus).

do not merely register a state of affairs; they impose an ideologically loaded baseline. Such assertives function as tools for the discursive consolidation of a specific vision of reality: globalization is depicted as an economic loss, and its crisis as a virtually *fait accompli*. Thus, assertives within the conservative segment frequently carry the character of an ideological verdict.

Directives are represented with particular salience within conservative discourse. Formulations such as:

"Congress must block Biden's open-borders insanity"  
or the call to

"take all necessary steps to secure the border" (Fox News; Conservative Media Subcorpus).

serve as prime examples of direct inducement to action. Unlike liberal directives, which are often cast as recommendations, conservative directives possess a mobilizing, unappealable character. They are oriented not toward global cooperation, but toward protective intervention, containment, blocking, and the tightening of control. Pragmatically, this means that directiveness within the conservative segment is bound to a framework of threat, and is therefore operationalized as an urgent demand for the state to act in the interest of security and sovereignty.

Commissiveness is also present within conservative discourse, although—similar to the liberal segment—it does not always materialize as a classical promise. More frequently, it operates in the form of an institutional or national obligation:

"we need to rethink our national security and foreign policy" (The Hill; Conservative Media Subcorpus).

and the demand that

"administration officials ... must be respected, especially by trading partners" (Fox News; Conservative Media Subcorpus).

Here, the commissive dimension resides in imposing upon the state and political institutions the duty to guarantee protection, order, and international recognition. Within this model, commitment is not universalist, as it is in the liberal segment, but possesses a clearly defined addressee: the nation, the state, the border, and the domestic producer.

Expressives within the conservative segment, in turn, are noticeably harsher and more emotionally saturated. Units such as *open-borders insanity*, *illegal aliens*, *economic disadvantage*, or rhetoric concerning a *broken system* do not merely inform or induce; they establish a powerful evaluative field. They activate fear, anxiety, resentment, and a sense of immediacy. In a pragmatic sense, expressiveness here functions as a mechanism for the emotional mobilization of the audience and for reinforcing the legitimacy of stringent political measures.

Consequently, the typology of speech acts demonstrates that the liberal and conservative segments diverge not only at the level of vocabulary or theme, but also at the level of the illocutionary organization of discourse. The liberal segment gravitates toward assertives with a normative framework of global interdependence, soft directives of cooperation, and collectivized commissives of responsibility. The conservative segment, by contrast, relies upon verdictive assertives, rigid directives of protection, and commissives of state duty, reinforced by an expressive rhetoric of threat. This provides firm grounds for treating speech acts as one of the primary pragmatic mechanisms for the ideological structuring of globalist discourse.

#### 2.8.4. Presuppositions and implicatures as mechanisms of covert ideologization.

An equally vital layer of pragmatic analysis involves the investigation of presuppositions and implicatures, as they allow the researcher to trace how ideological assumptions are embedded within media discourse implicitly, functioning as background or indirectly derived meanings. While speech acts capture the illocutionary force of an utterance, presuppositions and implicatures demonstrate which meanings are advanced as already accepted, self-evident, or requiring no verification. For this reason, this dimension is exceptionally valuable for the analysis of globalist discourse, where the core ideological load is frequently carried not via overt declarations, but via the configuration of a "proper" interpretive background.

Within the liberal segment, one of the most illustrative examples of presupposition mapping is the formula *more and better globalization* (CNN; Liberal Subcorpus). On a surface level, it appears as a moderate proposal for optimizing the existing model. However, its presuppositional content is considerably deeper: it assumes that globalization is already a baseline reality, that its existence is beyond dispute, and that the only matters open for deliberation are the quality or degree of its implementation. Thus, the very possibility of rejecting globalization is extracted from the domain of debate before argumentation even commences. This represents a classic mechanism of "soft" legitimation: an ideologically loaded position is advanced as a neutral starting condition.

A similar function is performed by the utterance:

"The world needs to be based on a single set of norms and principles..." (NYT; Liberal Subcorpus).

Here, the presupposition lies in the premise that global interconnectedness is already a given, and a single set of norms is presented as a natural, rational response to this reality. Alternative models—specifically those grounded in greater autonomy for national systems—are not discussed as peer options; instead, they are implicitly displaced beyond the boundaries of the norm. In this manner, universalism is configured not as one of several possible ideological stances, but as an alternative-free form of political prudence.

Equally important for the liberal segment is the implicature generated by metaphorically dense utterances such as *turbocharged globalization* (NYT; Liberal Media Subcorpus). From a pragmatic standpoint, this formula does not merely label a phenomenon; it produces a covert conclusion regarding its unmanageability, breakneck pace, and potential peril. The author is not required to state explicitly that globalization has spun out of control; this meaning is derived by the reader directly from the metaphor itself. Herein lies the implicature effect: through the imagery of an "over-revved mechanism," the audience is offered an interpretation of globalization as a process requiring braking, regulation, or at the very least, critical re-evaluation.

Another liberal example involves the references to *hurt* and *people who felt hurt by globalization* (CNN; Liberal Subcorpus). Here, the implicature layer resides in the fact that even a subjective feeling of loss is presented as politically significant and real in its consequences. The author does not need to argue directly that every emotional grievance is factually justified; instead, through the very structure of the utterance, an implicature is built stating that the political reaction to globalization can be driven by symbolic or affective losses just as much as by material ones. This allows liberal discourse to absorb the critique of globalization into its own coordinate system without abandoning the overarching globalist framework.

Within the conservative segment, presuppositions are even more rigid, frequently operating within a mode of security- or defense-driven self-evidence. For instance, in the utterance *stop the flow of illegal aliens* (Fox News; Conservative Media Subcorpus), the presupposition is that the "flow" already exists, that it is inherently threatening, and that its perilous status requires no independent proof. All of this is advanced as background knowledge shared by the author and the audience. Consequently, before any explicit arguments are articulated, the baseline ideological frame has already been set: migratory movement is interpreted as something excessive, unwanted, and requiring immediate cessation.

The utterance *globalization has become a byword for U.S. economic disadvantage* (The Hill; Conservative Media Subcorpus) operates in a highly similar fashion. Here, the presuppositional effect lies in presenting the link between globalization and economic loss as already socially consolidated. The author does not prove this connection from scratch; rather, it is referenced as a linguistic and societal given. By virtue of this, an ideologically saturated claim assumes the appearance of a description of collective consciousness rather than an isolated political position. This allows conservative discourse to mask its own evaluation under the guise of registering an existing consensus.

The implicature dimension of the conservative segment is clearly visible in formulas such as *open-borders insanity* (Fox News; Conservative Media Subcorpus). At the level of literal meaning, this is an expressive descriptor of a political course, yet its pragmatic effect is substantially broader. The implicature lies in the premise that any policy of border openness is automatically equated with irrationality, loss of control, and danger. This is not articulated in a detailed manner but is directly derived from the lexical choice itself. As a result, the ideological evaluation is delivered in a maximally condensed yet emotionally potent form.

No less revealing is the formula *Trade with China should be balanced and fair, not just free* (Fox News; Conservative Media Subcorpus). Its presuppositional effect lies in the premise that the model of "free trade" is already understood to be insufficient or unfair. This deficiency is not debated as a hypothesis; it is embedded into the utterance as a baseline condition. The

implicature, in turn, suggests that the liberal trade order is already compromised and necessitates correction from the standpoint of national interest. In this way, conservative discourse not only redefines a specific economic policy but systematically undermines the legitimacy of the prior universalist consensus.

In sum, presuppositions and implicatures function within globalist discourse as crucially important mechanisms of covert ideologization. Within the liberal segment, they primarily serve the soft normalization of global interdependence, shared norms, and a cooperative world order. Within the conservative segment, conversely, they consolidate the threatening status of openness, economic imbalances, or weakened control. Therefore, the analysis of hidden meanings is indispensable for a comprehensive pragmatic study: it allows the researcher to see not merely what the media say about globalization, but what meanings they render "self-evident" for their audience.

### **2.8.5. Pragmatic conclusion.**

The pragmatic analysis of globalist discourse in US media demonstrates that the ideological construction of globalization occurs not only at the level of themes, key lemmas, or collocations, but also at the level of illocutionary force, normative modality, and implicit meanings. The modal verbs *must*, *need*, and *should* perform the function of allocating the permissible and the necessary within both segments, yet they do so within the boundaries of distinct ideological models. Within the liberal segment, they normalize global interdependence, cooperation, unified norms, and institutional responsibility. Within the conservative segment, these exact same units legitimize border protection, security control, economic selectivity, and the priority of national interests.

The typology of speech acts has facilitated a refinement of this divergence. The liberal segment gravitates toward assertives that present globalization as a complex yet objective reality; toward softly structured directives that induce cooperation; and toward collectivized commissives of responsibility in the face of global challenges. The conservative segment, by contrast, relies upon more rigid assertives-verdicts, mobilizing directives of protection, and commissives of state obligation to the nation, frequently amplified by an expressive rhetoric of threat. This indicates that pragmatics within the examined material operates not as a secondary layer, but as one of the primary mechanisms for the ideological structuring of the media picture of the world.

Presuppositions and implicatures proved equally vital. It is through them that within the liberal segment, globalization is presented as an almost natural form of the modern order that requires calibration but not negation, whereas within the conservative segment, openness, unregulated flows, and "free" trade are frequently already conceptualized in the background as potentially dangerous or unfair. Consequently, the divergence between the segments manifests itself not only in what exactly they articulate regarding globalization, but also in what baseline assumptions they render obvious to their audiences.

Thus, the pragmatic stage of the study confirms that globalist discourse in US media operates as a system of normative and hidden meanings, where the struggle unfolds not merely over the evaluation of the phenomenon, but over the very rules of its interpretation. This establishes a foundation for the next stage of analysis—linguosemiotic and cognitive-discursive modeling, wherein the analytical focus will be shifted toward metaphorical images, semiotic complexes, and propositional schemas through which globalization is reified in US media texts.

## **2.9. Framed, linguosemiotic, and cognitive representation of globalist discourse.**

### **2.9.1. Frame organization of globalist discourse.**

The next stage of analysis involves the synthesis of the outputs from the corpus, concordance, and pragmatic investigations at the level of the frame organization of globalist discourse. Within the paradigm of modern cognitive-discursive linguistics, a frame is viewed as a knowledge structure that organizes the perception of a phenomenon, delineates its interpretive boundaries, and determines the typical scenarios of its conceptualization. In the case of globalization, this involves not merely diverse evaluations of the same process, but contrasting models of its cognitive ordering within the US media space.

The conducted analysis demonstrated that the liberal and conservative segments operate within distinct frame configurations. Within liberal media discourse, globalization is conceptualized within the complex interdependence frame. This frame encompasses the representation of globalization as a multidimensional process that spans economics, culture, international cooperation, and access to fresh opportunities, while concurrently being accompanied by inequality, crises, and the requirement for regulation. Such a model is not purely apologetic: it permits a critique of globalization's fallout without dismantling its baseline legitimacy as a historically significant phenomenon. It is for this reason that within the liberal segment, frames of openness, interdependence, vulnerability, regulatory necessity, and institutional responsibility co-exist simultaneously.

Within conservative media discourse, by contrast, the dominant model is the frame of managed threat or pragmatically restricted globalization. Within this model, globalization less frequently appears as an independent civilizational process and is more commonly interpreted through concrete domains of risk: trade, borders, security, loss of economic equilibrium, and excessive foreign reliance. It is not necessarily rejected in its entirety, yet its positive status is substantially narrowed. While within the liberal segment globalization is conceptualized as a conflicted yet necessary format of the modern world, within the conservative segment it is treated as a phenomenon permissible exclusively

under the condition of its subordination to national interests, security expediency, and political control.

Frame analysis further reveals that the US media landscape does not construct a unified symbolic field regarding globalization. On the contrary, it exhibits a pronounced interpretive polarization. Liberal media link *globalization* with *democracy, culture, organization, support, access, and integration*, whereas within the conservative segment, the core adjacencies are *economic, trade, good, and better*, alongside markers of crisis, threat, and restriction. This implies that framing occurs not merely through direct evaluations, but through the systematic cognitive "environment" of the concept—that is, through the semantic fields into which it is embedded.

Consequently, globalist discourse within the US media space ought to be examined as a field of framing competition. It is within this competition that it is determined whether globalization will be perceived as a space of openness and cooperation, or as a source of peril, imbalance, and loss of control. This framing struggle constitutes one of the pivotal mechanisms for the ideological structuring of the contemporary media space.

### **2.9.2. Linguosemiotic mechanisms of globalization representation.**

Since contemporary media discourse combines verbal, visual, and evaluative resources, multimodal critical discourse analysis is relevant for explaining how ideological meanings are constructed beyond purely lexical choices (Kress & van Leeuwen, 2021; Machin & Mayr, 2023). The frame organization of globalist discourse is inextricably bound to its linguosemiotic nature. A contemporary media text operates not merely as a linear sequence of verbal units, but as a complex multimodal construct wherein language, graphic layout, headlines, illustrations, visual accents, and the overarching communicative tone interact to co-constitute a unified pragmatic effect. Consequently, the representation of globalization in US media must be analyzed as the output of an integrated semiotic ensemble.

At the lingual level, globalization is projected through a system of evaluative markers, metaphorical descriptors, definitional formulas, and predicative models. Units such as *unchecked, unfettered, turbocharged, American-driven, access, integration, privilege, hurt, trade, and economic* do not simply describe a process; they construct its semiotic image. They establish a visual and cognitive mode of seeing globalization before the reader even advances to a deeper interpretation of the text. In this sense, the word performs a symbolic function alongside its nominative one: it triggers entrenched associations, emotional reactions, and ideological scripts.

Within the liberal segment, the linguosemiotic organization gravitates toward expanding and complexifying the image of globalization. Here, it is manifested as a multi-layered, decipherable process that coalesces *access, integration, global challenges, inequality, ethical responsibility*, and the need to

optimize international institutional mechanisms. Conversely, within the conservative segment, the semiotic strategy is predominantly oriented toward narrowing the phenomenon to concrete, highly tangible markers: *trade, borders, imbalances, threats, loss of advantage*, or the necessity of defense. This divergence demonstrates that media platforms operate not merely with raw facts, but with specific modes of symbolization: one camp unfolds globalization as a multi-component model of the world, while the other reduces it to a functionally restricted and politically sensitive process.

Crucially, the linguosemiotic mechanisms of globalist discourse operationalize what Barthes (1957) termed the effect of naturalization. In Barthesian semiotics, this denotes the transformation of historically and politically contingent phenomena into something seemingly natural and self-evident (Barthes, 1957). Within liberal discourse, the perception of global interdependence is naturalized as an unavoidable reality of the modern world. Within conservative discourse, what undergoes naturalization is the imperative for control, restriction, and the protection of national space against excessive openness. In both scenarios, ideology is advanced not as one of several competitive stances, but as a rational, objective reaction to a self-evident state of affairs.

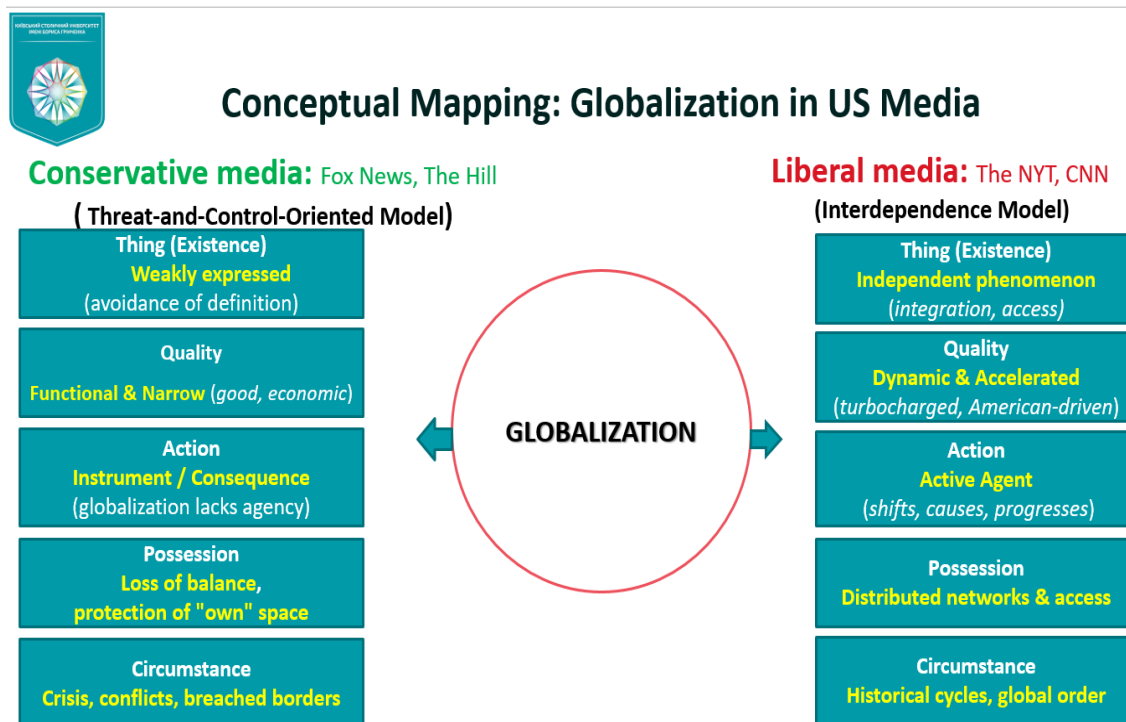
The linguosemiotic dimension furthermore explains why globalization is so seamlessly mythologized in the media (Barthes, 1957). It can be semiotically encoded as a symbol of progress, integration, and a shared destiny, or conversely, as an emblem of crisis, threat, and systemic instability. Contingent upon the political orientation of the media outlet, the exact same macro-theme is populated with contrasting imagery, emotional codes, and axiological inflections. Thus, globalization emerges not merely as the topic of a news report, but as a signifier around which an entire matrix of ideological values is organized (van Dijk, 1998).

In sum, the linguosemiotic analysis confirms that within the US media space, globalization is constructed as a multi-level symbolic object. Its representation depends not only on propositional content, but on the specific semiotic resources activated for its display, the associative networks sustained, and the interpretive models fixed as dominant.

### **2.9.3. Conceptual mapping via S. A. Zhabotynska's methodology as a tool for cognitive modeling**

To deepen the analytical scope of globalist discourse, it is appropriate to advance from the description of frames and semiotic mechanisms to the reconstruction of their internal cognitive architecture. The cognitive-discursive approach connects repeated linguistic patterns with conceptual structures, frames, image schemas, and ideological models (Evans, 2019; Hart, 2014; Zhabotynska, 2010, 2013). Such a systematization is facilitated by the conceptual mapping methodology developed by S. A. Zhabotynska (2010, 2013). Its methodological value for this study lies in its capacity to represent globalist discourse not as a

chaotic agglomeration of lemmas and contexts, but as a highly ordered network of conceptual relations, visually structured within two competing interpretive frameworks: the liberal *Interdependence Model* and the conservative *Threat-and-Control-Oriented Model* (see Figure 2.1).



**Figure 2.1. Conceptual mapping of globalization in US media based on S. A. Zhabotynska's propositional schemas.**

Within the scope of the conducted research, five baseline propositional schemas visualized above proved exceptionally productive for modeling the discourse: Thing (Existence), Quality, Action, Possession, and Circumstance (Zhabotynska, 2013).

#### 1. The Thing (Existence) Schema

As illustrated in the upper sector of the conceptual map (see Figure 2.1), the Thing (Existence) schema establishes how media platforms define the very ontological status of globalization (Zhabotynska, 2010). Within the liberal Interdependence Model, globalization frequently manifests as an independent phenomenon characterized by *access*, *integration*, *privilege*, or a socio-economic *hit*—signifying a phenomenon possessing its own core essence, describable via inclusion, systemic access, or structural impact. Within the conservative Threat-and-Control-Oriented Model, the definitional zone is noticeably weakly expressed, which points to a systematic discursive tendency toward the avoidance of definition, refusing to conceptually solidify globalization as an autonomous or self-contained phenomenon.

## 2. The Quality Schema

The Quality schema isolates the evaluative and profiling attributes assigned to globalization (Zhabotynska, 2013). It is within this slot that ideological polarization manifests with maximum clarity. In liberal media texts, globalization is profiled as *dynamic & accelerated*, captured by lemmas such as *unchecked, unfettered, turbocharged, or American-driven*—rendering it historically dynamic, accelerated, partially unmanageable, yet structurally profound. Within conservative discourse, the quality zone is strictly *functional & narrow*, predominantly restricted to modifiers like *good* or *economic*, or centered on systemic vulnerabilities like *retaliatory, unipolar, or monetary* imbalances. Thus, the Quality schema serves as a primary locus where media outlets compete over the baseline attributes of global processes.

## 3. The Action Schema

The Action schema maps the allocation of agency between the opposing models (Zhabotynska, 2013). Within the liberal Interdependence Model, *globalization* functions as an Active Agent, collocating frequently with verbs such as *shift, arrive, remain, slow, hurt, gain, cause, progress, support, continue, and require*. This indicates its framing as an autonomous force capable of triggering structural shifts, driving historical progress, and imposing fresh requirements on global institutions. Within the conservative Threat-and-Control-Oriented Model, this agency is systematically neutralized: globalization is framed as an Instrument / Consequence rather than a subject. It lacks independent agency and is conceptualized merely as an environment, a tool, or the fallout of actions executed by concrete political, economic, or supranational actors. One of the core ideological cleavages between the segments thus resides in the question of whether globalization itself is a subject or an object of transformation.

## 4. The Possession Schema

The Possession schema traces the attribution of resources, benefits, rights, and systemic control (Zhabotynska, 2010). The liberal discourse operates within a model of *distributed networks & access*, where globalization is inherently bound to shared resources, inclusion, and vast lateral exchange networks. The conservative segment, conversely, profiles possession through the lens of a *loss of balance* and the imperative for the *protection of "own" space*. As mapped out in Figure 2.1, this schema clearly illustrates how ideology controls the perception of who possesses the ultimate dividends of globalization and who is structurally dispossessed or victimized by it (Van Dijk, 1998).

## 5. The Circumstance Schema

The Circumstance schema localizes globalization within specific temporal, spatial, and political coordinates (Zhabotynska, 2013). Within liberal media texts, globalization is situated within broad *historical cycles and the global order*, global post-war development paradigms, multilateral internationalism, and macro-level climate or structural evolutions. Within the conservative segment, the phenomenon is localized almost exclusively within circumstances of *crisis*,

*conflicts, and breached borders*, macro-economic losses, or *retaliatory* trade disputes requiring an immediate domestic political response. Consequently, the divergence spans not only how globalization is evaluated, but the very spatiotemporal parameters into which it is cognitively inserted.

Thus, conceptual mapping via S. A. Zhabotynska's methodology allows for the seamless integration of corpus, pragmatic, and linguosemiotic outputs into a unified cognitive model (Zhabotynska, 2013). It demonstrates that globalist discourse is a highly structured knowledge network wherein ideological divergences are fixed at the foundational layer of baseline propositional schemas.

#### **2.9.4. Synthesis of the frame-semiotic analytical stage.**

The frame, linguosemiotic, and cognitive-modeling analysis confirms that globalist discourse within US media exhibits a multi-tiered structural organization. At the surface level, it is operationalized through lexical markers, modifiers, coordinate environments, and specific definitional or predicative constructions. At a deeper level, these surface units coalesce into stable frames that steer the interpretation of globalization toward specific ideological poles. At the deepest cognitive layer, these components are organized into propositional networks that fix the ontological, evaluative, agentive, relational, and contextual status of globalization (Zhabotynska, 2013).

As a result of this investigation, it has been established that the liberal segment gravitates toward the Interdependence Model, representing globalization as a complex, multi-layered, yet legitimate process of global interconnectedness that requires optimization, supranational regulation, and ethical calibrating. The conservative segment, by contrast, operates within a Threat-and-Control-Oriented Model, projecting globalization as an economically narrowed, politically sensitive, and inherently perilous phenomenon that must be strictly subordinated to the principles of domestic control, security preservation, and national advantage. Consequently, the divergence between the segments manifests not merely in thematic selection or lexical variance, but within the very architecture of conceptualization.

Thus, the frame-semiotic stage of analysis facilitates a transition from the description of isolated linguistic facts to a comprehensive synthesis of how US media model the globalized world for their target audiences. This, in turn, establishes the necessary empirical and theoretical foundation for the final conclusions of the study, where the outputs of the corpus, pragmatic, linguosemiotic, and cognitive inquiries are synthesized into an integrated research model.

#### **Conclusions and future research directions.**

In this Master's thesis, a comprehensive study of globalist discourse in US media has been carried out through the integrated lens of critical discourse analysis (CDA), corpus linguistics, linguopragmatics, linguosemiotics, and

cognitive modeling based on S. A. Zhabotynska's conceptual framework. The conducted analysis demonstrates that globalization within the US media landscape of the 2020–2025 period does not surface as a neutral, descriptive concept; rather, it functions as an ideologically saturated model for interpreting the contemporary world. Its representation is functionally contingent upon the political orientation of the media outlet, the communicative intention of the message, the framing system utilized, and the pragmatic and semiotic resources deployed to shape public perception of global processes.

The study has established that, from a theoretical standpoint, the most productive foundation for analyzing globalist discourse is a synthesis of anthropocentric, cognitive-discursive, and critical approaches. This integration allowed for the treatment of media texts not as enclosed linguistic objects, but as social practices that simultaneously reflect, interpret, and construct social reality. In this context, the theoretical tenets formulated by M. Foucault, N. Fairclough, T. van Dijk, J. Habermas, R. Barthes, G. Lakoff, and M. Johnson facilitated the conceptualization of globalist discourse as a highly contested arena where various actors compete for a legitimate model of global order. Consequently, media outlets emerged not merely as transmission channels for information, but as instruments of symbolic power that validate specific modes of viewing globalization as natural, rational, or, conversely, threatening.

At the empirical level, the investigation proved that the US media landscape of the 2020–2025 period is characterized by distinct ideological stratification. The analysis of the specialized corpus—compiled from media texts published by *The New York Times*, *CNN*, *Fox News*, and *The Hill*—demonstrated that each media outlet constructs its own distinct model of globalization representation:

The liberal-mainstream segment gravitates toward a humanitarian and inclusive framing, within which globalization is conceptualized as a space of interaction, multi-agency, cooperation, and shared vulnerability.

The liberal-analytical segment represents it as a complex, historically, and ideologically determined system of interdependence tied to environmental issues, the post-war international order, production lines, and the transformation of political models.

The conservative segment, conversely, interprets globalization primarily through categories of risk, security, borders, loss of control, economic imbalance, and national vulnerability.

The centrist-pragmatic segment projects it as an object of governance, regulation, trade, institutional interaction, and strategic balancing.

A key finding of this research is that the ideological cleavage between these segments manifests at the initial lexico-statistical level. The analysis of keywords and frequency profiles showed that liberal and conservative media do not merely evaluate globalization differently; they embed it into fundamentally disparate semantic fields. Within liberal discourse, it is significantly associated with integration, access, internationalism, cross-cultural interaction, responsibility, and

the imperative to renew the world order. Within conservative discourse, it is bound to trade, borders, illegality, threat, economic losses, and the necessity of protecting national interests. Thus, globalization in the US media space proves to be a concept whose actual meaning is determined not so much by its lexicographic definition, but by the specific ideological frame governing its deployment.

The frame analysis confirmed that globalist discourse is organized through a series of stable interpretive models. The liberal segment is dominated by the frame of complex interdependence, within which globalization appears as a contradictory yet historically significant process that simultaneously unlocks new opportunities, deepens inequality, and causes social displacement, while retaining its systemic legitimacy. In the conservative segment, the dominant frame is that of a managed threat or a pragmatically narrowed globalization, where the phenomenon is treated not as a multidimensional civilizational model, but as a functionally restricted process that must be subordinated to the principles of security, fair exchange, state control, and national advantage. Framing, therefore, is verified as one of the primary mechanisms for the ideological structuring of globalization in media text production.

The corpus-discursive analysis of attributive, coordinative, definitional, and predicative models demonstrated that globalization is endowed with disparate ontological, evaluative, and agentive statuses across the various segments. In liberal discourse, it is conceptualized as a complex and dynamic process that can be *unchecked*, *unfettered*, or *turbocharged*—signifying an intensive, historically driven, and partially unmanageable force. In the conservative segment, it is reduced to narrower attributes—primarily *economic* or *good/better*—which indicates a restriction of its perception to economic expediency and controlled utility. At the coordinative level, *globalization* pairs with *democracy*, *culture*, *organization*, and *decade* within liberal discourse, whereas within conservative texts, it is almost exclusively linked with *trade*. At the definitional level, liberal media frequently strive to delineate what globalization fundamentally is, while conservative outlets routinely avoid direct conceptual definitions, shifting the focus to its consequences, threats, or utilitarian evaluations. At the predicative level, liberal media tend to grant independent agency to globalization, whereas conservative platforms are inclined to transfer agency and accountability to concrete political or institutional actors.

Concordance analysis of key lemmas allowed for a refinement of these differences within their immediate contextual environments. It was established that within the liberal segment, globalization surfaces as an ambivalent yet decipherable process: it can *hurt* but simultaneously *support*; it is tied to *access* but also to social inequality, destabilization, and political resentment. Thus, liberal discourse does not deny the problematic fallout of globalization, yet interprets it as a phenomenon requiring calibration, re-evaluation, and institutional regulation, rather than radical rejection. Within the conservative segment, globalization was found to be significantly narrower in scope: it is conceptualized primarily through

*trade, economic, better, and treat*—that is, through economic pragmatism, controlled advantage, structural reform, and crisis-driven redefinition. This points to a distinct discursive tendency to reduce globalization to materially measurable impacts and to subordinate it to the logic of national interest.

Linguopragmatic analysis demonstrated that the struggle over the interpretation of globalization is carried out not merely via thematic or lexical choices, but through the mechanisms of modality, speech acts, presuppositions, and implicatures. Within the liberal segment, the modal verbs *must*, *need*, and *should* work toward normalising global interdependence, international cooperation, supranational regulation, and collective responsibility. In the conservative segment, the exact same modal markers legitimize a contrasting order: border protection, security, control, economic caution, and the priority of national sovereignty. The typology of speech acts established that liberal discourse gravitates toward assertives with a normative background of global communality, soft directives of cooperation, and commissives of collective responsibility, whereas conservative discourse relies on more rigid assertives- verdicts, mobilizing directives of protection, and expressives of threat. Through presuppositions and implicatures, both segments encode contrasting assumptions regarding what is deemed "self-evident": in the liberal camp, the natural state of global interdependence; in the conservative camp, the natural necessity for protection and the containment of excessive openness.

A separate set of results concerns the linguosemiotic dimension of the study. It was established that globalist discourse in the media is shaped not only at the verbal level, but through the interaction of words, headlines, message layout, evaluative accents, and the broader multimodal environment. In this sense, globalization acts as a semiotic object that undergoes mythologization in the Barthesian sense: it can assume the status of a "natural" form of modernity or, conversely, a symbol of crisis, loss of control, and systemic threat. Thus, the linguosemiotic analysis showed that the ideological struggle over the meaning of globalization is waged not only through explicit argumentation, but through the symbolic organization of the media message.

A significant scientific outcome of this thesis is the application of S. A. Zhabotyńska's methodology of conceptual mapping. The propositional-submodular approach allowed for the reconstruction of the internal cognitive architecture of globalist discourse, describing it through the schemas of Thing (Existence), Quality, Action, Possession, and Circumstance. Thanks to this methodology, it was shown that ideological differences between media segments are fixed not merely in individual words or utterances, but within the baseline structures of conceptualization themselves:

The Thing (Existence) schema exposed varying degrees of readiness to conceptually define globalization.

The Quality schema revealed sharp contrasts in evaluative profiling.

The Action schema mapped out contrasting allocations of agency, identifying globalization as an Active Agent in the liberal Interdependence Model or as an Instrument / Consequence in the conservative Threat-and-Control-Oriented Model.

The Possession schema illuminated different perceptions of benefits, losses, and control.

The Circumstance schema demonstrated distinct spatiotemporal and political contextualizations of globalization.

Consequently, S. A. Zhabotynska's framework proved to be a highly productive tool for objectifying covert, ideologically driven cognitive models.

In synthesizing the results of this study, it can be asserted that the main objective has been successfully fulfilled, and the primary research question has been thoroughly resolved. US media outlets construct globalization using multi-level discursive strategies that merge lexical marking, framing, coordinative and predicative models, speech-act organization, modality, presuppositional programming, semiotic mythologization, and cognitive modeling. The liberal and conservative segments do not merely offer differing evaluations of globalization; they forge entirely distinct cognitive models for its comprehension: either as a complex, historically significant, yet deeply troubled process of global interconnectedness (Interdependence Model) or as an economically narrowed, politically sensitive, and potentially hazardous phenomenon subject to strict domestic regulation (Threat-and-Control-Oriented Model). Accordingly, the US media space emerges as an arena of profound cognitive-ideological competition rather than mere political dispute.

The theoretical significance of this study lies in refining current understandings of the interaction between critical discourse analysis, corpus linguistics, pragmatics, linguosemiotics, and cognitive modeling when analyzing contemporary media discourse. The practical value of the work is tied to the viability of using its findings in designing and teaching university courses in media linguistics, critical discourse analysis, political linguistics, cognitive linguistics, communication theory, and media literacy. The arrived-at conclusions can also be efficiently utilized in analytical activities, media monitoring, strategic communications, and political consulting.

Prospects for future research are envisioned along several key trajectories:

*Corpus Expansion:* It is advisable to expand the research corpus by incorporating other US and international legacy media, alongside digital platforms and social media networks where globalist discourse exhibits an even higher degree of emotional polarization.

*Multimodal Deepening:* A promising path lies in deepening the multimodal analysis by drawing upon a broader array of photographic, video, and infographic materials embedded in digital news layouts.

*Cross-Linguistic Comparison:* A crucial direction involves comparing the English, Ukrainian, and other national-language versions of globalist discourse to expose culturally specific models of its framing and adaptation.

*Methodological Extrapolation:* S. A. Zhabotynska's conceptual mapping methodology can be productively extrapolated to investigate adjacent discourse domains—most notably security, migration, climate, military, and geoeconomic discourses.

In conclusion, globalist discourse in US media constitutes a highly sophisticated, multi-tiered system wherein words, frames, semiotic images, speech acts, and cognitive schemas operate in unison to forge an ideologically marked picture of the globalized world. For this reason, its investigation necessitates an integrated, interdisciplinary methodology, and the results obtained hold not only academic merit but significant societal value in an era of information polarization, geopolitical instability, and global turbulence.

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## APPENDIX

### LIST OF ANALYZED MEDIA

#### 1. Fox News Subcorpus (FOX)

- **2021\_01\_18\_FOX\_O01** — Mark Morgan We Haven't Seen A Migrant Caravan Like This In Years
- **2021\_03\_17\_FOX\_O02** — Mercedes Schlapp For Democrats, Open Borders Are “A Religion And An Ideology”
- **2021\_04\_20\_FOX\_N01** — Bush says GOP becoming 'nativist' party but slams 'open borders' immigration in rare interview
- **2022\_06\_28\_FOX\_O03** — Rep. Kevin Brady (R-TX) President Biden Bears Responsibility For Migrant Tractor Trailer Tragedy
- **2022\_07\_14\_FOX\_N02** — Bill Melugin Details Seeing Massive Group Of Migrants Crossing Texas Border ‘One Of The Biggest Groups We Had Ever Seen’
- **2022\_09\_19\_FOX\_N03** — DeSantis ad spotlights mother whose son was killed in auto accident with illegal immigrant driver
- **2023\_03\_08\_FOX\_N04** — DHS removed just 409 of 345,000 unaccompanied child migrants since FY 2021
- **2023\_03\_10\_FOX\_O04** — Congress must block Biden’s open-borders insanity. House can lead the way
- **2023\_03\_10\_FOX\_O05** — Forget open borders. This crazy law opens voting booths to aliens
- **2023\_10\_06\_FOX\_N05** — Rod Blagojevich calls out Biden, Democrat leaders for creating migrant crisis 'Whose side are you on'
- **2023\_12\_21\_FOX\_O06** — 23Congress must block Biden’s open-borders insanity. House can lead the way
- **2024\_07\_31\_FOX\_O07** — Biden-Harris aided illegal immigrants and made Americans pay for it
- **2024\_08\_05\_FOX\_O08** — (HJCR\_House Judiciary Committee Report) Офіційний звіт Комітету Палати представників США, який був опублікований на сайті Fox News
- **2024\_08\_23\_FOX\_N06** — Harley-Davidson 'woke' European CEO created culture clash with US biker 'brotherhood,' say critics
- **2024\_08\_23\_FOX\_N07** — Judiciary Republicans tie Biden-Harris 'open borders' policies to brutal murder allegedly by illegal immigrant
- **2024\_11\_06\_FOX\_N08** — ‘Liberation Day’ What to expect from President-elect Trump on border security, immigration
- **2024\_12\_03\_FOX\_N09** — After Trump's tariff threat, Mexico says Canada wishes it 'had the cultural riches Mexico has'
- **2025\_04\_24\_FOX\_N10** — World Economic Forum greenlights new investigation into whistleblower claims against founder Klaus Schwab

- **2025\_04\_24\_FOX\_O09** — JONATHAN TURLEY Democrats, Clintons and globalists work together to censor Americans ... for ‘democracy’
- **2025\_06\_22\_FOX\_N11** — ‘Open borders’ under Biden could help Iran retaliate with US terror sleeper cells former FBI boss
- **2025\_06\_25\_FOX\_N12** — Trump to speak at NATO Summit amid warming relations with alliance's leaders
- **2025\_06\_25\_FOX\_N13** — NATO leader praises Trump for 'decisive action' on Iran
- **2025\_07\_02\_FOX\_O10** — Trump lit a fire under NATO, but more needs to be done to contain the Russia-China axis
- **2025\_07\_22\_FOX\_N14** — Trump pulls US out of UN agency over its backing of ‘woke’ social causes
- **2025\_09\_23\_FOX\_N15** — Trump to give 'tough talk' on globalism 'failures,' while highlighting 'return of American strength' at UNGA
- **2025\_10\_24\_FOX\_N16** — Sanders praises Trump, slams Biden on border ‘You’ve got to have borders, period’
- **2025\_11\_19\_FOX\_N17** — Pope Leo says countries have right to control their borders, advocates for humane treatment of migrants
- **2025\_12\_04\_FOX\_N18** — Young Americans give big thumbs down to Democrats, Republicans, Trump poll
- **2025\_12\_09\_FOX\_N19** — Trump compares real wages under his admin versus Biden's during speech calling out Dem affordability 'hoax'
- **2025\_12\_15\_FOX\_O11** — Trump doctrine slams globalism and charts a tougher, tech-driven US future
- **2025\_12\_15\_FOX\_O12** — Gen Z is struggling to survive — and Republicans can't afford to look away

## **2. The Hill Subcorpus (TH)**

- **2020\_04\_26\_TH\_O01** — From pandemic crisis to a new global governance
- **2020\_07\_19\_TH\_O02** — Here’s how to reboot US national security and foreign policy — and why we must
- **2021\_02\_25\_TH\_O03** — The soft but unmatched power of US foreign exchange programs
- **2021\_07\_07\_TH\_O04** — Is the IMF repeating its mistakes from the global financial crisis
- **2021\_10\_29\_TH\_O05** — Harvesting another trade war
- **2022\_01\_14\_TH\_O06** — A new US foreign policy mantra ‘Don’t just do something, stand there’
- **2022\_01\_29\_TH\_O07** — Belarus is risking its independence for a Russia-centric foreign policy

- **2022\_05\_13\_TH\_O08** — Military aid is not a substitute for coherent foreign policy
- **2022\_07\_02\_TH\_O09** — City and state diplomacy are key to saving U.S. foreign policy
- **2022\_10\_11\_TH\_O10** — Globalization is fueling the populism surging across the Western world
- **2022\_11\_04\_TH\_O11** — Germany ain't decoupling from China anytime soon
- **2022\_11\_08\_TH\_O12** — The contradiction at the heart of Biden's foreign policy
- **2023\_01\_31\_TH\_O13** — In the rush to end globalization, we're missing critical points
- **2023\_02\_22\_TH\_N01** — DeSantis wades into foreign policy, Ukraine
- **2023\_08\_03\_TH\_O14** — US foreign policy is unrealistically broad and ambitious How to rein it in
- **2023\_09\_02\_TH\_N02** — Sunday shows preview 2024 race comes into focus as foreign policy takes center stage
- **2023\_11\_05\_TH\_O15** — Biden 2.0 A promising but challenging future foreign policy
- **2024\_05\_02\_TH\_O16** — States are taking on issues with China, but is it at the expense of our national foreign policy goals
- **2024\_07\_05\_TH\_O17** — America's fragile foreign policy consensus is facing (and failing) a generational test
- **2024\_07\_20\_TH\_O18** — JD Vance's foreign policy has nothing to do with restraint
- **2024\_10\_20\_TH\_O19** — Under its new president, Mexico's foreign policy heads down dangerous path
- **2024\_11\_07\_TH\_N03** — 5 ways Trump's return could revamp the global order
- **2024\_11\_07\_TH\_O20** — Harris ran on Biden's foreign policy legacy. It was not popular.
- **2025\_01\_23\_TH\_O21** — 6 things to expect from Trump's first month of foreign policy
- **2025\_03\_06\_TH\_N04** — Trump's trade war draws swift retaliation with new tariffs from Mexico, Canada and China
- **2025\_04\_08\_TH\_N05** — Morning Report — Trade war or trade deals
- **2025\_04\_11\_TH\_N06** — US, China Trade War escalates; Matt Walsh beefs with Megyn Kelly
- **2025\_08\_07\_TH\_O22** — Religious freedom is at a crossroads in US foreign policy
- **2025\_12\_09\_TH\_N07** — EU chief knocks new Trump comments 'Allies behave with each other'

- **2025\_12\_12\_TH\_N08** — Chileans are divided in a presidential runoff tilted toward the far right
- **2025\_12\_14\_TH\_N09** — Trump's ramped-up travels pose risk, potential reward for GOP ahead of 2026

### 3. CNN Subcorpus (CNN)

- **2020\_03\_22\_CNN\_N01** — Trump made 33 false claims about the coronavirus crisis in the first two weeks of March
- **2020\_06\_28\_CNN\_N02** — The US is more alone than ever, just at the moment the world needs its leadership
- **2020\_10\_13\_CNN\_N03** — Black children must be able to believe in themselves. That's what Black History Month is for
- **2021\_01\_15\_CNN\_N04** — Doctor on Covid's first year We made a lot of mistakes
- **2021\_02\_23\_CNN\_N05** — I got vaccinated. What now
- **2022\_02\_27\_CNN\_N06** — Trump defends praise of Putin even as he calls Ukrainian President 'brave'
- **2022\_08\_01\_CNN\_O01** — Opinion Nichelle Nichols of 'Star Trek' opened the door to the future, inspiring generations
- **2022\_08\_14\_CNN\_N07** — This TV series delivers us from three demons haunting America
- **2022\_12\_20\_CNN\_N08** — Why this has been a culturally unique World Cup
- **2023\_03\_21\_CNN\_N09** — 'Our dreams never came true.' These men helped build Qatar's World Cup, now they are struggling to survive
- **2024\_08\_15\_CNN\_N10** — The 'rock star' preacher influencing young people online
- **2025\_04\_10\_CNN\_O02** — Is declining birthrate 'global warming of the right' The rising conservative movement 'pronatalism'
- **2025\_06\_30\_CNN\_N11** — Quest Means Business
- **2025\_09\_25\_CNN\_N12** — German Chancellor Friedrich Merz pushes for frozen Russian assets to be used for Ukraine
- **2025\_11\_10\_CNN\_N13** — Russian oil firm's multibillion-dollar assets overseas at risk as US sanctions begin to bite
- **2025\_11\_11\_CNN\_N14** — Here's what the US military is using to strike alleged drug boats
- **2025\_12\_03\_CNN\_N15** — Putin sends Trump's messengers packing, with eyes on a geopolitical win
- **2025\_12\_05\_CNN\_N16** — Trump lays bare his contempt for Europe in blistering new national security plan
- **2025\_12\_08\_CNN\_N17** — All the ways the Trump administration has changed its story on the boat strikes

- **2025\_12\_09\_CNN\_N18** — As Trump states Ukraine is losing the war with Russia, officials say the battlefield situation hasn't changed significantly
- **2025\_12\_09\_CNN\_N19** — The widening rift between Trump and Europe is a gift to Putin
- **2025\_12\_09\_CNN\_N20** — Trump administration quietly builds plans for what would happen if Maduro were ousted in Venezuela
- **2025\_12\_09\_CNN\_N21** — With immigration paused, Afghans in the US and abroad urgently seek options after the National Guard attack
- **2025\_12\_09\_CNN\_N22** — Zelensky says Ukraine will refuse to concede territory to Russia as peace talks press on
- **2025\_12\_10\_CNN\_N23** — Could Ukraine really hold elections in the next 90 days
- **2025\_12\_11\_CNN\_N24** — Ukraine presents response to US peace plan as Trump says European leaders want a meeting
- **2025\_12\_11\_CNN\_N25** — Ukraine's gloves are off in its energy war with Russia. How much can it increase the pressure
- **2025\_12\_12\_CNN\_N26** — 24 hours that showed the limits of Trump's power
- **2025\_12\_12\_CNN\_N27** — EU indefinitely freezes Russian assets so Hungary and Slovakia can't veto their use for Ukraine
- **2025\_12\_12\_CNN\_N28** — NATO chief warns European allies they could be Russia's next target

#### **4. The New York Times Subcorpus (NYT)**

- **2020\_03\_05\_NYT\_N01** — A Global Outbreak Is Fueling the Backlash to Globalization
- **2020\_12\_17\_NYT\_N02** — As the World Warms, How Will Winter Change
- **2021\_01\_19\_NYT\_N03** — Business Makes the Case for a Post-Trump Reset
- **2021\_06\_03\_NYT\_N04** — Tasked to Fight Climate Change, a Secretive U.N. Agency Does the Opposite
- **2021\_08\_09\_NYT\_N05** — A Hotter Future Is Certain... (IPCC Report)
- **2021\_10\_26\_NYT\_O01** — Biden and Mother Nature Have Reshaped...
- **2022\_03\_22\_NYT\_N06** — How Russia's War on Ukraine Is Reshaping the World Economy
- **2022\_03\_24\_NYT\_N07** — Wall Street Warns About the End of Globalization
- **2022\_04\_04\_NYT\_N08** — Stopping Climate Change Is Doable... (IPCC Mitigation)

- **2022\_04\_08\_NYT\_O02** — +Globalization Is Over. The Global Culture Wars Have Begun.
- **2022\_05\_24\_NYT\_O03** — India’s Hellish Heat Wave Is a Warning to the World
- **2022\_10\_17\_NYT\_N09** — Globalism Failed to Deliver the Economy We Need
- **2023\_01\_03\_NYT\_N10** — How Climate Change Is Shaping California’s Winter Storms
- **2023\_01\_25\_NYT\_BR\_01** — Globalization’s Discontents Were Baked In From the Beginning
- **2023\_03\_12\_NYT\_N11** — What Really Controls Our Global Economy
- **2023\_06\_19\_NYT\_O04** — What Should Children Read as the World Burns
- **2023\_08\_30\_NYT\_N12** — Falsehoods Follow Close Behind This Summer’s Natural Disasters
- **2024\_09\_25\_NYT\_O05** — A New Approach for the World’s Climate Strategy
- **2024\_11\_28\_NYT\_N13** — This Maverick Thinker Is the Karl Marx of Our Time
- **2025\_02\_05\_NYT\_N14** — Foreign Strongmen Cheer as Musk Dismantles U.S. Aid Agency
- **2025\_03\_01\_NYT\_N15** — The Dark Heart of Trump’s Foreign Policy
- **2025\_04\_05\_NYT\_O06** — Globalization Is Collapsing. Brace Yourselves.
- **2025\_05\_22\_NYT\_N16** — Can We Please Stop Lying About Obama
- **2025\_07\_11\_NYT\_N17** — Policy or Cudgel A Trade Economist on Trump’s Hardball Tariffs.
- **2025\_07\_23\_NYT\_N18** — I Hate, Therefore I Am
- **2025\_07\_24\_NYT\_N19** — Pentagon Suspends Its Participation in Think Tank Forums
- **2025\_08\_01\_NYT\_N20** — +Overturning the Global Trade System, Trump Puts His Ideas to the Test
- **2025\_08\_06\_NYT\_N21** — India, Once America’s Counterweight to China, Is Now Facing Trump’s Wrath
- **2025\_08\_23\_NYT\_O07** — What the U.S. Open Tells Us About America
- **2025\_11\_08\_NYT\_N22** — What I Learned From the ‘New Globalists’ of an Optimistic Nation
- **2025\_11\_13\_NYT\_N23** — Under Fire for Tucker Carlson Remarks, Think Tank Chief Pleads Ignorance
- **2025\_12\_05\_NYT\_N24** — Are We Witnessing the End of Global Trade