

An Analysis of Selected News Stories on the BBC Online Page

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ABSTRAKT

Tato bakalářská práce se zabývá diskurzivní analýzou vybraných článků o umělé inteligenci. Články byly zveřejněny na stránce BBC Online. Práce se skládá ze dvou částí – z teoretické a praktické. V teoretické části jsou vysvětleny základní pojmy a terminologie jako je diskurz, diskurzivní analýza, diskurz zpráv a forma jazyka, která se ve zprávách používá. Dále jsou definovány vybrané lingvistické jevy, které budou analyzovány v praktické části práce. Praktická část zkoumá jazyk, který se používá v souvislosti s umělou inteligencí.

Klíčová slova: diskurz, diskurzivní analýza, BBC Online, umělá inteligence, jazyk novin

ABSTRACT

This bachelor's thesis deals with discourse analysis of selected news articles regarding artificial intelligence. The articles were published by the BBC Online Page. The thesis consists of two parts – the theoretical and practical. The theoretical part explains the basic concepts and terminology such as discourse, discourse analysis, discourse, and language of the news, and it also defines the selected linguistic features which will be analysed in the practical part of the thesis. The practical part examines the language that is used in regard to artificial intelligence.

Keywords: discourse, discourse analysis, BBC Online, artificial intelligence, language of the news

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I hereby declare that the print version of my Bachelor's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

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INTRODUCTION

News is an important part of our everyday life. Thanks to it, we know what is going on in the whole world and it can simply help us stay up to date. It also plays an important role in social life because most people usually discuss the latest news and share their opinions with each other. Therefore, if we do not want to stay out of the social life, we should at least have a clue about what is currently going on. In the past, people always had to buy a printed version of news if they wanted to stay informed. Nowadays, it takes just a few seconds to find the latest news on the internet, and what is most important - it is for free almost all of the time and you do not have to go anywhere to get it. One of the biggest topics these days is artificial intelligence, so it is understandable that you can find it almost everywhere in the world of news.

In my bachelor's thesis, I will focus my attention on the discourse analysis of the news stories regarding artificial intelligence. The articles that I use for the analysis are from the online British news page BBC from the section focused on the technology of business. The aim of the thesis is to apply the tools of discourse analysis and analyse the linguistic features which I found to be the most common in the articles.

The thesis consists of two parts – theoretical and practical. The theoretical part deals with general concepts which I use in the practical part of the thesis. Firstly, I explain the concept of discourse as it is defined by various authors. For better understanding, I provide definitions of the types of discourse. Written discourse is more important for the practical part concerning the topic of analysing online news. I continue with the explanation of discourse analysis which is used in the practical part of the thesis for the analysis of selected linguistic features. Finally, to show how the news looks like nowadays, how they have evolved, and how the language is used, the discourse of the news will be described. In this chapter, I mention the language which is spoken in the news and then I state which linguistic features I analyse in the news stories. I chose these linguistic features because of their frequent occurrence.

The practical part deals with the discourse analysis of articles connected to artificial intelligence. I start with the analysis of neologisms regarding artificial intelligence. My aim is to provide insights into language evolution in the language use connected to artificial intelligence. I continue analysing the collocations that the authors used in the articles. The reason for analysing the collocations is to give an overview of the common word combinations that are used to discuss artificial intelligence. Then, I go over technical jargon

terms which show how the language is used to communicate technical concepts to different audiences and their understanding. Emotive language is analysed to provide insights into how the attitudes and opinions of readers can be influenced in the news discourse that relates to artificial intelligence. Direct speech is used in the news very often. I examine and identify the perspectives of individuals that are quoted. The analysis of metaphorical language provides insights into people's attitudes and assumptions towards artificial intelligence.

I. THEORY

1 DISCOURSE

Language is all around us, it can either be written, printed, or spoken, and thanks to the language people communicate with other people, and they share ideas, knowledge, and emotions. People might get angry and start to recall what was said and in which situation. However, it is not the language people think about, it is the discourse (Strauss and Feiz 2014, 1). Strauss and Feiz (2014, 2) claim that discourse is a social and cognitive process that helps people to transform their thoughts, emotions, and everything that they have experienced in their lives to communicate through language and gestures and to put these into context. Discourse is about the transformation of our internal knowledge and feelings into a common medium for communication. They also state that discourse is a social practice. The way people use language and discourse shapes their way of understanding the world and the communicative event of which they are part. It is about understanding social class, nation, gender, beauty, society, what is wrong and right, etc. People use discourse to analyse and understand genres, boundaries that are set, also turn-taking activities, and speech acts (Strauss and Feiz 2014, 313).

However, there are other meanings of discourse. According to van Dijk (1997, 1-2), discourse is a form of language use. Discourse analysts introduced more theoretical concept, which deals with questions of who uses language, how, why, and when is the language used. He also claims that discourse can be perceived as a communicative event in order to share knowledge, beliefs, and emotions among people in more complex social events such as meetings, lectures, seminars, while visiting a doctor or our friends, reading or even writing a journal. It is suggested that people who take part in these events are doing something that is actually more than just using language in order to communicate. They interact with each other in a form of verbal interaction (van Dijk 1997, 1-2).

Taylor (2013, 16) explains the discourse similarly, it is also a form of language use but with the difference that it is more focused on details, e.g., grammar, usage of words, repetition, and hesitation in a talk. She also mentions that it is a social practice that needs a speaker and hearer or writer and reader. Interaction should be present, and people also have some expectations of what could be gained from the conversation.

Cameron and Panovic (2014, 3) explain discourse in three different ways. In addition to the previous definitions, they define discourse as language above the sentence. It means that in order to create a discourse, it is necessary to start with basic units which can be combined to create larger ones. For example, it starts with phonology then it continues with

morphology and syntax, meaning from speech-sound moving to syllables and then to words, phrases, and sentences. Sentences create larger units containing some patterns that can be studied. The rules which can or cannot be combined need to be taken into account. This process is talked about as a connected series of utterances or a text (Cameron and Panovic 2014, 3-4).

As claimed by Gee (2011, 30), a discourse is a typical manner of saying, doing, and being. Thanks to the language that people use, they express themselves in a certain way. People also express themselves when they are part of a certain activity, and their behaviour is also different during formal and informal interaction. They have access to different identities and practices and that leads from the connectivity of language to equity and justice. An utterance possesses a meaning when it is known by whom it is done and what is done. By *who* it is meant socially situated identity and by *what* is meant socially situated practice, some sort of activity. Socially situated identity can be a person or more of them or it does not need to be a person at all. However, this identity and practice cannot be separated because as Gee (2011, 30) suggests, you are who you are based on what you do and vice versa. In addition, Paltridge (2012, 9-10) comments on the discourse and socially situated identities as well. The way people use language certainly influences who they are, but it is also the gestures people tend to use, the clothes which they wear, and how they interact with others. Furthermore, attitudes, values, and beliefs, they all influence social identities. Moreover, these discourses are recognized differently by different cultures.

Discourse is also a social construction of reality, it views texts as communicative units that are established in cultural and social norms. Texts that we communicate form and are formed by the norms. It means that discourse is formed by the world and also forms the world itself. As well as the discourse is formed by the language, the language forms the discourse. And lastly, the discourse is formed by another discourse (Paltridge 2012, 7).

Another definition of discourse according to Paltridge (2012, 10) is the one connected to performance. It is based on the theory that while people say something, they do it. It is the actions and words which create the conditions where people bring states of affairs.

Another thing is discourse and intertextuality. Written and spoken texts make meanings based on other texts. They may be cited explicitly or implicitly. They can share the information with texts which had already been produced or with those that will be (Paltridge 2012, 11).

One more thing which needs to be mentioned is the discourse community. Every discourse community has a set of shared characteristics, goals, attitudes, values, and beliefs.

People in a discourse community communicate with each other in a specific way. The presence of specific genres, terminology, and vocabulary is common (Paltridge 2012, 15-16).

1.1 Spoken Discourse

Spoken discourse is known as the continuing, situated interpretation of the communicative intentions of a speaker, and it is fundamentally shaped by the addressee's actual and anticipated responses (Cornish 2006, 1). As Biber and Conrad (2009, 85) suggest, one of the evident ways of understanding spoken discourse is that it is in a spoken mode. That suggests that it is not possible to always plan the speech beforehand, at least not all of it. There is no chance to go back and say something again or just delete it. This type of discourse has two functions, these are ideational function and interpersonal function. The ideational function explains how ideas and information are communicated by speakers through language. He also states that it is not possible to express an idea without the use of language. Another function is interpersonal function. This function contains an expression of feelings. However, in everyday conversation, people are more worried about expressing their own feelings. Moreover, this function also carries the interactivity of spoken discourse, and the use of language which helps to maintain and grow the relationship between people (Biber and Conrad 2009, 85).

Four types of spoken discourse according to Hyland and Paltridge (2011, 155) are going to be discussed in this chapter. These types are planned discourse, semi-planned, semi-scripted, and scripted discourse.

Spoken discourse is not always planned - people are not sure what they are going to say until they actually say it (2011, 155) and it is limited to a certain number of listeners. There are two parties, speakers and listeners. They can choose whether they want to communicate and interact with each other. While people speak, they tend to be influenced by emotions or personal experiences. Spoken discourse usually contains simple and short sentences in everyday conversation. Typical of spoken discourse is the usage of hedging, filler words, vagueness, colloquial expressions, etc. Hedging is used to make a sentence more ambiguous, less certain, and accurate. Filler words, and phrases such as *hmm*, *you know* are used so speakers have some time to think about what they want to say. Vagueness in speech can be used to avoid the obvious meaning and to say a sentence in a non-direct way. Colloquial expressions or colloquial language refers to the style of speech, which is used for casual communication, for instance, the word *cuppa* instead of using *cup of* (Redeker 2015, 44-48).

On the other hand, spoken discourse can be semi-planned. It means that people have an idea of what to say to the other person but have to think about the words that they use. Semi-planned spoken discourse is used during job interviews, proposing, and even in some types of public speeches (2011, 156).

Another type of spoken discourse is semi-scripted. It is not so different from semi-planned, only the words are written down. This type of discourse is used when some repeated patterns need to be used while giving a speech (2011, 157).

The last type of spoken discourse is scripted. It is almost the same as written discourse and it does not allow the speakers to be creative with their words. This type of discourse is used in news, movies, and lectures that are read. The reader needs to use the right intonation and stress (2011, 157).

Paltridge (2012, 4-5) suggests that the conversation or the produced language is different across cultures and even languages. He also comments on this occurrence by stating an example. He compares conversations between English-speaking countries and Japan. The conversation concerns buying lunch. In an English-speaking country, saying 'please' and 'thank you' is considered to be a common, normal thing. However, in Japan, the shop assistant who sells the lunch will say much more than the customer who might even say nothing. It does not mean that the customer in Japan is impolite, it is just a cultural difference of using language.

Paltridge (2012, 138) also comments on the grammatical intricacy of spoken discourse. He mentions Halliday's approach to spoken discourse. Speech is highly organized and has its own form of complexity. Clauses can be still spread out and complex in order to keep track of the relations. Lexical density of spoken discourse should be mentioned as well. Content words in spoken discourse are typically distributed across several clauses. Some spoken discourses may be expressed more implicitly.

1.2 Written Discourse

Abdullahi et al. (2020, 44), define written discourse as an art of communication which is presented as a letter, essay, or magazine. As he states, some sort of skills are needed during the creation of written discourse. There are several rules for the discourse to be written effectively. It is necessary to think of the information that will be communicated in advance.

The time that writers have, may be used to create more dense noun phrases with the knowledge that readers will be able to process them (Biber and Conrad 2009, 118). Pieces of information should be placed into paragraphs and communicated clearly. Grammatical

rules and logical order need to be used while writing. Abdullahi et al. (2020, 44) also divide the discourse into public written discourse and private written discourse.

They also state that features of both public and private written discourses are expected to be truthful. People generally expect written public discourse to be more truthful than written private discourse. An example of the written public discourse is a newspaper article which is expected to be true by the public. Articles must contain proof to be viewed as truthful. Another feature is permanent records which are used to refer back to them at any time. A reader is not present in the time when for instance an article was written and also is not present at the place where it was written. As they suggest the reader is removed in time and space. Written language has a function to inform, entertain, and get things done. From a linguistic perspective, written texts are more complex, containing longer sentences, and complex clauses with higher lexical density. Words used in a sentence always carry meaning (2020, 45). Also, Paltridge (2012, 136) mentions that written language is more lexically dense. In written discourse, there is a level of nominalization. This occurrence is called a grammatical metaphor, it happens when a language item is located from one expected grammatical class to another. Grammatical metaphors include experiential and interpersonal metaphors. Experiential metaphor is when instead of a verb a noun is used. Interpersonal metaphors tend to be expressed by a modal item but instead, a noun is used. Nevertheless, what is typical in written texts is longer noun groups, and nouns followed by qualifiers, and written texts tend to be more explicit (Paltridge 2012, 136-138).

According to Sinclair et. al (2004, 6), the structure is an important part of the discourse because it is not possible to write every piece of information at once. Using the structure, it is then possible to know what has already been stated and predict what is to be written.

As claimed by Biber and Conrad (2009, 118), some types of written discourse (e.g. a newspaper article or academic prose) have a high 'type-token ratio'. It is defined as a measurement of the variety of words used in a text. It concerns the accuracy of noun phrases with their variety of modifiers, precision of the reference of noun phrases, and a variation of topics. Syntax of the written texts is then complete. However, time also helps with the process of writing.

The main situational characteristic of written discourse is that writers turn their attention to communicating information rather than developing relationships with readers. On the other hand, it is possible for the writers to be interpersonal when they share emotions and feelings (Biber and Conrad 2009, 109).

Culture also influences writing. It is explained by Paltridge (2012, 6) who compared Japanese-speaking and English-speaking customers. Both types of customers get a letter, but the letter is not the same. English-speaking customers get a letter only with the information needed. However, Japanese-speaking customers get different letters with greetings of spring and flowers. To compare the customers, for Japanese-speaking customers would be impolite not to mention the greetings, and on the other hand, English-speaking customers would see it as unnecessary to mention such information. Therefore, it is important to consider the culture while creating written discourse.

2 DISCOURSE ANALYSIS

There are more approaches in relation to discourse analysis as well as the approaches to discourse itself. According to Paltridge (2012, 1-2), discourse analysis examines relationships between texts in a social context. It studies different ways that people speak or write and under what circumstances the communication takes place. He also claims that the relationship between language and context is crucial. People are able to interpret what others talk about based on the situation they are in.

Paltridge (2012, 3) gives an overview of van Dijk's approach to discourse analysis. According to van Dijk, discourse can be understood differently while speaking different languages. He suggests that context is subjective so every language user may draw different conclusions from the same communicative event.

Another mention comes from anthropologist Malinowski who draws attention to the context of situation and culture. When people want to understand each other, it is important to have some degree of knowledge about the situation and culture in which the communicative event happens (2012, 3).

Furthermore, Paltridge (2012, 3) mentions Halliday's approach to discourse analysis. He links context with actual texts and the context of culture with potential texts. This opens a range of possibilities for text creation. People make choices that are available to them according to the context of culture and the context of a situation. It influences the language used in the text.

According to Strauss and Feiz (2014, 316), discourse analysis is micro-macro-based analysis. Micro-based analysis consists of lexical items such as verbs, adverbs, pronouns, logical connections, figurative language, and euphemisms. These linguistic forms and the semiotic media that surrounds them may be combined to demonstrate macro-based messages.

With reference to Gee's approach to discourse analysis, Gee (2011, 121) introduces *an ideal discourse analysis*. Analysts should study any discourse in detail. However, it is important to consider even the background of the discourse. Part of using this *ideal discourse analysis* is asking questions about language. More specifically how, when, and where is the language used. Gee (2011, 17, 18) introduces seven building tasks that should be studied during discourse analysis, and they are explained as follows:

Significance is the first building task. Some things are significant for people depending on standards. It concerns what the speaker has said, or the writer has written, who and what is significant to the context, and how the speaker or writer gives significance to things.

The second building task is *practices* or *activities*. Practice in this case means social behaviour involving actions in a certain way. It asks questions dealing with what the speaker has said or the writer has written, how it has been said or written, and what practices are relevant in the context.

Another building task concerns *identities* and how are identities relevant in the context. As the language is used, certain identities or roles are taken. In different situations, people take different roles and behave in a way that is relevant to the situation.

A further building task is *relationships*, it studies in which way relationships are relevant in the context and how are they used. Different language is used when speaking to different people. Relationship with a person is shown through language.

The fifth building task is *politics* or *the distribution of social goods*. Language is used to show the point of view on the distribution of social goods or to build an opinion. It deals with the question of what social goods are relevant and at stake and how are they being distributed.

Another building task is *connections*. It concerns the relevant connections and disconnections between things and people in the context and how they are being made. Language is used to make some things connected or relevant.

The last building task is the *sign systems and knowledge*. It deals with the question of what the relevant sign systems and knowledge are and how it is used in the context. There are different languages, varieties of language, and communicative systems, and knowledge and belief are made within these systems.

The second part of Gee's *Ideal Discourse Analysis* mentions the tools of inquiry. This type of discourse analysis consists of six areas where questions are asked. As Gee (2011, 121) suggests, the tools are situated meanings, social languages, figured worlds, intertextuality, discourses, and conversations. However, he only discusses four of them:

He refers to social languages as a variety that is used while talking to different people, it is a variety that people use for different purposes.

Another tool is discourses. Not only people use language in a certain way, but they also have to act, dress, and interact in a certain way to be part of a group they want to be in.

The tool of conversation refers to talking and writing in a way that is specific to a social group. Taking part in debates that can be about abortion etc. also belong to this type of tool.

The last introduced tool is intertextuality. While people speak or write, their words often relate to other words that have already been said or written. These words fit into a certain category that people have in mind, and they are then able to put in the specific category (Gee 2011, 28, 29).

When seven building tasks and the tools of inquiry are connected it means that for every building task, there are seven tools of inquiry, and it comes with 42 questions to ask. However, not every question must be used during the discourse analysis (2011, 121).

Gee (2011, 122-123) also comments on the concept of validity. According to him, some discourse analyses are more valid than others, they can be discussed further, and their status can move from more valid to less valid. The validity of discourse is given by four elements. Convergence is the first one. The analysis is more valid and reliable when more questions are answered. Another element is agreement, when the 42 questions are answered, the data from the analysis is accepted by other analysts and they support the conclusion. Coverage is another element. The more it can be applied to already existing data and understand what has already been discussed and what will be discussed, the more is an analysis valid. The last validity element is linguistic details. The closer the analysis is to linguistic structure specifics, the more reliable it is.

3 DISCOURSE OF THE NEWS

As stated by Fowler (1991, 1), language in the newspapers is used to shape ideas and beliefs. Stories in the newspapers are not facts but rather ideas. The language used while writing articles is not neutral.

The modern study of news did not appear until the 1980s. Van Dijk (2008, 194) introduces a new theory of news which involves schemas that are defined by conventional categories as a genre and social practice. These were headline, lead, new and previous events, context, commentary, and related categories. As he suggests, news should follow concepts of relevance, importance, and recency. The first few pieces of information should be the most important. That is why they are mentioned in the headline and lead. Then the summary follows as well as the story. In each of these categories, the most important information should be mentioned first and after that other pieces of information follow in every category.

As cited in van Dijk, (2008, 194) Bell works with these conventional categories as well and adds the attribution category. In this category, writer, date, and place are introduced. He also works with the follow-up category. This one introduces new pieces of information after the main news is mentioned.

In the discourse of news, there are problems with misrepresentation of events and accuracy. According to Bell's study as cited in van Dijk (2008, 194), only one-third of the stories that he studied were absolutely accurate. He claims that there are three transformations, these are overstatement, overgeneralization, and one that can be called rhetorical. Rhetorical transformation deals with meaning and content and how the information is emphasized or de-emphasized. It is important to mention van Dijk's ideological square, it is about emphasizing our good things and their bad things, de-emphasizing our bad things and their good things. Emphasizing and de-emphasizing are used to make readers more interested in the news and remember it better.

According to Biber and Conrad (2009, 110), the subregistres within a newspaper serve various communicative purposes. For instance, journalists writing an editorial show their opinion and try to influence people to have more or less the same opinion as them. Nevertheless, a news report cannot be as biased as an editorial. Not expressing journalists' opinions is welcomed.

Specifically online newspapers are full of content that could not fit into the paper version of newspapers. Also, the layout is different, online newspapers include more photos, videos, follow-up articles, and comments, which makes the articles interactive. The front or the

home page of many online newspapers includes catchy headlines surrounded by photographs (Morini 2018, 48). Online newspapers frequently rely on the power of visual imagery to grab and hold readers' attention. Below the headline and a photograph, a body of the news follows. The home page offers details and links to other sections of the newspapers where readers can find interest areas such as politics, climate, domestic news, and sports. The home page also serves as an overview of the most important news of the day. Online newspapers are more dynamic than print and are updated as time goes on (Paltridge 2012, 176). There is also a comment section under every news story. This comment section encourages readers to interact and it grabs their attention. The comments are valuable for the organization and then it is passed on to the larger audience and expanded. When a reader comments news story, the story then becomes more visible (Shanahan 2018, 4-6).

3.1 Language in the News

Conboy (2007, 8) claims that newspapers are *language-forming institutions*, which is why language is informative and influenced by linguistic trends. According to him, the language of the news is divided into two different categories. The first category contains the language of hard news such as public life and politics where an opinion may not be expressed freely without a restriction. On the other hand, the second category of the language of the news carries specialist news, soft news, and editorials where the opinion is apparent. In the first category, there is a tendency to leave out the obvious comment and it makes the news, as Conboy suggests (2007, 8), most institutionalized. Readers of this type of news expect the news to be truthful, informative, and objective. The second category of the language of the news has more freedom, comments and opinions are expressed freely. They can help with prompting reactions from readers and get the readers to talk about the news more and more (2007, 9).

The structure of news was mentioned in the previous chapter, now the comments from the point of view of language are made. Headlines include a summary of the article. Over time, the headlines become elaborate to catch the reader's attention, and the headlines also enhance their influence on an audience. Journalists used to employ exclamation marks, and capitals to emphasize the information but nowadays it is not common. Headlines fulfil three purposes. Firstly, they offer a brief summary of major news, secondly, they grab readers' attention, and lastly, they serve as a sign of the news values in terms of content and style. They are a crucial component of the newspaper's audience appeal. As Conboy (2007, 15) argues, what comes first in the headlines are actors. Most frequent are celebrities, politicians,

sportspersons, criminals, and other public figures. From the syntactic point of view, actors in the headlines then become descriptive noun phrases. Because of space in the newspapers, a specific form of language has evolved. That means that syntax and vocabulary are reduced, and it results in a highly concentrated communicative form. Alliteration, puns, clichés, references to proverbs, and popular sayings are all used in headlines nowadays. Headlines are meant to be interesting, so the journalists used humour, however, for the context, it is important to read the whole article (Conboy 2007, 15-16). Paltridge (2012, 176), on the other hand, claims that a number of headlines contain idiomatic expressions that go along with the photographs accompanying them.

Conboy (2007, 17) claims that journalists do not write articles, they write stories. The lead occurs right after the headline. Linguistically leads are brief but also complex. News stories follow a certain pattern called the *news triangle*. It means that the most important pieces of information are mentioned first, and the least the information is important the further it is from the beginning of the news. However, this *news triangle* does not have to be followed when it comes to hard news stories. In these types of stories, the information is preferred to be mentioned at the end (Conboy 2007, 17-18). Stories contain long sentences with many nouns, and they are modified by adjectives and prepositional phrases. The most common tenses used in news are present tense, and past tense. The past tense is used to talk about the sequence of events. This is further explained by time adverbials. The present tense is used to write about current events. Present-tense verbs are used in the opening paragraphs and background information is given in the past tense (Biber and Conrad 2009, 115-120).

4 SELECTED LINGUISTIC FEATURES IN THE NEWS

This chapter deals with theoretical information about selected linguistic features in the news regarding artificial intelligence which will be then researched in the practical part of this thesis. The linguistic features which will be analysed are divided based on their lexical level, and syntactic level. This chapter explains neologisms and ways of creating them, collocations, technical jargon and its structure, emotive and metaphorical language, and lastly direct speech and its structure.

4.1 Lexical level

Lexicology is a branch of linguistics that studies the meaning and the use of words. The words are not understood as a single element but the relation between the elements needs to be considered (Lipka 1992, 1).

4.1.1 Neologisms

The word neologism itself comes from Greek. It comprises two words, these are *neo* which means new, and *logos* meaning word. Neologisms are capable to undergo and sustain change and they have the ability to prevent unwanted intrusion from other cultures and languages. Neologisms are identified as nonce words. These words are invented consciously or accidentally by speakers just once. However, only a few of these words survived. Others were used repeatedly by the community and became neologisms (Ahmad 2000, 711).

As stated by Behera and Mishra (2013, 26-31), neologisms are words that enter language in relation to a new concept. However, these words have not appeared in the vocabularies of the native speakers of the language. They also divide and explain the types of neologisms. Compounding is a way of creating new words by combining already existing words. Shortening, on the other hand, is the process of making a word shorter by omitting a part of a word. Blending is a way of forming a word by taking parts of words together. During affixations, affixes are added to the root morpheme to create a new word. Conversion is a way of word creation during which a word changes a grammatical form without the change of spelling. Borrowing is a process of taking a word from one language to another. Acronyms are formed by taking the first letters of words.

According to Hanks (2013, 42), there are three ways of creating new words in English: using existing words, creating terms based on morphemes already in use, and using the phonology of language. Using already existing words is typical for technical jargon terms.

Another way of creating new words is by combining morphemes. In order to keep up with the developments in technology of science and medicine, new terms are invented. These words which were created quite recently come from Latin and Ancient Greek. The last way of new term creation is using the phonology of a language. These types of neologisms are not common but when they are created, often slang words or nicknames are involved. They appear more in monosyllabic structures e.g. *slog*, *blad*. However, when they appear in polysyllabic structures, they contain the suffix -y (2013, 44-45).

4.1.2 Collocations

According to McKeown and Radev (1997, 1-2), collocations are word pairs and phrases in use but there are no syntactic or semantic rules that would restrict the usage. Collocation is a group of words that is situated between an idiomatic expression and free word combinations. The words happen to be together more often than by coincidence and it contributes to the compound's semantics. A speaker of a language cannot be fluent without using the collocations.

They also states that because of their frequent appearances in a language, they can be acquired by using them repeatedly. When they are acquired, they are helpful in many different applications. They are useful tools for clarification of words and structure. It means that when a word makes sense in a use with other words, it also makes different sense with the use of different words. McKeown and Radev (1997, 2) explain it in an example of using a word *bank*. It can be used in one sense with the word *river*, and in another sense with financial terms like *savings*. Another application is translation. Collocations cannot be characterized from the syntactic and semantic point of view which is why they cannot be translated word to word.

4.1.3 Technical jargon

As stated by Gallo (2016, 157-158), jargon is an important device for naming new structures in a specific field. He also divides jargon into a *good* jargon and a *bad* jargon. *Good* jargon is the words or phrases which are pronounced without problems. Abbreviations and acronyms are easy to understand. The terms do not change when the language develops over time. On the contrary, there is a *bad* jargon. Terms of the *bad* jargon can be incorrect from the linguistic point of view, the terms are long and there are difficulties with pronunciation. This type of jargon is created when it is talked about by people who are not familiar with the specific field.

As a structure of technical jargon, noun phrases are often used. As Justeson and Katz (1995, 10-13) comment, these terminological noun phrases are different from other noun phrases in terms of their lexicality. They require inclusion in the lexicon because their meanings cannot be derived from the words that create them. While creating new terms, single words are barely used in English. The exception is using Latin or Greek to make new one-word terms but even in this case, they are created of more than one root. However, more common is the usage of two or more words to create new terms with a specific meaning.

According to Chung and Nation (2004, 251), technical jargon terminology is an issue for learners because there are no established approaches for knowing whether the words are technical terms or not. The terms can be identified by specialists who work in the area. Moreover, in the process of writing a text, the writer provides clues for the reader, so the reader can understand new technical terms easily.

4.2 Syntactic level

The syntactic level deals with the structure of a sentence. The words can be combined and then they create combinations of meanings. People are able to communicate any idea thanks to their capacity for language. (Traxler and Gernsbacher 2006, 61).

4.2.1 Emotive language

Emotive language is used for creating captivating news stories which make a reader to arouse interest and remember them for a longer period of time. Often, it is used in headlines when the readers decide whether they want to know more about the topic of the news or not. Using emotionally coloured words can make readers react to the article. However, the writer has an idea of what he/she wants to write and how the emotive language that is used affects the readers. Writers of news stories use words that make people scared, they can compliment them or provoke an action. Different choices of emotive language might elicit different kinds of feelings. According to Kadri, Yahya, and Khalib (2020, 126), based on the words' emotional colouring, they can be divided into three categories: neutral words, derogatory words, and commendatory words. Neutral words do not evaluate, writers using these words do not comment, they just state the facts. Derogatory words are used to evaluate something negatively, writers show their negative attitude towards some action, and this type of word as well as the commendatory words have evaluative colouring. The last category of words is commendatory words. These words actively evaluate the actions and show attitude (2020, 126).

As claimed by Koivunen et al. (2021, 1193-1195), appraisal theory is used to investigate emotionality in news. This theory studied conventions and codes for how many emotions are included in news articles through description and details, anecdotal leads, dramatic tension, storytelling, and juxtaposition. Using emotive words and vocabulary then suggests positive or negative evaluation.

4.2.2 Direct speech

Direct speech is an utterance where the writer refers to another utterance. While using direct speech, the writer uses the same quotation as the original speaker. On the other hand, when a writer uses indirect speech, the exact words of the person are not used. Direct speech used in newspapers is an important tool to support the writer's argument, shift the responsibility, and moreover, it has aesthetic function and authorship indication that are not so common or important. When direct speech is used as the support for an argument and even when an authority is quoted, people tend to believe it more. Shifting the responsibility means that the writer of the article presents an antithesis which will be proved wrong (Smirnova 2009, 91).

4.2.3 Metaphorical language

Metaphorical language is a process of using a metaphor in a speech or writing. It is about expressing words or phrases that are used in a non-literal way. A metaphor is a figure of speech where a word is applied to some action where it is usually not applicable. The metaphorical language used in news articles becomes more common over time and it forms public opinion. The choice of metaphors used in the news includes an examination of the role of addressers and addressees, their goals and relationships, and also the context. Metaphors have textual, interpersonal, and ideational functions and they are employed to evaluate, persuade, explain, or influence reality. Textual function is used to give an outline of the news, make it coherent, or make some parts of the news more visible. Personal and social functions are about expressing attitudes and emotions, entertaining and being humorous, and also building relationships or switching topics (Krennmayr 2011, 83, 86).

II. ANALYSIS

5 METHODOLOGY

The practical part of this thesis is focused on the analysis of news articles which are connected to artificial intelligence. I analysed articles from the BBC News page concerning the technology of the business. The analysis focuses on how online newspapers write about the evolving artificial intelligence, which words were used in relation to artificial intelligence, and how artificial intelligence is represented and discussed in public discourse. The aim of the analysis is to reveal the linguistic features of the news stories regarding artificial intelligence and these linguistic features are then analysed.

I gathered 6 articles for the analysis. In the practical part, I refer to the articles by BBC and the corresponding number, e.g., BBC 1, BBC 2... The thesis also contains a CD with the articles. They all were available online. I chose those six articles for the analysis which contained similar linguistic features which were then analysed. Then I divided them into two groups – articles with positive connotations concerning the approach to artificial intelligence, and articles with negative connotations. I wanted to see whether there are differences in using the linguistic features connected to artificial intelligence. And also, how these features can influence the reader's perception of artificial intelligence. None of those chosen articles were written by the same reporter, so I was rather analysing them regardless of whom they were written by.

I chose 6 different linguistic features for the analysis because of their frequent occurrence in the chosen articles. I provide examples for every linguistic feature. A number of new words that relate to artificial intelligence appeared, so I start with the examination of neologisms. The reason why I have chosen neologisms for the discourse analysis is to see which new terms and concepts appeared, and also, I want to provide insight into evolving language connected to artificial intelligence. Then, I focus my attention on collocations regarding artificial intelligence. My aim is to show common word combinations that are used to discuss artificial intelligence and reveal some patterns of language used in relation to artificial intelligence. During the research, I come across a number of technical jargon terms which I include in the analysis as well. From the analysis of the terms, I expect to get to know the specialized language and provide insight into technical knowledge and how it is communicated to different readers. Afterward, I turn my attention to the emotions and feelings behind the language used in the articles. My aim is to show that the writers are able to influence the audience's opinion, perception, and attitudes towards artificial intelligence. Then, there was a frequent occurrence of direct speech in the articles, so I incorporate it into

the analysis to reveal the perspectives of individuals quoted in the discourse. And the last part of the analysis includes the metaphorical language. I would like to provide insight into how people perceive artificial intelligence and reveal assumptions and attitudes connected to artificial intelligence.

5.1 Corpus of AI News Articles

For the discourse analysis, I chose 6 articles. A full version of the articles is available on the enclosed CD. The names of the articles are written after each paragraph and will be used throughout the analysis.

The first article discusses artists who have discovered that their artwork is used to train artificial intelligence systems without them knowing. The artists and Kelly McKernan, who is the face of the article, are taking legal action against Stability AI who copied images without permission. Artists have concerns about the lack of protection against AI-generated content. Some tools have been developed to help artists protect their work and artists are now optimistic about fighting for their rights. (BBC 1)

The second article explores AI-powered *trading bots* in the investing industry. Lucrative returns are promised, however, there are concerns about the reliability and risks connected to letting AI decide about investments. The stock market is unpredictable, and AI also failed in other domains. Nevertheless, some investors are still drawn to rather use these AI *trading bots* than rely on humans. (BBC 2)

Another article explores India's carpet weaving industry and how it is embracing modern technology in connectivity to artificial intelligence. There are traditional talim codes that are digitalized, and they help the weavers to work more efficiently. AI is being trained to understand these codes but on the other hand, the wearers still insist on the traditional handmade techniques. (BBC 3)

The following article discusses how artificial intelligence can help with a search for extraterrestrial life by analysing data from telescopes and spacecraft. AI enables the identification of potential alien signals and helps differentiate them from other signals. (BBC 4)

Another article focuses on Atom Limbs which is a company producing bionic arms powered by advanced technology. These bionic arms interpret electrical signals from the brain of the user to move the limb. The company wants to make the arm more affordable. (BBC 5)

The last article is about concerns that Zoom may have trained the artificial intelligence models on customer calls without prior consent. Zoom updated its terms of service and stated that the audio, video, and chat will not be used for AI training without prior consent. Nevertheless, privacy advocates remain cautious about Zoom's transparency and data usage. (BBC 6)

6 DISCOURSE ANALYSIS

In this part of the chapter, I analyse the selected linguistic features that are explained in the theoretical part of the thesis. I divide the linguistic features based on their level – lexical, and syntactic. I examine the language choices in the articles regarding artificial intelligence from BBC Online.

6.1 Lexical level

In this chapter, the analysis of the news articles regarding artificial intelligence will be done based on the lexical level. In this subchapter, I analysed neologisms, collocations, and technical jargon.

6.1.1 Neologisms

A number of neologisms were found during the analysis of all the articles. However, I focus my attention only on those that are connected to artificial intelligence directly. I found some examples of acronyms, and some examples concern the change of meaning in the context of artificial intelligence.

Firstly, I would like to comment on acronyms that appeared in the articles. Acronyms are abbreviations that are created from the initial letters of the words. They are pronounced as a single word (Behera and Mishra 2013, 26-31). These are examples of using acronyms in connection to artificial intelligence:

- (1) *...had been uploaded on to LAION.* (BBC 1)
- (2) *...research organization Seti Institute.* (BBC 4)

In (1) the acronym is explained in the article concerning copyright law and artists as “a data set which feeds artificial intelligence (AI) image generators...”. Nevertheless, the exact meaning of the acronym stands for ‘Large-scale Artificial Intelligence Open Network’. It is a non-profit organization that makes open-sourced artificial intelligence models and databases (Laion n.d.). The author uses the acronym to introduce vocabulary which is used commonly in the branch of artificial intelligence. In (2) the acronym was found in the article BBC 4. It is used to avoid the full name of the organization. Nevertheless, to enhance the understanding of various audiences, the acronym is explained in the article. The author probably wanted to make it easier to read and not to make a reader spend time on finding the definition. The acronym stands for ‘Search for Extraterrestrial Intelligence’. As in the first example, even the second one is some type of non-profit organization.

Another type of new term used to describe artificial intelligence is using already existing words with new meanings. Nonetheless, as artificial intelligence starts to develop for some period of time today, words and phrases are becoming much more common, and they are getting to be used even in everyday conversations. Therefore, in the case of analysed articles, there was a change from technical jargon to common language:

(3) *Investment banks have actually been using basic or “weak AI” to guide their market choices...* (BBC 2)

(4) *The new wave of **generative AI systems** are trained on vast amounts of data...* (BBC 1)

(5) *I recently spent half an hour finding out what so-called AI “**trading bots**” could apparently do with my investments.* (BBC 2)

An example is shown in (3), which was found in the article BBC 2. The phrase *weak AI* refers to the type of artificial intelligence that is limited only to a specific area like studying financial data and learning from it. The author of the article also explained the term in the following sentence to make it clear for a reader as well as it was explained in the case of (4). Another type of artificial intelligence can be seen in (4). This term was used in the context of the AI systems colliding with copyright law. The meaning of *generative AI systems* is that artificial intelligence can create new data, for instance, new text, images, videos, and music. The collocation *trading bots* in (5) suggests that artificial intelligence is able to manage finances. These *trading bots* are programs that were invented to use algorithms to invest without human intervention. The author shares his own experience when he found out about the *trading bots*. He suggests that it was new for him as well and tries to explain what these trading bots are capable of. A reader of the article also receives a warning about using them.

(6) *“This is a very new approach to searching for molecular **biosignatures**,” says joint lead researcher Dr Robert Hazen.* (BBC 4)

Another new term can be seen in (6). It was used in connection with how artificial intelligence can help with the search for extraterrestrial life. The meaning of *biosignature* is any feature that is visible and can be used to prove life in places where it has not been proven yet. This term was said by an expert, so it gives the article a view of professionalism.

(7) *Generative AI can also simply just go wrong and produce incorrect information, something termed a “**hallucination**”, says Prof Sandra Wachter, ...* (BBC 2)

In (7) the word is already known and used. However, in this example, it is used in the context of artificial intelligence. In the article, this term is explained as incorrect information that is produced by generative AI. Again, the author uses the words of a professional in the field of

artificial intelligence who explains the term, so the reader is familiar with this new term. It is used in the context of artificial intelligence and trading bots.

- (8) *“When artists **glaze** their art, and that art is then used to train a model to mimic...*
(BBC 1)

In (8) the new term was derived from a company called Glaze which was mentioned several times throughout the article concerning AI systems and copyright law. The author explains what Glaze is and how it works. Moreover, what is meant by using the verb *glaze* is to protect the art against the artificial intelligence models. This verb was said by a professor.

6.1.2 Collocations

As I defined collocations in the theoretical part of this thesis, collocation is a predictable sequence of words that go one after another. However, there are no rules related to using collocations (McKeown and Radev 1997, 1-2). I divided the collocations into two groups: one that contains artificial intelligence, and one that is related to artificial intelligence. Then, I stated what is the head word and modifier. Most collocations containing artificial intelligence were found only in two articles, so I picked a few examples and provided them below.

Collocations containing AI:

- (9) *The new wave of generative **AI systems** are trained on vast amounts of data...*
(BBC 1)
- (10) *Kelly McKernan has joined other artists in a lawsuit against generative **AI organisations**.* (BBC 1)
- (11) *It adds to a growing stack of lawsuits against **AI firms**, which are testing issues of copyright.* (BBC 1)
- (12) *But such **AI trading** is indeed new, and it does have issues and uncertainties.*
(BBC 2)
- (13) *And basically, the **AI tool** was reading the CVs for them and telling them who to hire.* (BBC 2)

I will start with the analysis of collocations where artificial intelligence is contained in the collocation in the form of initialism. In all of the examples above, it can be seen that AI is a modifier and then the head word follows. Examples (9), (10), and (11) were found in the article BBC 1. In (9) the collocation *AI systems* is used as a generic term, so it may not be that important which systems are trained. Moreover, it would make it more difficult for the reader who is not a specialist in the field of artificial intelligence. It follows from the context

that it should serve as a warning. The collocation in (10) and (11) refers to the companies in the development of artificial intelligence technologies. From the sentence, it is clear that there are more organizations that utilize generative artificial intelligence techniques that are targeted in the lawsuit.

Examples (12) and (13) are taken from the article BBC 2. Example (12) *AI trading* refers to the use of artificial intelligence in financial trading. It shows that the trading methods based on artificial intelligence are new and still in development, and with that comes issues. (13) refers to some type of software that is intended to do a specific task. It emphasizes the modernity of the recruitment process but also it warns against the functionality and problems with the algorithm.

Collocations related to AI:

- (14) *Curiosity spurred her to type her name into a website called Have I Been Trained, which searches LAION, a **data set** which feeds artificial intelligence (AI) image generators including Stable Diffusion.* (BBC 1)
- (15) *Atom Limbs uses advanced sensors and **machine learning** - where computers train themselves to become more accurate - to interpret electrical signals from a person's brain and use them to move and manipulate a prosthetic limb.* (BBC 5)
- (16) *The weaving and knotting is still done by hand, but now **computer software** handles the design and creation of the talim code.* (BBC 3)
- Despite avoiding upper-arm prosthetics before, when Atom Limbs said I could have a try at operating a digital version of the arm on a computer screen, via their **control software**, I was interested enough to say yes.* (BBC 5)
- (17) *What the company I visited, Atom Limbs, is doing is combining a range of **cutting-edge innovations**, including artificial intelligence (AI), into a next-generation bionic arm.* (BBC 5)
- (18) *They are trained using vast amounts of data and algorithms to "learn" and replicate patterns of **human-like behaviour**.* (BBC 6)

Now, I would like to comment on these collocations that relate to artificial intelligence. Example (14) was used in the connection of artificial intelligence image generators and the artwork which was used to feed it. A *data set* is a collection of data, and this collocation is commonly used in the branch of technology. The author used the collocation to emphasize the specific source of information and highlight the importance of data in training the models. In (15) *machine learning* is used to go through data and look for patterns and to highlight the specific technology and the process of how it works.

In (16), there are two examples when it comes to the word software. The *control software* was used in relation to the digital arm, it refers to the software that is responsible for managing the movements of the prosthetic limb. *Computer software*, on the other hand, was used in the article commenting on the weaving industry in India, this collocation was used by the author multiple times throughout the article. It should highlight the modernization of the design. (17) was used in the article BBC 5 about the bionic arm and taking it to the next level. The author uses the collocation to highlight the advanced technologies and emphasizes the company's advancements. (18) describes the problem of artificial intelligence training on calls. It emphasizes the goal of artificial intelligence to replicate human behaviour and achieve a level of sophistication that can be compared to people.

6.1.3 Technical jargon

Technical jargon is defined as a specialized vocabulary that is used in different branches (Gallo 2016, 157). This chapter deals with terms that are used in the branch of artificial intelligence, they are put in the context and explained why they are used. Firstly, I went through all of the articles, and I found the technical jargon terms in 4 of them. Then I gathered the terms that were related to artificial intelligence. However, I found even a one-word term. I listed the terms below and provided the explanations as they are related to the articles they occur in. Good and bad jargon was also introduced in the theoretical part of this thesis. Good jargon is defined as words and phrases which are pronounced without problems and easy to understand. However, bad jargon is incorrect linguistically, there are even problems with pronunciation, typically created by people who are not specialists in the specific branch (Gallo 2016, 157-158). In the research, I found only examples of good jargon because the authors of the articles gathered information from professionals.

(19) ...which searches LAION, a **data set** which feeds artificial intelligence (AI) **image generators** including Stable Diffusion. (BBC 1)

A *data set* in (19) is used to describe a collection of data. It is used in relation to LAION which is a non-profit organization which was mentioned in the sub-chapter on Neologisms. It emphasizes the importance of data in training artificial intelligence. It also highlights the specific data set. In the same sentence, I found *image generator* which is software that creates an image from a description. The author tries to highlight the function of these systems.

(20) "We employ machine learning to look at all of the vast amount of data from an analytical method that produces half a million **data points** per sample. (BBC 4)

In the same article BBC 1, *data points* were mentioned. They are units of information which were produced from the analytical method. Because of these *data points*, there are some patterns in molecular distribution visible. From the context, it can be seen that it draws attention to the data produced. The author of the article probably wants to show the volume of the data that are analysed.

(21) *The new wave of **generative AI systems** are trained on vast amounts of data - text, images, video, and audio files, all scraped from the internet.* (BBC 1)

*Glaze to help protect artists against **generative AI models**.* (BBC 1)

Throughout the articles, I found two examples of *generative AI* as shown in (21). *Generative AI* can either stand on its own and I found it in the articles as well or it can be combined with other nouns. *Generative AI*, *generative AI systems*, *generative AI models* mean the same and, in the article BBC 1, it is used in the context of training these systems to create new content. Usage of these terms suggests the innovative nature and their ability to create new content.

(22) *Very few humans could create **AI algorithms** to cope with those massive events.*" (BBC 2)

Example (22) *AI algorithms* are programs that provide machines the ability to process information carry out tasks and make judgments. Using this term emphasizes the specialized nature of the algorithms and also the importance of handling complex situations.

(23) *Amazon had to scrap the **AI-powered recruitment**.* (BBC 2)

The meaning of the technical jargon term in (23) is the use of artificial intelligence in the process of hiring people for employment. It suggests that Amazon had to stop using artificial intelligence during this process. The author of the article tries to emphasize the reliance on artificial intelligence during recruitment.

(24) *Investment banks have actually been using basic or "**weak AI**" to guide their market choices since the early 1980s.* (BBC 2)

Weak AI in (24) refers to the type of AI that is limited to a specific area. According to the article BBC 2, the branch of investing can study financial data and learn from it. The use of this term distinguishes these AI systems from more advanced forms.

(25) *Prof Sandra Wachter also warns that automated AI systems can be at risk of data leakage or something called "**model inversion attacks**".* (BBC 2)

The meaning of (25) - *model inversion attacks* is explained in the article BBC 2 by a professor. It suggests a potential risk that is connected to artificial intelligence, and it could be taken advantage of by hackers. The author highlights the vulnerability of artificial intelligence.

(26) *But the Open Rights Group, which campaigns on **digital privacy**, has warned that Zoom's decision to launch the features as a free trial and encourage customers to "opt in" made the changes "more alarming"* (BBC 6)

Example (26) describes the safety of personal information that is gathered, processed, and kept by artificial intelligence and it is also one of the issues. The usage of this term shows the focus of the company's campaign and emphasizes their worry about potential privacy problems.

(27) *Generative AI can also simply just go wrong, and produce incorrect information, something termed a "**hallucination**", says Prof Sandra Wachter, a senior research fellow in AI at Oxford University.* (BBC 2)

In (27) it can be seen that the explanation is already given in the sentence. For the reader, it is the easiest way how to get to know new technical jargon terms. It is used to show the risk of using artificial intelligence and that in many cases the artificial intelligence cannot be trusted.

6.2 Syntactic level

From the point of view of syntax, I analyse emotive language, the direct speech which was used regularly throughout the articles, and metaphorical language is also included in the articles about artificial intelligence.

6.2.1 Emotive language

Emotive language is used in news to provoke feelings, emotions, and action which can be either leaving a comment or having a conversation with a friend or a family member to spread the news, and even remember it longer (Kadri, Yahya, and Khalib 2020, 126). Three of the articles have positive connotations and three have negative connotations regarding artificial intelligence. This distribution is used in the chapter on emotive language to see how these words are used while describing artificial intelligence. I divided the articles into articles with positive connotations and negative connotations based on the language choice that the authors used, then the authors' attitude towards artificial intelligence, then I also considered the context and looked at the evidence and examples provided by the author. The emotive language is analysed in terms of what it describes in the article, why it is used, and what feeling it provokes. I start with the words from articles with positive connotations and then move on to the analysis of words from articles with negative connotations.

(28) *As India grows richer he sees an increasing demand for carpets that the traditional industry will **struggle** to meet.* (BBC 3)

As is shown in (28) the example of emotive language with a negative meaning was used in the overall positive article. It describes a situation where an increasing demand will be a struggle for the traditional industry in India. In the article, it is used to show the opposite situation of what would happen if artificial intelligence was not used. It elicits a negative connotation because it carries a sense of difficulty and challenge, and it evokes empathy.

(29) *The latest **innovation** comes from technology firms that are applying artificial intelligence to the process.* (BBC 3)

(30) *One project member, University of Toronto student Peter Ma, recently developed a **new** AI system designed to examine telescope data...* (BBC 4)

In (29) and (30), it can be seen that two similar words were used in two different articles. *Innovation* was used five times throughout the article in connection with technology using artificial intelligence. In the same way, the adjective *new* was used in an article about the help of artificial intelligence searching for extraterrestrial life. These two words may suggest a sense of excitement, creativity, and also progress. New ideas may be anticipated, and some problems may have solutions.

(31) *But now new designs have been introduced and this work has picked up pace again. Now it's **flourishing** again."* (BBC 3)

In the case of (31), it describes how new designs of carpets with the help of artificial intelligence were introduced and the industry thrived again. This word evokes success and growth. It is used to show the reader that new potential could be reached while using artificial intelligence in the weaving industry in India.

(32) *Mr Diamond says that the increased use of AI is already proving to be "**indispensable**" as his institute continues to hunt for alien life.* (BBC 4)

In the article BBC 4, AI is proven to be *indispensable*. Using this word shows a reader the need for help from artificial intelligence. Therefore, it carries the meaning of importance, necessity, and reliability.

(33) *However, **exciting** though this technology is, one issue that is always of concern to disabled people when new products come into being is cost.* (BBC 5)

(33) is used in the reference to technology supported by artificial intelligence but an issue of cost is raised. There are also presented two sides – whether it is worth paying a huge amount of money for the technology which is supported by artificial intelligence or not. The reader

is then able to pick one side. When the adjective *exciting* is used, it evokes expectation and enthusiasm.

(34) *But when I visited a company in California, which is seeking to take the technology to the next level, I was **intrigued** enough to try one out - and the results were, **frankly**, **mind-bending**.* (BBC 5)

In the case of the example in (34), two words in the article BBC 5 were found. The first example is an adjective which describes the situation of taking the technology to the next level. *Intrigued* evokes a sense of interest, curiosity, and fascination in a reader. A reader may feel interested in the technology that has not been used yet. *Mind-bending* means that something has a strong effect on a reader's mind. However, to strengthen the positive meaning, the word *frankly* was used, it conveys a sense of honesty and transparency.

(35) *Kelly McKernan says she "**felt sick**" when she discovered her artwork had been used to train an artificial intelligence system.* (BBC 1)

Here I analysed words in three articles with negative connotations. Example (35) describes a state when an artist finds out that her artwork is used to train artificial intelligence. It is used in the subheading to state an opinion about artificial intelligence right away. It shows the feeling of discomfort, and it evokes empathy and concern.

(36) *"I felt **violated**. If someone can type my name [into an AI tool] to make a book cover and not hire me, that affects my career and so many other people."* (BBC 1)

(37) *Eva Toorenent, an artist creating mostly creature design, monster and fantasy illustrations, says she became **concerned** about AI after attending a gallery where she was surprised to see a piece of art with similarities to her own - which she describes as a "corrupted version"* (BBC 1)

(38) ***Aggrieved** by the lack of protection for artists, she grouped together with five other artists to set up the European Guild of Artificial Intelligence Regulation.* (BBC 1)

(39) *"I was **pretty scared** at the start due to the amount of online harassment but because we united and have good support network to all this mess.* (BBC 1)

(40) *"The reaction has been **overwhelming**," he says.* (BBC 1)

In the same article BBC1, all the examples of adjectives in (36), (37), (38), (39), (40) were used. The artist shares her opinion and feelings about artificial intelligence. The author of the article uses reported speech to show the emotions of the artists. She wants to show the reader that artificial intelligence has a bad influence on her business. Example (38) conveys betrayal, anger, and vulnerability. In the case of (39) it is used to show that the artists are worried, and they try to make a reader feel the same. Example (40) shows injustice, sadness,

and also anger. In the case of (41), the word *scared* is used to evoke a feeling of fear or anxiety and to strengthen the emotion, also the adjective *pretty* is used in the front. In (42) it evokes a feeling of not being able to cope with a situation and being stressed.

(41) *But such AI trading is indeed new, and it does have **issues** and **uncertainties**.* (BBC 2)

(42) *Yet as every reputable financial firm warns - your capital may be at **risk**.* (BBC 2)

(43) *"The **problem** was that the AI tool was trained on its employees, and its employees are mainly men, and so, as a result of that, basically what the algorithm was doing was filtering out all the women."* (BBC 2)

Examples (41), (42), and (43) were used in the article BBC 2. In (41), two examples were found in one sentence, they are used to describe trading with the help of artificial intelligence. It evokes a feeling of concern and even difficulty. Furthermore, (42) and (43) evoke difficulty, concern, and caution. These two examples suggest that people working with trading bots should be careful.

(44) *Zoom has updated its terms of service after a **backlash over fears** that it trained its artificial intelligence (AI) models on customer calls.* (BBC 6)

(45) *The video-calling app acted after users noticed changes to the firm's terms of service in March which they **worried** enabled AI training.* (BBC 6)

(46) *But the Open Rights Group, which campaigns on digital privacy, has warned that Zoom's decision to launch the features as a free trial and encourage customers to "opt in" made the changes "**more alarming**".* (BBC 6)

Examples (44), (45), and (46) are used in the article BBC 6 describing a problem with Zoom and their calls without consent. (44) gives a strong negative reaction and criticism about training artificial intelligence on customer calls. On the other hand, (45) is not so much emotionally coloured. However, it still evokes feelings of concern, it suggests feelings of fear about the outcomes as well as in (46).

6.2.2 Direct speech

Direct speech in newspapers is used to convince the readers that the stories which are written are truthful and accurate (Harry 2014, 1042). I analysed every article separately starting with the articles that have positive connotations moving to the ones with negative connotations. I studied the articles based on the utterances – whether the utterances were gathered from

various people or a single person. In the articles that I analysed, I found examples of direct speech. Next, I went over the reasons why is direct speech used.

I started with the analysis of the article BBC 3. There were utterances of six people, however, only three of them talk about artificial intelligence. The first mention of artificial intelligence was from Mehmood Shah who is the director of Handloom & Handicrafts as it can be seen in (47). He explains why using the help of artificial intelligence is beneficial for the weaving industry. The direct speech provides clarity, and it allows a reader to understand his perspective without paraphrasing. By using the noun *innovation*, he means the use of artificial intelligence.

(47) *"This innovation in handmade carpets is not to disrupt the essence of artistic carpets, it's just to speed up the process – designs being available now at a speed," says Mehmood Shah, the director of Handloom & Handicrafts for the government of Jammu and Kashmir. (BBC 3)*

(48) *"Weavers will be able to try out new patterns, update classic themes to suit contemporary tastes, and produce one-of-a-kind, custom carpets," says Mr Mathew. (BBC 3)*

(49) *...but Mr Mathew says it should speed up manufacturing by decoding the talim instructions for the weavers. (BBC 3)*

Other two people who are mentioned in the article are people who support the help of artificial intelligence. Aby Mathew was introduced as a chief operating officer in a firm that specialises in analysing data. Examples (48) and (49) refer to the help of artificial intelligence it is used to see the perspective of Aby Mathew relating to the development and impact of artificial intelligence on the process of manufacturing.

(50) *"Innovation is important in every industry – without it, we die," he says. (BBC 3)*

(51) *"The innovation now is oriented towards creating new designs that cannot be copied by machines while still using traditional techniques." (BBC 3)*

The direct speech of Aditya Gupta is used to support the idea of innovation and using artificial intelligence as well, however, he still values the traditions as can be seen in (50) and (51).

(52) *Mr Diamond says that the increased use of AI is already proving to be "indispensable" as his institute continues to hunt for alien life. (BBC 4)*

(53) *However, Mr Diamond says that the ability of AI to handle massive amounts of data means it's possible to take millions of "snapshots" of this snowy audio picture over time, and to start to look for patterns. (BBC 4)*

The second analysed article is BBC 4. In this article, the author uses direct speeches from three people but only two of them talk about artificial intelligence. Mr. Diamond who is the chief executive officer of the research organisation explains the difficulty of finding evidence of extraterrestrial life. The direct speech here is used to show how artificial intelligence is used in search of alien life.

(54) *"We employ machine learning to look at all of the vast amount of data from an analytical method that produces half a million data points per sample. So we're seeking subtle patterns in molecular distributions."* (BBC 4)

The second person is Dr. Robert Hazen who is a researcher. The direct speech is used to provide his professional opinion and briefly explain how the research is done.

The next analysed article is BBC 5. The author used direct speech from two people. These are Ian Adam who is a lecturer in the field of prosthetics and orthotics and Tilly Lockey who has been using bionic arms from the time when she was a child. Ian Adam expresses his professional opinion and comments on its price. On the other hand, Tilly Lockey expresses her opinion in a sense that she is not so thrilled about it. However. None of them were talking about artificial intelligence directly.

This part of analysing direct speech deals with articles with negative connotations. The first analysed article is BBC 1. The author uses the direct speech of five people. Kelly McKernan is the first, she is the artist whose art has been used to train artificial intelligence. The examples can be seen in (55) and (56). Using direct speech supports the writer's argument with the experience that she shares.

(55) *Kelly McKernan says she "felt sick" when she discovered her artwork had been used to train an artificial intelligence system.* (BBC 1)

(56) *"I felt violated. If someone can type my name [into an AI tool] to make a book cover and not hire me, that affects my career and so many other people."* (BBC 1)

(57) *"The aim is to create legislation and regulation to protect copyright holders and artists from predatory AI companies," she says.* (BBC 1)

Another artist mentioned in the article is Eva Toorenent, her words are also used to support the writer's argument as it can be seen in (57).

(58) *He says the current rights framework for artists does not reflect the business opportunities of generative AI.* (BBC 1)

(59) *"AI throws up lots of intellectual property queries and because machines are trained on a lot of data and information that's protected by intellectual property, I'm*

not sure users or AI [companies] understand that," says Arty Rajendra, an IP lawyer and partner at law firm Osborne Clarke. (BBC 1)

(60) *"For each image, we are able to compute a small set of pixel level changes that dramatically change how an AI art model "sees" the art while minimising visual changes to how humans see the art," he says. (BBC 1)*

Furthermore, three professionals were mentioned in the article (BBC 1) as can be seen in (58), (59), and (60). It is a way how to support the writer's argument, the author also highlights their expertise in the field and makes the article more credible. Liam Budd is an employee in Equity, Arty Rajendra is a lawyer defending the rights of the artists, and lastly, Ben Zhao is a professor who launched a software tool to protect artists. The example (59) is used in the form of direct speech to share concerns about the data usage, and it also emphasizes the need for understanding of users and artificial intelligence companies.

(61) *John Allan says investors should be more cautious about using AI. (BBC 2)*

(62) *"I think at the very least, we need to wait until AI has proved itself over the very long term, before we can judge its effectiveness. And in the meantime, there will be a significant role for human investment professionals still to play." (BBC 2)*

Another analysed article is BBC 2. Throughout the article, four professionals were mentioned, however, just three of them commented on artificial intelligence. John Allan warns people against using artificial intelligence. The direct speech is used to support the writer's argument that trading bots could lose people's money. By using the direct speech, author of the article tries to warn readers about investing and its difficulties.

(63) *"They may believe that AI will never have an off day, will never deliberately cheat the system, or try to hide losses." (BBC 2)*

Stuart Duff is a business psychologist. The author of the article used direct speech in (63) to illustrate the common perception of people regarding artificial intelligence. It also allows a reader to see contrasting perspectives about artificial intelligence.

(64) *"The problem was that the AI tool was trained on its employees, and its employees are mainly men, and so, as a result of that, basically what the algorithm was doing was filtering out all the women." (BBC 2)*

(65) *"Generative AI is prone to bias and inaccuracies, it can spit out wrong information or completely fabricate facts. Without vigorous oversights it is hard to spot these flaws and hallucinations." (BBC 2)*

The last professional is Elise Gourier who is a professor at a business school. She warns people about using artificial intelligence due to its inaccuracies. It is used to inform the

readers about important issues related to artificial intelligence. Also, the example (65) is used to warn about the reliability of content generated by artificial intelligence.

(66) *Late on Monday Zoom updated its terms to include the line "Zoom will not use audio, video or chat customer content to train our artificial intelligence models without your consent".* (BBC 6)

The last analysed article is BBC 6. In this article, three experts were mentioned. Two of them supported the argument of the writer. The first one is Robert Bateman, his words can be seen in (66). The author used direct speech to quote the terms directly. It serves to provide clarity and transparency about the policy change.

(67) *"While Zoom states that customers will be asked for consent to use their data to train AI models, Zoom's privacy policy is opaque and it is not clear that this is the case," policy manager for data protection Abby Burke told the BBC speaking before the latest update to Zoom's terms.* (BBC 6)

Another expert is Abby Burke who is a policy manager. The author used direct speech to get his point across and support his argument and also to express concerns about data privacy and consent.

(68) *Smita Hashim, Zoom's chief product officer, said that account owners and administrators could choose if they want to turn on the features, which were still available on a trial basis, and that people who turned them on would "be presented with a transparent consent process for training our AI models using your customer content".* (BBC 6)

To show that the writer is not biased, there is also a comment from Smita Hashim who is the chief product officer of Zoom. Direct speech is used to emphasize the efforts of Zoom in providing users the control over the use of their data.

6.2.3 Metaphorical language

From the figures of speech, I decided to analyse only metaphorical language because it appeared most often in the articles that I chose to analyse. I found examples of metaphorical language in every article I have analysed. Therefore, in this part of the analysis, I identified the metaphors, then I commented on the figurative meaning, and after that, the examples are put into context.

In the example (69), the verb *growing* is used to signal copyright problems with AI firms. It also has negative connotations which adds to the overall topic of the article about artwork being used to train artificial intelligence. It is used to show that a lot of legal issues

are connected to artificial intelligence. It contributes to the discourse of artificial intelligence by highlighting the challenges of artificial intelligence. The example (70) is found in the same article BBC 1. In this example with the use of countries, the figurative meaning is that the countries are trying to react, even though it is hard and difficult. To put this example into context, artists from different countries try to fight back against artificial intelligence which uses their artwork for training. It emphasizes the challenges and implications of artificial intelligence on society.

(69) *It adds to a growing stack of lawsuits against AI firms, which are testing issues of copyright.* (BBC 1)

(70) *Countries are scrambling to react to these new powerful forms of AI.* (BBC 1)

In the article BBC 2, an example of metaphorical language (71) was found. Artificial intelligence is compared to a *crystal ball*. Moreover, figurative meaning is basically described in the rest of the sentence. Artificial intelligence cannot predict what will happen in the future. For that reason, it suggests it is dangerous to entrust our finances to the AI.

(71) *Firstly, AI is not a crystal ball, it cannot see into the future any more than a human can.* (BBC 2)

I found two other examples of metaphorical language which can be seen in (72) and (73) in the article BBC 3. The figurative meaning of the first example *moving forward* is to make progress, to modernize. The second example of metaphorical language in the same example means that *hand in hand* is literally when hands are joined together. It cannot happen with old and new technology. What is meant is that the combination of traditional methods of the weaving process with modern techniques using artificial intelligence. However, the figurative meaning in (73) is that the weaving industry thrives again because of the help of artificial intelligence. Moreover, it has a positive connotation connected to the artificial intelligence.

(72) *"The Indian carpet industry is an interesting case, where it is not only about moving forward with new tech, but rather moving the old and the new hand in hand.* (BBC 3)

(73) *Now it's flourishing again."* (BBC 3)

Example (74) was found in the direct speech. Figurative meaning suggests that the problem is very difficult to find. To put this example into context, there will be a real problem to find evidence of extraterrestrial life. It suggests that innovative approaches like using the artificial intelligence is a need.

(74) *"Seti, as an endeavour, is looking for science and technology beyond the solar system as evidence of life and intelligence, and that's by and large a needle in a haystack problem," he says. (BBC 4)*

This example of metaphorical language was found in the article BBC 5. Example (75) compares the experience of using the bionic arm to the results that bend the mind. The meaning behind this comparison is that the results of taking technology to another level were shocking in a positive way.

(75) *...I was intrigued enough to try one out - and the results were, frankly, mind-bending. (BBC 5)*

In the last sentence, I analysed two examples of metaphorical language. The meaning behind *a question mark over the risks* is that the risks were not yet visible or known. The figurative meaning of *alarm bells should ring* is that there is some problem that people should be cautious about. The metaphorical language is used to show the importance of addressing uncertainties that relates to artificial intelligence.

(76) *He said that while there was a question mark over the risks that could arise, "alarm bells should ring when you encounter broad contractual provisions like these". (BBC 6)*

CONCLUSION

The aim of my thesis was to analyse the discourse of news stories dealing with artificial intelligence. I found these articles on the BBC online page. I selected linguistic features which I found to be most common in the articles that I decided to analyse. These linguistic features are neologisms, collocations, technical jargon, emotive language, direct speech, and metaphorical language. I sorted out the linguistic features based on their level – lexical, and syntactic.

In the theoretical part, basic concepts which are used then in the practical part are explained. It deals with discourse and its types, discourse analysis which is explained in detail. After that, I was dealing with the discourse of news, and the last chapter contains the selected linguistic features that are used for the analysis in the practical part.

Nevertheless, the practical part of the thesis was based on the analysis of the articles that deal with artificial intelligence. When a new term appeared in the article, it was explained by the author of the article in many cases. In that way, it is easier for the reader to understand the new terms and it makes it understandable for people who do not work in the field of artificial intelligence. There were not as many new terms related to artificial intelligence as I anticipated. However, some of the examples are mentioned more frequently in the public discourse. From this part of the analysis, it is obvious that there are advancements in the technology of artificial intelligence and some terminology is used to highlight emerging trends.

Collocations that contained artificial intelligence revealed combinations of words that are used frequently in writing about artificial intelligence. This group of collocations contains artificial intelligence in the form of an acronym which is the modifier, and it is followed by the head word. On the other hand, collocations related to artificial intelligence showed also examples of technical jargon.

For the public discourse, it could be challenging to understand all the technical jargon terms which is why most of the terms were explained in the articles so readers who are not familiar with the terminology are not excluded from full understanding of the article. Also, explaining the unknown terms enhances understanding that leads to positive perceptions. Moreover, by using technical jargon terms, the articles can be perceived to be more trustworthy.

Emotive language in the news was used to influence the reader's opinion about artificial intelligence. Positive emotive language evoked a sense of optimism and the benefits of

artificial intelligence, on the other hand, negative emotive language conveyed scepticism of using the technology of artificial intelligence. Also, the attitude of the author towards artificial intelligence influenced the perception.

Direct speech appeared often in the articles, and it evoked feelings of truthfulness. In all the analysed articles, there were utterances from various people, mainly professionals. Using direct speech secured the authenticity and accuracy of the articles.

The analysis of metaphorical language shapes the reader's perception and understanding. Metaphorical language makes the technical concepts of artificial intelligence easier to understand when it is compared to already-known concepts. It made it more accessible to the public.

The analysis shows that readers' perception of artificial intelligence can be influenced very easily by the authors of the articles. It is hard to decide whether the attitude of the press towards artificial intelligence is positive or negative. It depends on every article and the specific topic. Articles with positive perceptions often focus on the benefits of artificial intelligence and innovation, while articles with negative perceptions focus more on risks and privacy issues.

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LIST OF ABBREVIATIONS

BBC	British Broadcasting Corporation
AI	Artificial Intelligence
LAION	Large-scale Artificial Intelligence Open Network
Seti	Search for Extraterrestrial Intelligence

APPENDICES

An enclosed CD with a corpus of analysed articles