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Evocative Content-Slice as a Method of Digital Collection of Internet Mediadiscourse Content

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Abstract: This scientific article presents a description of an attempt to transform the cognitive-linguistic method of evocative content-slice into a digital information processing scheme of a set of media texts from specific information streams. Evocative content-slice provides such a methodology and offers an invaluable tool for extracting and collecting information from a media site at the level of topics of current mediadiscourse in matrix form. The matrix form of information collection is extremely convenient for complex analyses of information flows and subsequent forecasting of events on the basis of media content. In the course of the described attempt to transform the cognitive-linguistic method into a digital scheme of media content processing, the following conclusions were reached. Categorisation of media texts based on media resource headings can be effectively performed using latent semantic indexing or two-module categorisation methods. Creating a rhematic hypertext or tags in the final step further improves the organisation of media content by focusing on the main messages or arguments in the texts. The use of a media content analysis scheme based on evocative content-slice could hypothetically improve the concreteness and usefulness of information retrieval systems.

The large number of digital media with constantly changing content on today's Internet requires the development of new techniques for digital information gathering and the creation of effective tools. Evocative content-slice provides such a methodology and offers an invaluable tool for extracting and collecting information from a media site at the level of topics of the current media discourse in matrix form. The matrix form of collection is extremely convenient for comprehensive analysis of information flows and subsequent forecasting of events on the basis of media content.

A mediadiscourse is a set of mediatexts linked by hypertext and common themes. Hypertext links unite many articles devoted to topical subjects. It is important to note that media discourse is a dynamic process. Although modern research offers many statistical approaches to solving practical journalistic problems, they do not allow for a unified set of methods and do not provide definitive techniques for long-term forecasting of events.

By its very nature, media discourse is meant to reflect events, describe personalities and provide expert evaluation of information. However, it is a complex phenomenon that requires complex interdisciplinary study.

In the interdisciplinary researches, it has been established that mediadiscourse acts as a linguistic framework that helps to study social processes and forecast individual events in various spheres of human activity. According to the studies of such scholars as E. L. Vartanova, N. V. Dobrosklonskaya, G. Lasswell, M. Talbot, N. Fairclough and others, media discourse is a dynamic communicative process functioning in interrelation with the cognitive structures of all media texts (Dobrosklonskaya, 2021; Fairclough, 2013; Nordenstreng, K., Vartanova, E., & Zassoursky, Y. N. 2001; Talbot, 2019; Torgerson, 2024; Vartanova, 2018). This means that there are global cognitive structures or macro-rules (as defined by M. L.

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Makarov) in media discourse, which are manifested in each media text (Konovalova, 2023). Therefore, media texts are created and function according to certain rules, forming information flows. These flows help to understand the essence of current events and determine the vector of their development, revealing global cognitive categories of collective consciousness on the basis of the concepts that are represented in media texts.

The research basis of this article is established on the use of unique methodology of evocative content-slice used the matrix of collective consciousness, which provides analytical tool for complex identification of discourse topics.

The content-slice method is an author's approach to analysing media content based on the principles of evocative representation, taking into account the background knowledge of the audience. It allows categorising media texts into themes of media discourse.Themes and media communications are formed on the basis of various intellectual concepts and cognitive categories of media discourse.

The collective consciousness matrix is used to create a complete representative model. The collective consciousness matrix is a tool for categorising and identifying relevant themes in media discourse. In the context of this study, it helps to identify relevant themes of sustainable development. Thus, the collective consciousness matrix allows us to compile a list of relevant sustainable development themes for long-term assessment and forecasting of events.

In the structure of the evocative media content-slice, the key elements are intellectual concepts of various types and cognitive categories, which are expressed through the themes of sustainable development in the context of media discourse, thus forming the basis for analysing and interpreting media texts.

From the point of view of discourse, cognitive linguistics and cognitive semantics, meaning in media discourse is formed as follows: a journalist or the author of a media text describes the facts of reality, turning them into events.

When media texts are created, cognitive structures are organised in accordance with the rules of media discourse (M. L. Makarov, T. van Dijk, etc.). This happens in a specific media space where information about facts is transformed into intellectual concepts unique to media discourse.

In media discourse, the intellectual concepts used by communicators — the creators of mediated texts and their ultimate recipients or the mass audience — possess all the essential features and attributes of specialized knowledge. This allows for a comprehensive presentation of a set of facts as an event in an accessible and concise manner.

This representation initially categorizes events based on current topics or themes in media discourse, as well as various types of intellectual concepts. This characteristic of conceptual knowledge in media discourse enables the construction and manipulation of information flows in the interests of political and economic actors. Additionally, by following the information flow, it is possible to predict subsequent events in a particular area of human activity.

The semantic components of the matrix, which are cognitive structures, perform the function of thematic labelling of media texts, classifying them according to the type of intellectual concept that is represented within certain cognitive categories or rubrics.

In addition, rubrics on media sites play an important role in determining the direction of the information flow containing intellectual concepts related to the topic of sustainable development. In essence, a rubric serves to unify nuclear intellectual concepts by grouping them according to the representation of a theme or rheme through a word or phrase that occurs in several media texts.

Previous studies conducted by M. V. Konovalova in 2021 and 2023 revealed that headlines in mass media unite intellectual concepts that are accompanied by verification, peripheral and hypertext cognitive structures connected thematically and rhematically (Konovalova, 2021, 2023).

Based on this, it can be assumed that the totality of cognitive structures of different types forms a holistic model of information flow related to the concept of sustainable development in the matrix of collective consciousness. This model includes various components of media content, such as types of intellectual concepts, cognitive categories related to the topic of sustainable development, as well as headings whose content corresponds to these intellectual concepts.

Let consider how it is related in the analytical field of matrix of collective consciousness (Table 1).

Table 1: Cognitive categories with intellectual concept representations in headlines of media sites

	Intellectual concepts

			- al			
Ethnos						
Territory						
Time						
Political economic situation						
Information space						

Thus, by analysing the information concept types, the cognitive categories represented in the discourse of multilingual Internet media were identified, according to which the following cognitive categories were established: ethnicity, territory, time, political and economic situation, information space.

Most of the cognitive categories and themes identified in the media texts were represented by core thematic and rhematic concepts; verification concepts often indicated orientation markers and, respectively, the cognitive categories of territory, time and information space, while peripheral concepts indicated related meta-information. Hypertext thematic concepts represented political and economic topics of global significance up to recommendations for important political and economic decisions.

Topics of multilingual media discourse, obtained as a result of the application of evocative content analysis, were used for the applied analysis of different types of discourse, for example, environmental discourse and sustainable development management discourse. The media borrowed these issues from the socio-political discourse, which is constantly changing depending on the current events, but the topics raised in media texts still remain relevant and topical today.

Using of evocative content-slice as a basic method for developing a digital schema, it was possible to obtain an approach schema of systematising media content with subsequent human processing for the purpose of predicting events. The present scheme makes it possible to classify mediacontent into media communication topics formed on the basis of various intellectual concepts and cognitive categories of media discourse. This invention represents an innovative solution in the field of computer linguistics and text data analysis technologies. Its main purpose is to significantly increase the efficiency of processes of automated processing of multilingual media resources. Achievement of the technical result is provided by means of realisation of the complex method including a number of consecutive stages. The essence of the method is to obtain a coherent slice of multilingual media resources, which makes it possible to fix semantic clusters of media texts belonging to one media resource at a particular moment in time. The process of creating a coherent slice of multilingual media resources includes several consecutive stages of information processing:

1. Categorisation of media texts based on the rubrics of media resources. This stage involves the use of latent semantic indexing or two-module categorisation methods. The first module is a model with a set of headings and a multilingual thesaurus in different languages. The second module consists of running the data through the model, resulting in categories populated with sets of headings and links to media texts in different languages.

2. Topic indexing. In this step, semantic-syntactic analysis is performed to identify topic patterns consisting of nouns and verbs. The most frequent word combinations are then indexed by topic. This process involves two modules: the first one is analysing and identifying thematic patterns and the second one is indexing the topics.

3. Rheme Indexing. This stage starts with graphematisation, which identifies minor rheme word combinations of any parts of speech. The minor and

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least frequent word combinations are then indexed by rem. The process also consists of two modules: the first one is graphematisation and identification of minor rheme word combinations and the second one is rheme indexing.

4. Hypertext or topic and hypertext tag indexing. This stage involves the creation of hypertext or topic and hypertext tag indexing, which allows linking different parts of the text and creating a more complex structure of information.

5. Formation of a topic hypertext or topic tagging model. This stage involves the creation of a topic hypertext or topic tagging model, which is a structured representation of information on specific topics.

6. Formation of rheme hypertext or tags. The last stage involves the creation of rheme hypertext or tags, which are structured representations of information on secondary rheme aspects.

7. In the information processing, heuristic filters for thematic and rhematic tag models are applied. These filters work on the basis of an interpretive multi-factor classification scheme (MKS).

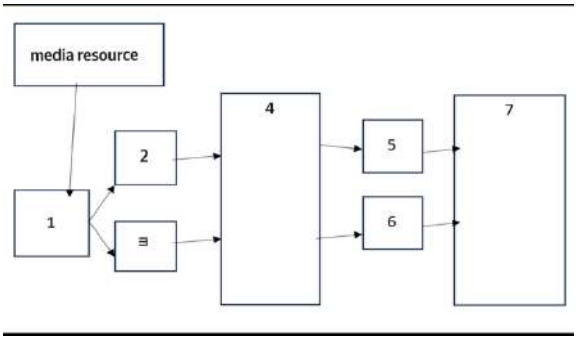

Figure 1. Digital scheme of automated generation of a coherent cross-section of multilingual media resources.

Using this scheme, mutually exclusive factors and correspondences to the basic formulation of the interpretive MKS model are identified. This allows the creation of models of thematic and rheme meaning clusters that can be interpreted by humans. Thus, clusters are formed that contain semantic information that a person is able to understand and analyse.

4 DISCUSSION

In the process of transforming the cognitive-linguistic method of evocative content-slice into a digital scheme for analysing and systematising the media content of Internet media, a number of controversial issues have arisen which I would like to submit for discussion by the scientific community:

1. The process of text analysis includes several stages, among which thematic patterns and indexing of topics are key components.

2. Indexing of topics consists of two modules: graphematisation and identification of minor rheme word combinations, as well as rheme indexing.

3. Graphematisation is a method for identifying minor rheme word combinations of any parts of speech, which are then indexed by rem.

4. Hypertext or topic and hypertext tag indexing allows for linking different parts of the text, creating a more complex structure of information.

5. The creation of a topic hypertext or topic tagging model is a structured representation of information on specific topics, which contributes to better organisation and accessibility of data.

6. The formation of rheme hypertext or tags is the final stage in the process, involving the creation of hypertext based on rheme analysis.

In the course of the described attempt to transform the cognitive-linguistic method of evocative content-slice into a digital media content processing scheme, the following conclusions were reached.

The categorisation of media texts based on media resource headings can be effectively achieved using latent semantic indexing or two-module categorisation methods. This suggests that automated systems can efficiently organise and classify large volumes of media content into predefined categories.

Indexing themes using semantic-syntactic analysis based on evocative content-slice allows us to identify key themes in media texts by focusing on frequently occurring noun-verb combinations. This analysis improves the accuracy of content analysis and thematic organisation.

Rheme indexing, initiated by graphematisation, aims to identify rheme word combinations in

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different parts of media texts. This approach enriches the depth of text analysis by capturing nuances.

Hypertext indexing or indexing by topics and hypertext tags facilitates the analysis of interconnected information networks, improving navigation and accessibility among digital media resources. This method supports more sophisticated information retrieval systems.

The formation of a thematic hypertext or thematic tagging model allows content to be systematically organised around central themes, facilitating access and search based on topic relevance.

The creation of rhematic hypertext or tags in the final stage further improves the organisation of media content by focusing on the main messages or arguments in the texts. The use of an evocative content-slice scheme for analysing media content would hypothetically increase the concreteness and usefulness of information retrieval systems.

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