

Editorial

Variability of Discourses of Modern Reality in the Linguistic Dimension

Introduction

In the conditions of a new digital reality, the linguistic and literary world has become even richer of a great variety of discourses. The studies presented in this issue cover a wide scope of subjects, including research on the communicative and linguistic features of the political, public, philosophical, comic, marketing and advertising discourses; analysis of the significance of emotions in human communication; investigation of the role of relationships between sign systems and communication in audiovisual culture; research on the specific features and breadth of the mode of understanding certain cultural, folklore and historical phenomena at the intersection of various humanities and social sciences. The fact that the authors of the publications conducted their research at different levels of the national languages (phonological, phonetic, grammatical, morphological, stylistic and syntactic) also attracts attention to this issue.

Thus, these studies demonstrate how changing the thinking of a modern person and as a consequence the entire system of communication and the variety of discourses in its meaningful depths. The authors of these scientific publications evidentially note the growth trend of discourse-based approaches in the social sciences and humanities which have been gaining popularity throughout the last decades. These researches will be useful for everyone who is interested in the field of media, political science, psychology, linguistics, culture, philosophy and in general to those who, hoping for answers, constantly wander through the changing labyrinths of globalization processes.

Guest Editorial Board

Guest Editors-in-Chief

Mariia Kryvoshei, Scientific Alliance, Ukraine

Mariia Kryvoshei is a Leading Researcher at the Scientific Alliance, Ukraine. Her research interests lie in semiotics, human perception of language, language competence. Her studies focus on language as a means of communication in different aspects of human life, with special attention being paid to public and philosophical discourses. She believes humans encode and decipher the world through language, and linguistic dimension is one way to perceive and understand reality.

Liudmyla Mashtaler, MetaScience, Ukraine

She studies the specifics of discourse in education and media, technical means to provide better communication. Her research covers specifics of language and literature studying, learner and teacher identities and their communication skills while touching upon aspects of cultural environment and language choice.

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