LINGUISTIC ANALYSIS OF FOREIGN LANGUAGE NEWS WEBSITES: A COMPARATIVE STUDY

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In the digital age, news websites play a crucial role in disseminating information across different cultures and languages. The purpose of this study is to conduct a comparative linguistic analysis of English and Russian news articles, focusing on the terminology used. By examining the linguistic features and thematic differences, we can gain a deeper understanding of how language influences the perception of news in various cultural contexts. Research objectives:

1. To analyze the terminology used in English and Russian news articles.
2. To identify thematic differences in the content of news materials.
3. To compare the frequency and context of using specific terms in both languages.

Terminology in news articles plays a crucial role in conveying information and forming a narrative. Terminology represents specialized vocabulary used in various fields of knowledge. In English and Russian, terms can differ in structure, semantics, and frequency of use. For example, in financial terminology, English often employs calques and borrowings, while Russian predominantly uses descriptive translations [4, p. 204].

In translation studies, the concept of "reality" refers not only to facts, phenomena, and objects but also to their names. These terms have a national character and belong to non-equivalent vocabulary—words used to express concepts that are absent in another culture or language, as well as words that have no equivalents outside the language to which they belong. Realities possess specific meanings conditioned by the referent's belonging to a particular culture and are expressed in the opposition "own – alien" [19, p. 121].

The problem of translating realities has been discussed in the works of researchers such as Y. I. Retsker, A. V. Fedorov, I. I. Revzina, V. Y. Rozenzveig, V. G. Gak, A. D. Shveitser, L. S. Barkhudarov, L. Y. Chernyakhovskaya, L. K. Latyshev, V. S. Vinogradov, R. K. Minyar-Beloruchev, and V. N. Komissarov. The most relevant information on the researched question can be obtained from recent articles by N. A. Fenchenko, A. N. Chitalina, and I. V. Charychanskaya.

We conducted a study involving a comprehensive approach aimed at a comparative analysis of the terminological features of English and Russian news articles. The study is based on qualitative and quantitative analysis of 200 news articles from BBC and Belstat.

The comparison table (Table 1) shows that in English-language news articles (e.g., on BBC), terms are used with a frequency of 25%, while on Belstat, they are used at 18%. Additionally, in English-language articles, single-word terms predominate, whereas on Belstat, phrases are more common. The emotional connotation of terms also differs: in English-language articles, it is 10%, while on Belstat, it is 5%.

Table 1. – Comparison of Terminological Features

Comparison Parameter	BBC (англ.)	Белстат (рус./бел.)
Frequency of Term Use	25%	18%
Types of Terms (Single Words/Phrases)	60% single words, 40% phrases	40% single words, 60% phrases
Emotional Connotation of Terms	10%	5%

The analysis of the language used on Belstat.rof.by reveals that the style of articles is characterized by the use of impersonal constructions and minimization of evaluative judgments. For example, articles often contain phrases like "From January to March 2024, the volume of industrial production increased by 4.5%." Furthermore, 90% of the articles use neutral vocabulary. The ideological discourse also varies depending on the language: in Belarusian, cultural events are more frequently covered, while in Russian, the focus is on economics and politics.

The comparative analysis found that the terminological strategies of news websites correlate with cultural and institutional contexts. English-language media use more diverse terminology with negative connotations, while Belarusian resources focus on neutral vocabulary and statistical data [1, p. 309].

Table 2. – Thematic Distribution of News Articles

Topic	BBC (English)	Belstat (Russian/Belarusian)
Politics	30%	20%
Economy	25%	40%
Culture	15%	20%
Sports	10%	5%
Education	5%	10%
Other	15%	5%

We conducted an analysis of BBC and Belstat articles aimed at identifying thematic differences in the content of news materials from English and Russian-language media, focusing on these materials. The thematic distribution table (Table 2) shows that in English-language news articles on BBC, politics and economics occupy a significant portion of the content, while on Belstat, economic and cultural themes dominate with less emphasis on politics. The thematic blocks on BBC are characterized by a focus on political and economic news, with a notable presence of sports and education [5, p. 112]. In contrast, on Belstat, economic and cultural themes are central, and politics receives less attention. This difference reflects different priorities and focuses in news coverage depending on the target audience and cultural context.

Multimodality also differs between these sources. On Belstat, 45% of the content is presented in tables and diagrams, emphasizing the focus on statistical data and economic indicators. Meanwhile, in The Guardian, 65% of the materials include video, indicating a more dynamic and visually appealing format for presenting information.

The conducted study allowed us to identify key differences in terminology, theme, and style of English-language (BBC) and Russian-language (Belstat) news materials. The main results include the following aspects:

• Terminological features show that in English-language articles, terms are used more frequently (25% compared to 18% on Belstat), with a predominance of single-word forms and vocabulary with negative connotations. In contrast, on Belstat, phrases dominate, and neutral terms of socio-economic orientation (investments, GDP) are prevalent. This difference reflects different approaches to conveying information and forming a narrative depending on the target audience and cultural context [4, p. 204].

• Thematic differences in the content of news materials are also significant. On BBC, politics (30%) and economics (25%) predominate, while on Belstat, the focus is shifted to economics (40%) and culture (20%). This difference reflects institutional priorities: BBC is oriented towards global events, Belstat — towards internal socio-economic issues [5, p. 113].

• Style and multimodality also differ between these sources. For Belstat, impersonal constructions and minimization of evaluative judgments are characteristic, emphasizing the focus on objectivity and

statistical data [2; 3]. Multimodality also differs: on Belstat, 45% of the content is presented in tables and diagrams, while in The Guardian, 65% of the materials include video, indicating a more dynamic and visually appealing format for presenting information.

In general, the comparative analysis confirmed that the linguistic strategies of news websites are determined by cultural and institutional contexts. English-language media use emotionally charged terminology to enhance engagement, while Russian-language resources emphasize objectivity through statistics.

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