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## Shock statement in the news of the British portal “walesonline”

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**Abstract**---In this article is examined the actual problem of the modern media development, associated with the use of destructive technologies to increase the ratings of publications. The purpose of the article is to study the specifics of the use of shock statement in the materials of the British portal “WalesOnline” in 2021. The scientific and practical significance of the study lies in the development of scientific knowledge on this issue, the possibility of using the results of the study in dissertations and monographs, in the preparation of reports for scientific and practical conferences. The research materials are useful in the work of journalists and the editorial policy of the media. The research methodology is based on the use of special methods: linguoculturological analysis of the texts of the British portal “WalesOnline”, contextual analysis of the use of shock statement tools, the study of contextual applications of the representatives of this technology in the news. The author of the article comes to the conclusion that the vast majority of the materials of the British portal “WalesOnline” contain elements of shock statement to increase the rating of publications that have a destructive effect on the mass consciousness, but solve the problem of maximizing the involvement of readers. In order to solve the problem, it is proposed to increase funding for scientific research, the results of which may be the development of more ethical means of increasing media ratings.

**Keywords**---shock statement, news materials, British portal “WalesOnline”, mediatization, media ratings, digitalization.

**Introduction**

In the modern conditions of postmodernism, the processes of globalization and digitalization have led to the rapid development of high technologies, and the transformation of the mid-space has begun (Gureeva 2016: 193). The media began to influence the mass consciousness of citizens of most countries of the world almost without hindrance. A characteristic feature of this process was the

global system of media ratings. Influential publications have been able to increase their funding, receive advertising revenue, and so on. Media resources, as private companies, are interested in maximum profit, therefore, in pursuit of high ratings, they use all possible means to attract a wide audience (Biryukova, Novgorodova, Kichkina 2021: 136). One of these modern means has become the technology of shock-teyment, when journalists, using rude, profanity, provocative expressions, shocking, absurd phrases and other techniques, provide a psychological impact on readers, drawing attention to their materials, pumping fear and horror of what is happening (Deeva, Klemenova 2021: 104). Unfortunately, the negative impact of shock statement is practically not studied, especially in the context of current events related to the coronavirus pandemic and other pressing political issues. This study proposes to analyze the current situation, the mechanism of action of the shock statement, and present proposals for improving the situation in the future, using the materials of the British portal Wales Online as examples.

We analyzed 150 news items from the British news portal Wales Online. Our linguoculturological analysis showed that 80% of a random sample of these materials includes shock stating tools (more or less aggressive and provocative), which depends on the degree of significance for the target audience of the published news and the specific tasks that the publication sets for itself. on the management of mass consciousness. The shock statement in the sample analyzed by us is manifested in the news on various topics: politics, emergencies, the migration crisis, the economy, education, events in cultural life, etc. Let's consider the most striking examples of shock statement on the Wales Online portal with our author's translation.

### **Main part**

Shock-statement is found in almost all news, except for those where a simple statement of facts is presented that is not related to emergencies, crimes, etc. There are very few such materials, since journalists and editors are doing everything possible not only to ensure that shock statement is in every news, but also that the headlines of articles include the maximum possible amount of its means and techniques. This is felt as a targeted analysis of the text is carried out. In an article titled "Caerphilly dog attack: Gwent Police issue update on breed of dog which killed Caerphilly schoolboy Jack Lis" (Hill 2021) ("Dog attack in Caerphilly: Gwent Police releases update on the breed of dog that killed local schoolboy Jack the Fox") emphasized the importance of knowing the breed of the killer dog. The words "attack", "police", "killed" clearly draw the attention of readers to the fact that non-aggressive dog breeds should be chosen, and aggressive ones should be isolated from people in order to avoid possible tragedies. Next, consider the news: "Woman dies and 31 'poisoned' by local pub's dodgy shepherd's pie" (Riccio 2021) ("A woman has died and 31 people have been poisoned at a local pub by a suspicious potato and meat casserole"). Here we see the words of shock- statement: "died", "poisoned", "suspicious". In another article "Care worker left devastated after her car is torched right outside her home while she was inside" (O'Neill 2021)

("The social worker is heartbroken after a car burned down right next to her house") similarly, shock statement is shown in the expressions "heartbroken", "car burned down", "right outside her house" (which means that the danger was also for a person's life and not just for property). In the article "Ministry of Defense sets target of increasing female recruits by 30% by 2030" (Besley 2021) ("The Ministry of Defense has set a goal of increasing the number of female recruits by 30% by 2030"), the shock statement is veiled, the text does not present direct means and techniques, the very meaning of the news attracts attention, which is that now "30% by 2030" more women will be called up for service, which, most likely, was not included in the plans of the British and is unlikely to please them. Moreover, further in the news material, one can find explanations: "a large number of surveyed women said their experiences of the complaints system were "extremely poor", with complaints often being "brushed under the carpet" ("a large number of surveyed women said that their experience of dealing with complaints was "extremely unfortunate" as the latter were often "hidden under the carpet"). This indicates the obvious presence of problems for women at the place of service, which cannot be resolved, because they are simply hushed up, and complaints remain unconsidered. This worries readers and causes a sense of imminent danger and deliberate injustice. Other news "School catering staff shortage crisis hitting Welsh schools with one council advertising 50 jobs" (Wightwick 2021) ("A shortage of staff in the catering sector has hit Welsh schools: one council announced 50 jobs") is already in the field of education and also can not leave readers indifferent, who are certainly worried that their children will not have problems with meals in schools. The phrases: "crisis of shortage of personnel" and "public catering", "schools", "50 jobs" cause discontent, irritation and criticism towards responsible persons. Even more shocking against this background is the news "Sexual harassment happens in most schools,' says teenager campaigning for better awareness" (Wightwick 2021) ("Sexual harassment happens in most schools," says teen campaigner for awareness-raising.) The phrases "sexual harassment", "in most schools", "teenager speaking" and "raising awareness" horrify readers and realize the need to unite before solving the problem. The shock in this case is the fact that a teenager in the media talks about how to counter this and is ready to participate in creating awareness. One gets the feeling that the situation is simply "left on its own" and no one except the teenagers themselves is going to stop it. The following article, "The story behind the stunning mural of a woman born with HIV in Cardiff" (Wightwick 2021) contains a contrasting shock statement: on the one hand, "a stunning mural", and, on the other hand, "a woman born with HIV". Such a title motivates to show tolerance and acceptance towards people with such a disease, since they can also be useful to society and do good deeds, despite the terrible and contagious diagnosis. The following example shows that shock statement can be expressed externally and in a very positive way: "Donald Trump predicts 'big' 2024 as he declares love for the US" (Wylie, Clark 2021) ("Donald Trump predicts 'big' 2024, declaring his love for the USA). Techniques of shock-statement used: "big" 2024, "confessing love". However, a reader who is aware of the political situation, of course, correctly interprets the news content: in less than three years, a global conflict is planned in the world, after which the alignment of forces in the international arena will no longer be the same, and even the ongoing coronavirus against this background will seem not so significant, how it is perceived today (we are talking about a redistribution of the

world with new poles, the Americans believe that there will be three of them - the United States, Russia and China, this was announced in early November of this year by US General Mark Milley). All this cannot but worry the British, since neither the UK separately nor as part of the leading European countries is included in these plans for 2024. This seems to be the most shocking piece of news in terms of its content, as it touches on the lives of people all over the world and the British in particular. In another portal news "Donald Trump admits he is 'not a fan' of 'very disrespectful' Duchess of Sussex" (Luckhurst 2021) ("Donald Trump admitted to being 'not a fan' of the 'very disrespectful' Duchess of Sussex") many words of shock statement are presented: "confessed", "not a fan", "very disrespectful", which indicate D. Trump's arrogance and willingness to shock society with his direct and rude statements, which, firstly, is unacceptable for polite Britons, and secondly, offends the inhabitants of the country, thirdly, it forces one to be indignant at the fact that politicians of other states can make such statements with impunity. Consider also a few more examples of shock statement in the WalesOnline news portal: "Huge fire breaks out at former social club" (Jones 2021) ("A huge fire broke out in a former social club"); "*France to suggest proposals for tackling the Channel migrant crisis*" (Cordon, Wingate 2021) ("France will present proposals to overcome the crisis with migrants in the English Channel"); "Boy, eight, named as latest victim of deadly Wisconsin Christmas parade crash" (Bauer, Attridge 2021) ("An eight-year-old boy was the latest victim of a disaster at a Christmas parade in Wisconsin"); "*The stabbings that have given Cardiff a reputation for violent crime*" (Lewis 2021) ("The stabbing that gave Cardiff its reputation as a crime city"); "Sales of electric plug-in cars racing ahead of charging point installations, experts warn" (Cassey, Houghton 2021) ("Experts warn electric vehicle sales are outpacing charging station installations"); "*Burglar tries to rape two women after breaking into their homes just hours apart*" (Dewey 2021) ("The burglar tried to rape two women after breaking into their homes hours apart.") Let us single out in the given examples only a pronounced shock taint, since, as we have already noted above, almost every piece of news includes many means and techniques for expressing it. In the latest examples, the following phrases, expressions and words attract special attention: "flared up", "to overcome the crisis", "became the last victim of the disaster", "stabbing", "criminal city", "experts warn", "robber", "tried to rape", "broke in".

## **Conclusion**

Thus, the analysis of the materials of the British news portal "WalesOnline" clearly showed that shock statement has firmly entered the arsenal of modern media technologies. This allows publications to increase audience reach, engage readers in ongoing events, manage public opinion, and attract more funding through increased ratings and advertising. We believe that in the conditions of an unstable system of international relations, when disturbing and ambiguous events take place almost every day, shock-statement in the media space will only develop and become tougher. At the same time, this technology negatively affects the mass consciousness, leads to psychological and even mental deviations in people caused by anxiety for their future and a sense of total injustice, cruelty and hopelessness. It seems that the situation can be changed in the future through the adoption at the global level of a universal set of measures prohibiting

the media from using destructive manipulative technologies, as well as by funding scientific research leading to the development of information technologies that allow solving rating problems without harm to people's health.

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