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The Phenomenon of National Identity in American Mass Media

This article is devoted to the study of verbal reflection of the phenomenon of national identity in the discourse of modern American media. The concept of “identity” and its role in human life were considered. Characteristic features of “ethnic” and “national” identities were analyzed. The necessity of a detailed study of the issue of modern man's identity against the background of large-scale globalisation processes was revealed and substantiated. The authors emphasised the readers' attention to the difficulties of forming national identity in the conditions of a multi-ethnic, multinational state. The authors give examples of representation of the phenomenon of national identity in media discourse. Media texts in English were analysed. On the basis of mass media articles, the authors revealed the peculiarities of the manifestation of national identity in American society. The authors conclude, that national identity serves as a tool to strengthen the unity of different ethno-communities in the United States, reflecting the socio-cultural state of the nation and defining its ideology.

Keywords: identity, ethnos, nation, nationalism, national identity, media discourse.

Introduction

Since the introduction of the term “identity” by E. Erikson, researchers from various scientific fields have been discussing its nature. Today, science explores several types of identities including ethnic, national, civic, and more. In the current anthropocentric paradigm dominating science, the study of identity has become increasingly relevant. As stated, “the concept of identity is multifaceted, multidimensional, and even ambivalent” [1; 127]. In the era of globalization and international cooperation, the invisible borders between countries and cultures are disappearing. This phenomenon has led some to believe that it disconnects modern individuals from their roots. However, others argue that amidst the diversity of cultures, individuals strive to identify what makes them different from others. According to renowned author R.G. Abdulatipov, across the passage of time and the shifts of population, the merging of cultures and the blending of identities, the essence of one's heritage, ethnicity, and sense of belonging can be rediscovered and revitalized in the collective consciousness of humanity [2]. Therefore, this conscious endeavor to find one's place in the world is inherently natural. As S. Huntington rightly points out, “People and nations are trying to answer the most important question of all that can confront a human being: who are we?” [3; 532]. In a world saturated with cultural and ethnic diversity, “Identity has come to be seen as a borderline state between the oppositions of sciences, countries, traditions and society itself” [4; 57]. Exploring the concept of identity holds immense significance as it molds our perspective on the world and “...determines the willingness of the individual to respond to a specific ethnic situation with certain stereotypical behavior” [5; 16]. In this age of evolving identities, individuals are constantly navigating the delicate balance between embracing their heritage and forging their own unique path. As the world continues to grow more interconnected, the exploration of identity remains a vital and ever-evolving aspect of human existence.

Material and research methods

The material for the investigation was online articles from newspaper publications such as New York Post, The Washington Post, Voice Of America, The Hill, and Usa Today. The methods used for the investigation included contextual analysis, descriptive analysis, and discourse analysis. The choice of these methods was primarily driven by the nature of the research question and the sources of data available.

Contextual analysis involves examining the context in which the texts were produced, including the historical, social, and political circumstances that may have influenced the authors' perspectives on national identity. This method allows us to gain a deeper understanding of the background against which the articles were written and published.

Descriptive analysis, on the other hand, focuses on describing and categorizing the key features of the texts, such as language use, rhetorical strategies, and argumentation techniques. This method helps us identify patterns and trends in the representation of national identity across different articles.

By applying discourse analysis to the online articles, we were able to uncover the underlying assumptions, beliefs, and ideologies that inform the authors' representations of national identity.

Overall, the combination of these methods allowed us to conduct a comprehensive analysis of the online articles from various newspaper publications. This approach enabled us to uncover a diverse range of ways in which national identity was portrayed by the authors, shedding light on the complex interplay between language, power, and identity in the media landscape.

Results and discussion

Individuals often find a sense of belonging and security within social groups, serving as a protective shield against external challenges. Through societal interactions, individuals develop their self-awareness, undergo socialization and cultural assimilation, and shape their understanding of the surrounding world by embracing prevailing experiences and knowledge.

In recent years, researchers across diverse disciplines have delved into the concept of national identity and its evolution in response to external societal influences. This exploration has illuminated the intricate relationship between an individual's sense of self and the broader social and cultural context in which they exist. The interplay between personal experiences, cultural norms, and societal expectations shapes an individual's national identity, making it a dynamic and ever-evolving construct. For example, Russian philosophers believe that "there is a real danger of westernization of Russia, the loss of its cultural and national identity" [6; 49]. It is also believed that the loss of identity can become a global problem, affecting not only individual states, but also the entire world community. "In the conditions of post-industrial globalizing society, national-cultural identity faces a huge number of threats, from internal conflicts and problems of loss of national identity under the impact of mass global culture to the possibility of the emergence on a global scale of the cosmopolitan man phenomenon, deprived of national attachments and, consequently, of identity" [7; 233].

The modern era of human society creates new conditions for the development and formation of a completely new representative of the human race, entailing global changes in the external and internal world of each individual [8].

National identity is a complex and ever-evolving concept, particularly in today's multi-ethnic societies. It is important to distinguish between ethnic and national identities, as the two are often conflated. Ethnicity refers to a person's cultural heritage, shared language, and traditions, while nationality refers to a person's political affiliation with a particular country.

In many cases, ethnicity forms the foundation upon which national identity is built. People often identify first and foremost with their ethnic group, and their national identity may be secondary. This can lead to tensions and conflicts within multi-ethnic societies, as different groups compete for power and resources. However, it is also possible for people to have a strong national identity without being tied to a particular ethnic group. This is especially true in countries with a long history of immigration, where people from diverse backgrounds have come together to create a new national identity.

According to American sociologist C. Calhoun, nationalism is a large categorical identity, the constituent parts of which are tribes, ethnic groups, etc. The author argues that national identity is akin to a political instrument that is designed to unite society under common goals and vectors of development. The researcher cites the Eritrean situation as an example: "As a result of Eritrea's (thirty-year) struggle, a new national identity has emerged where there was almost no history of ethnic unity... Nationalism is able not only to promote old solidarities but also to create new ones" [9; 238]. A similar point of view is held by the German philosopher and sociologist J. Habermas, who noted that "a nation of citizens finds its identity not in ethnic-cultural environments but in the practice of citizens who actively use their democratic rights to participate in communications" [10; 239]. We cannot disagree with the author that ethnicity plays an important but by no means decisive role in the formation of national identity. The creation and successful functioning of such a country as the United States of America is a clear example of that.

British ethnicity theorist A. Smith defines ethnic groups as "named human groups claiming a homeland and sharing myths of common ancestry, historical memories, and a distinct culture" [11; 252]. The idea of national identity goes beyond this definition. Not all ethnic groups can form a nation or country, whereas

societies that share moral attitudes, economic goals, and political views can become the solid foundation of a country.

National identity is a complex concept that encompasses various dimensions. It can be shaped by factors such as ethnicity, traditions, and national ideals. However, the one constant is that national identity serves as a unifying force, bringing together citizens of a particular country. It serves as the glue that binds a nation, playing a vital role in the overall integrity of the state. The cohesive nature of national identity allows for the self-determination of individuals, ensuring the collective strength and prosperity of the nation. The Russian ethnologist V. Tishkov noted that “national identity is not less, but even more important for the state than protected borders, the constitution, the army, and other institutions. The process of reproduction and preservation of national identity in the worldview sphere and in politics — the defense of the national interests of the country and its people — constitutes in many respects what is commonly called nationalism in the broad sense of the word” [12; 470]. Talking about national identity, we mean “a particular set of ideas about what makes the nation distinctive: ideas about its members, its core values and goals, the territory it ought to occupy, and its relation to other nations” [13; 75].

Various demographic, economic and political processes cause huge migration flows all over the world, and as a result, we observe the mixing of many people and cultures. In a cosmopolitan, multicultural world, the modern man asks himself the question of self-identification “Who am I?”, trying to probe and realize the framework within which he identifies himself with this or that group.

It is worth emphasizing that language is an important aspect in the formation of national identity. “A. Potebnya defines language as an ethnodifferentiating and ethnoforming feature of any ethnic community. As he believes, the only sign by which we recognize the people and, at the same time, the only irreplaceable and indispensable condition for the existence of the people is the unity of the language» [14; 45]. Many researchers argue that the existence of a national language is the basis of national ideology. The famous linguist J. Joseph called the phenomenon of identity a linguistic concept. The representation of the phenomenon of national identity in language most clearly reflects the peculiarities of identification of citizens of a particular country.

The task of our research is to examine the process of representation of the phenomenon of national identity in media discourse, because “what we know about our society and even about the world we live in, we know because of mass media” [15]. The attention of the mass media is shifting to those areas that are more focused on the processes of creative search, cognition, comprehension of realities, the role of assessment, evaluativeness, and the achievement of mutual understanding between people [16].

According to the fact that media discourse reflects the most recent trends and phenomena of social reality, we seek to view contemporary US through the prism of national identity.

The United States is often regarded as a symbol of freedom, a country with a deep and diverse history. Throughout its three centuries of existence, it has evolved from a mere colony to a formidable nation, rising to a prominent position on the global stage. Yet, it is the American people, that intriguing melting pot of cultures, who truly captivate the world's interest.

In today's interconnected world, the United States holds significant influence as both an economic and political superpower in numerous countries and cultures. The notion of the “American Dream” has firmly taken root within the minds of individuals from various races, nations, and backgrounds. With the concepts of freedom, independence, and success at its core, the American Dream has grown into a multicultural and sociocultural phenomenon. The unique blend of cultures and opportunities available in the country has contributed to the allure and enduring legacy of the American Dream. The pursuit of this dream, encompassing personal wealth, happiness, and achievement, continues to entice individuals from across the globe to flock to the American land. It is within the borders of the United States that people hope to redefine their identity and realize their aspirations:

Over the past decade, both Woods and his collaborator Elucid, their stage names, have made career of telling crushing tales about the lie of the American Dream [The Washington Post 2024, September 30].

The utilization of the term “nation” in English-language media texts often elicits ambiguous reactions in the international community. Numerous researchers have posed the question, “Does an American nation truly exist?” citing the fact that the United States were established through the fusion of various ethnic communities. It is widely acknowledged that the United States stands as a unique phenomenon on the global stage. Despite their diverse population, Americans find common ground in national ideals such as the “American Dream”, the “American creed”, or other similar values. To be an American is to embody a belief in freedom and egalitarianism, to possess individualistic and pragmatic tendencies, as well as to exhibit strength and an

alluring “American smile”. “Unlike virtually all other societies, the uniqueness of American society is defined by the fact that it is based on ideas rather than national culture and ethnic solidarity” [17; 45]. People who crossed the oceans in search of a new, better life as Americans “became Americans by choice, not by birth” [18; 10]. In today's era, when completing a questionnaire, an overwhelming majority of citizens in the United States take pride in identifying themselves as “American” in the section asking for nationality. This shift can be attributed to how factors like ancestry, religion, and even race have taken a backseat while capitalist ideals and the continual pursuit of a societal utopia serve as the common bond. While there may still be ongoing discussions about the essence of the American nation among other ethnicities, Americans themselves have embraced a collective identity without any hesitation. Compare:

GOP presidential candidate Nikki Haley said President Biden and former President Trump are “equally bad” for the nation on Sunday [The Hill 2024, January 21].

U.S. Steel was the nation's first billion-dollar corporation [The Washington Post 2024, January 30].

In the first article of impeachment, Republicans argue that Mayorkas has failed to enforce U.S. immigration policies at the nation's border, has disregarded laws passed by Congress and has ignored court orders, allowing for a surge of migration at the southern border that has resulted in record highs of illegal crossings in recent months [The Washington Post 2024, January 30].

The nation's gain is Florida's loss, sadly [The Washington Post 2024, January 22].

Americans see themselves as a unique, exceptional nation, superior to the rest of the world. “Exceptionalism is not merely a rhetorical device. It is not just one concept or argument, but an interwoven bundle of ideas that together represent an American creed or ideology. American exceptionalism implies a belief that the United States is unique among other nations — and, for some, even superior to others” [19; 27–28]. According to K. Cehanskaja, the American business elite lives by the principle: “What is good for America must be good for all people” [20; 237].

The well-known American writer, now a columnist for The Washington Post, Max Boot, in a recent review shared his opinion on the devastating consequences if Trump wins the presidential election. Notably, the author expresses concern about a possible disruption of the US-led system:

If Trump wins, he will destroy the American-led world order [The Washington Post 2024, January 31]. The author then resorts to a curious choice of metaphors, referring to America as the guardian of world order and chief diplomat.

Along with being the world's policeman, the United States is also the world's chief diplomat, spearheading efforts to address vital concerns such as public health, climate change and human rights [The Washington Post 2024, January 31]. This is probably the very “American exceptionalism” described by R. Tomes.

As the analysis suggests, the concept of national identity is often expressed in American mass media through the use of nationalities. References to nationalities such as the British, the Americans, and the Russians are commonly found. Additionally, lexemes like Brits, Britons, British people, American people, and Russian people are frequently employed to encompass the entire nation, thereby implying a collective identity. It is worth noting that in the discourse of modern American media, there is a high frequency of mentioning one's nationality, with the most popular lexemes being “America” and “Americans”.

For Americans, placing their country at the epicenter is a common inclination. Consequently, their focus primarily revolves around domestic issues and the interests of their nation. Whether it pertains to an epidemic outbreak, a threat to American democracy, consumer budget concerns, or the pressing issue of racism within American society. For example:

Thanks to Fauci & Co., America now must worry about measles outbreaks [New York Post 2024, January 20].

Violent political threats surge as 2024 begins, haunting American democracy [The Washington Post 2024, January 9].

Anxiety over the possibility of an economic recession in the next 12 months continued to fade for most Americans [The Washington Post 2024, January 30].

At the turn-of-the-20th-century, white supremacy, segregation and racial violence dominated American society in both the South and the North [The Washington Post 2022, June 21].

Another distinguishing characteristic of American media discourse is its emphasis on details that are deemed important to American society. The US presidential election has traditionally emerged as the most significant media event at the start of 2024. For instance, in the coverage of the presidential election race, articles place a strong emphasis on the racial backgrounds of the candidates. The media highlights the diver-

sity, or lack thereof, among the contenders, examining the potential implications and impact on American society. This focus on the race of candidates reflects the broader societal discussions on representation, equality, and the changing dynamics of politics in the United States. As such, the American media is actively engaging with these issues, shaping public discourse, and contributing to the ongoing conversations surrounding the presidential election and its significance. The use of the adjective only has an intensifying effect, emphasizing the unequal percentage of “white” and “colored” Americans running in the elections:

He was the only Hispanic candidate in the field and the third candidate from Florida [The Washington Post 2023, February 14].

Tim Scott, the only Black U.S. senator in the GOP, suspended his campaign for the Republican presidential nomination in November after his optimistic message failed to catch fire [The Washington Post 2023, February 14].

Not only presidential candidates are differentiated by skin color. Media texts emphasize the ethnic and racial affiliation of voters, whose preferences will shape the outcome of the election race:

The movement was already grappling with how to gain the support of Asian and Latino residents, who make up the majority of the state's population and whose polls have shown largely oppose reparations, as do the majority of White residents [The Washington Post 2024, January 28].

Given the diverse ethnic composition of the population, the U.S. has a numerically superior “white” population, predominantly of European descent. However, the population is growing, and Hispanics and Asians account for a significant proportion of the increase. There is a tendency in America's media field to emphasize a person's origins, regardless of their US citizenship. It is interesting to note that this applies only to ethnic minorities:

– It was also an emotional experience for Peruvian American Espinoza Sanchez [Voice Of America 2023, December 21].

– For Jenny Nguyen's Vietnamese American family, a holiday meal usually consists of roast pig, fried rice and a pudding-like dessert called chè [Voice Of America 2023, December 26].

– Today it is home to an ambitious and growing binational community largely composed of Mexican Americans and members of the traditional Kickapoo tribe of Texas — all eager to get back to normal life [The Washington Post 2024, January 30].

Looking back at the history of the United States, we should not forget that today's nation was built on land that already had its own inhabitants when the first settlers arrived. We are talking about the Indians. The discourse of contemporary American media often emphasizes not only the origins of yesterday's migrants, but also about Native Americans:

One of the first Native American writers to publish works of fiction, Dr. Momaday found himself in the vanguard of an American Indian literature that sought to incorporate traditional tribal ways while capturing contemporary experience [The Washington Post 2024, January 29].

The United States is renowned for its rich ethnic and cultural diversity, which has proven to be a double-edged sword. While it has brought about a plethora of positive cultural exchanges and contributed to the nation's growth, it has also historically led to a host of problems. Racism, deeply rooted in American society, has persisted throughout the years, casting a dark shadow over the nation's ideals. Despite tireless efforts to combat racism, it continues to linger, defying the progress achieved. Despite a strong sense of patriotism and shared values, attitudes, and principles, American society remains divided along lines of skin color. There exists a significant segment of the population, who, despite being citizens, perceive themselves as oppressed.

Thus, considering recent world conflicts, “colored” Americans have felt a kinship with the Palestinians, with whom they share a similar fate:

Americans of colour and Palestinians are building on a decades-old connection to create a modern solidarity movement [The National News 2019, October 9].

Nyra Fields-Miller broke down at a news conference as she described the pain of losing her son in one of the many deadly traffic stops involving people of color to spark backlash [USA Today 2023, August 5].

The criminal justice plan she released Monday morning seeks to overhaul that system — and to eliminate the long-standing biases and disparities that have long plagued the ways it handles Americans of color [The Washington Post 2019, September 9].

The origin of the term “*people of colour*” and its further dissemination indicates a kind of unity among “colored” Americans who chose not to divide themselves into “black” (Afro), “yellow” (Asian) and “red” (Native), but to represent a single layer of such a diverse society. Another variation of the meaning of “*people of colour*” — “*non-White*” — is used in American media discourse. For example:

The history of housing discrimination runs deep. Although fair housing is a protected civil right under the 13th, 14th and 15th amendments, history has shown us that the freedom to utilize that right has always been fragile for African Americans and other ethnic groups deemed “non-White” in American society [The Washington Post 2022, June 21].

Non-White Americans are much more confident in democracy [The Washington Post 2023, September 18].

This divide undermines the unity and inclusivity that the United States strives to embody. It poses a fundamental challenge to the collective journey towards equality and social justice. Acknowledging the existence of this division is crucial in order to address, understand, and eradicate the deep-seated prejudices that persist.

It is imperative for society as a whole to actively engage in open dialogue, challenging discriminatory attitudes and biases. Equipping individuals with education, empathy, and compassion will play a pivotal role in bridging the racial rift and fostering genuine understanding.

Multiculturalism and the presence of various ethnic communities in the United States have significantly contributed to the growing scientific interest in the concept of national identity. A notable research conducted by psychologists T. Devos and M. Banaji in 2005 shed light on the issue of identity within American society. The study revealed an intriguing finding that many Americans tend to associate “Americanness” primarily with “whiteness” due to prevailing prejudices.

However, the research also highlighted that regardless of racial backgrounds and differences in traditional and ethnic mindsets, minorities in the United States do identify themselves as Americans. The study pointed out that Asian Americans, in particular, have been able to establish a sense of national identity, even in the face of pervasive implicit biases that exclude their group from the broader American identity: “Asian Americans found ways to achieve a national identity despite the pervasiveness and the internalization of implicit thoughts excluding their group from the national identity” [21; 463].

However, the research also highlighted that regardless of racial backgrounds and differences in traditional and ethnic mindsets, minorities in the United States do identify themselves as Americans. The study pointed out that Asian Americans, in particular, have been able to establish a sense of national identity, even in the face of pervasive implicit biases that exclude their group from the broader American identity. This highlights the inclusiveness and dynamism of American society in fostering a sense of belonging for all its citizens, regardless of their racial or ethnic background.

There is no denial that the expression of national identity is marked by the binary contrast of “ours” versus “others”. This distinction has long been acknowledged in the field of science; however, with the emergence of integration and globalization, which tend to blur the lines between what is considered “one’s own” and “foreign”, the relevance of this dichotomy persists in today’s society. As noted by Y. Stepanov, it “permeates the whole culture and is one of the main concepts of any collective, mass, folk, national worldview” [22; 126]. The reason behind this is that to truly understand oneself, one needs the presence of others. It is through engaging in dialogue with others that an individual’s distinctiveness becomes apparent, aiding in the process of self-identification. By identifying with a particular social group, an individual aligns themselves with that category and shares its interests. This sense of belonging provides a framework for self-discovery and personal growth. As human beings, we are inherently social creatures who rely on connections with others to gain a deeper understanding of who we are. In this interconnected world, the “other” plays a crucial role in shaping our identities and helping us navigate our place in society.

After analyzing English-language media texts, we have discovered that possessive and personal pronouns serve as a commonly used verbal technique to portray the opposition of “ours-others” and simultaneously convey national identity. For instance, while examining the conflict between Iraq and the United States, the article’s author references an official statement made by Pentagon spokesman, Pat Ryder. In this statement, the Major General repeatedly employs phrases such as “our goal”, “our people”, “we believe”, and “they are capable”. Through the strategic use of these pronouns, the author effectively emphasizes the distinction between the two conflicting entities and reinforces a sense of collective identity:

“Our goal here is to ensure the Red Sea is safe and secure for international shipping. That is our only goal”, he added [Voice Of America 2024, January 25].

“That does not mean they have no more capability, but we definitely believe that has had an impact”, another U.S. official said [Voice Of America 2024, January 25].

Our true feelings about race and identity are revealed in six words [The Washington Post 2024, January 8].

Today, the world faces an inflection point, where the choices we make — including in the crises in Europe and the Middle East — will determine the direction of our future for generations to come [The Washington Post 2023, November 18].

We may not like the choices others are making, but we have to face that it's happening and do our best to help make it safer [The Washington Post 2021, March 22].

If Biden wants peace, he needs to stop punishing our allies while rewarding Iran [The Hill 2024, January 18]. The use of the possessive pronoun “our” in this example is quite natural: in matters of world politics, both enemies and allies are “ours”, that is, common to all Americans.

As we can see from the examples, the use of pronouns is characteristic of messages of an international nature, thus emphasizing the importance and exclusivity of the American nation.

The attitude of Americans towards other nationalities is clearly expressed in the mass media field. For example, in the current conflict situation, the U.S. supports Ukraine and therefore emphasizes that educated and productive Ukrainians will have access to the money of rich Americans:

– *Ukrainians are both educated and productive when bombs aren't aimed at their homes and businesses* [New York Post 2024, January 20].

– *The JPM honcho also must have told Zelensky that Ukraine would have access to billions of dollars from private equity, institutional investors and rich Americans the second the bullets stopped flying, but not a second before* [New York Post 2024, January 20].

In terms of international relations, Americans display a willingness to acknowledge the positive attributes of other nations. For instance, when discussing the corruption rates of various countries, the author of the article highlights the significant factors contributing to Europe's success, such as prosperity, education, and transparent governance:

For the sixth year, Denmark is considered the least-corrupt state in the world, according to Transparency International. Joining it at the top of the index are Finland and New Zealand, with Norway and Singapore close behind. High levels of prosperity, education and open governance are considered key drivers of European success in combating corruption [Voice of America 2024, January 30].

The analysis reveals that mentioning other nationalities can carry a negative connotation:

Denmark just got a new king. You don't care. I don't care. The Swiss only care about clocks and chocolates. The Danes maybe care because what else they got to talk about. For me anything Danish goes with coffee [New York Post 2024, January 21].

In this example, the author demonstrates the indifferent attitude of Americans towards the Danish monarchy, in particular the new king, emphasizing that they may be interested in the news only because they have nothing else to talk about. The mentioning of watches, chocolate and coffee is a kind of reference to narrow stereotypes about representatives of other countries.

The issue of national identity frequently involves the discussion of national stereotypes. For instance, Germans are often hailed for their punctuality, Latin Americans for their emotionality, and the Japanese for their strong work ethic. The inclination to attach clichés to individuals based on their nationality is quite common due to our inherent desire to categorize the world around us, leading to the formation of a stereotypical image of a typical representative from a particular nation.

For many Americans, the sense of belonging to a nation holds significant importance. When discussing someone's occupation, it is customary to mention their origin:

– *A Canadian judge has ruled that the government's use of the Emergencies Act to quell weeks of protests by truckers and others angry over COVID-19 restrictions in 2022 was unreasonable and unconstitutional* [Voice Of America 2024, January 23].

– *A U.S. appeals court on Monday revived a \$10 billion lawsuit by Mexico seeking to hold American gun manufacturers responsible for facilitating the trafficking of weapons to drug cartels across the U.S. - Mexico border* [Voice Of America 2024, January 22].

– *Mexico's lawyers argued the law only bars lawsuits over injuries that occur in the U.S. and does not shield the seven manufacturers and one distributor it sued from liability over the trafficking of guns to Mexican criminals* [Voice Of America 2024, January 22].

– *Canadian Trucker Protesters Defiant as Police Presence Grows* [Voice Of America 2022, February 17].

– *Indonesian Women Hope Election Breaks Them Into Boys' Club* [Voice Of America 2024, January 28].

– *Australian mining companies operating in Myanmar are contributing to military government funding, according to a new report* [Voice Of America 2024, January 29].

– *African Small Businesses Turn to AI to Improve E-commerce* [Voice Of America 2024, January 30].

– *Dominican Women Fight Child Marriage, Teen Pregnancy Amid Abortion Bans* [Voice Of America 2024, January 27].

– *Iranian charged with hiring Canadian hitmen to kill exiles in Maryland* [The Washington Post 2024, January 30].

– *But the barriers to imported steel effectively incentivize foreign companies to invest in domestic production, as Japanese automakers did in the early 1980s* [The Washington Post 2024, January 30].

This not only highlights the diversity within the American society but also recognizes the influence of one's cultural background on their chosen profession. It is a testament to the multicultural fabric of the nation, where individuals from diverse origins contribute to various fields and enrich the collective identity of America. This recognition of origin adds depth and context to the narrative, allowing readers to appreciate the diverse perspectives and experiences that shape the American story. Whether someone is a scientist, artist, doctor, or entrepreneur, understanding their cultural heritage further deepens our understanding and appreciation of their achievements. In a nation built upon the ideals of inclusivity and diversity, recognizing and embracing one's origin is an essential aspect of the American identity.

One of the defining traits of American society is its strong sense of patriotism. Americans take great pride in everything that is “their own”. They proudly display the national flag outside their homes, adorn themselves with national symbols, and passionately sing the national anthem to showcase their support for the government. However, it is important to note that sometimes this patriotism teeters on the edge of ethnocentrism.

The complex history of the United States' relationship with Great Britain, including the War of Independence, has played a significant role in shaping American identity. The desire to differentiate themselves from the British is deeply rooted in this history. Despite sharing a common language, the two nations could not be more distinct from each other.

Nevertheless, the lingering influence of British culture is still evident in American society. As Christmas dinner approaches, this article delves into the echoes of British influence:

– *The United States broke free from Britain more than two centuries ago — except, maybe, when it comes to the traditional Christmas dinner* [Voice Of America 2024, December 26].

– *“The way we structure that meal is probably our most British culinary experience on the American calendar”, says Ben Davison, a chef, historian and lecturer at Loyola University New Orleans. “The way we envision a perfect Christmas dinner, the turkey and the prime rib — those are very classic British festive foods. ... Even the way we structure the side items, potatoes and all that, these are all very much the British table”* [Voice Of America 2024, December 26].

Americans acknowledge their colonial history and are not afraid to confront the current issues of inequality stemming from gender and racial segregation. However, what sets the American nation apart is their focus on the future rather than dwelling on past regrets. As such, it is paramount for US citizens to distinguish themselves from other nations by highlighting national internal matters and interests.

Conclusion

Everyone strives to realise their belonging to a community in a dynamically developing, ethnically and culturally diverse world. In this regard, it is quite logical that there is a special interest in the problem of national identity and its manifestation within the boundaries of media discourse.

National identity is multifaceted, encompassing elements such as shared history, language, traditions, and values. It provides individuals with a sense of rootedness and belonging, fostering a connection to a larger community. However, national identity is not static; it undergoes continuous transformation influenced by factors such as globalization, migration, and technological advancements.

National identity is one of the prisms through which a person studies the world. It is a complex phenomenon, the formation of which is based on various factors. As an excursion into the history of the study of this issue has shown, a person's ethnicity does not fully determine national identity. In multi-ethnic societies, abstract concepts, symbols, ideas calling people to solidarity and unity become binding factors.

The main mass of lexical units with a national-cultural component contains articles from the “world news” section of American newspaper websites. The national identity of modern Americans is derived from their statements about issues important for the country, discussing which they and others express their in-

volvement in them. The belonging to own nation, thus identified, fully corresponds to the accepted definitions of identity. National identity in linguistic reflection is implicit, often at the level of subtext, but even despite this fact, the recipient manages to explicate it.

American national identity is most vividly manifested at the level of the binary opposition “ours-others”, which helps Americans to realize their national identity against the background of other nationalities. As the research has shown, the linguistic consideration of national identity requires the study of this phenomenon in two planes: verbal and mental. The study of national identity, in particular American identity, requires consideration of concepts such as “nation”, “American dream”, “freedom”, and “success”, which are relevant and meaningful to a society.

In conclusion, national identity is a dynamic and complex construct, shaped by both personal experiences and societal influences. It provides individuals with a sense of belonging and rootedness but is also subject to ongoing transformation in response to changing social and cultural dynamics. Understanding the nuances of national identity is crucial for fostering intercultural understanding, promoting social cohesion, and navigating the challenges of an increasingly interconnected world. We believe that the problem of national identity, namely its verbal manifestation, deserves further, more extensive, detailed research by scientists.

Despite the extensive research conducted on the concept of national identity in various fields of study, there has been limited investigation on its linguistic aspect. The significance of this issue is further emphasized by the necessity for additional examination of national identity within the context of globalization. In today's multi-ethnic and multicultural society, where internal structures are constantly evolving, the problem of individual national self-determination becomes increasingly pertinent.

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Т. Лянова, Г. Исина, А. Билялова

Американдық масс-медиадағы ұлттық бірегейлік феномені

Мақала қазіргі американдық медиа дискурсындағы ұлттық бірегейлік феноменінің тілдік көрінісін зерттеуге арналған. «Бірегейлік» ұғымы мен оның адам өмірінде алатын орны қарастырылған. «Этникалық» және «ұлттық» бірегейліктің сипатты белгілері талданған және көрсетілген. Сонымен қатар жаһандану жағдайында тұлғаның өзін-өзі анықтау процесін жете зерттеудің қажеттілігі айқындалған. Авторлар оқырмандардың назарын көпұлтты мемлекеттерде ұлттық бірегейліктің қалыптасуы қаншалықты күрделі екеніне аударып отыр. Аталмыш мақалада медиадискурста ұлттық бірегейліктің тілдік көрінісінің мысалдары келтірілген. Ағылшын тіліндегі медиамәтіндер талдаудан өткен. Масс-медиада жарияланған мақалалар негізінде американдық қоғамда ұлттық бірегейлік көрінісінің ерекшеліктері анықталды. Авторлар АҚШ-та ұлттық бірегейлік түрлі этникалық қауымдастықтарды біріктіріп, ұлттың әлеуметтік мәдени жағдайы мен идеологиясын айқындайтын құрал екенін тұжырымдайды.

Кілт сөздер: бірегейлік, этнос, ұлт, ұлтшылдық, ұлттық бірегейлік, медиадискурс.

Т.Е. Лянова, Г.И. Исина, А.А. Билялова

Феномен национальной идентичности в американских масс-медиа

Статья посвящена исследованию вербального отражения феномена национальной идентичности в дискурсе современных американских медиа. Рассмотрено понятие «идентичность» и ее роль в жизни человека. Проанализированы характерные особенности «этнической» и «национальной» идентичности. Выявлена и обоснована необходимость детального изучения вопроса идентификации современного человека на фоне масштабных глобализационных процессов. Авторы акцентируют внимание читателей на сложностях формирования национальной идентичности в условиях полиэтнического, многонационального государства. Приведены примеры репрезентации феномена национальной идентичности в медиадискурсе. Проанализированы медиатексты на английском языке. На материале статей масс-медиа выявлены особенности проявления национальной идентичности в американском обществе. Авторы приходят к выводу, что в США национальная идентичность служит инструментом укрепления единства различных этносообществ, отражая социокультурное состояние нации и определяя ее идеологию.

Ключевые слова: идентичность, этнос, нация, национализм, национальная идентичность, медиадискурс.

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