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**EXOPHORIC COGNITIVE-LINGUISTIC STRATEGIES IN NEWS
DISCOURSE: COGNITIVE MECHANISMS AND PRAGMATIC
INTERCONNECTIONS**

ABSTRACT

The article analyzes significant linguistic phenomenon such as exophora, which influences cognitive strategies, through the prism of a pragmatic approach. Aforementioned phenomenon directly contribute to the development of specific cognitive models that facilitate effective communication and text interpretation. The study's relevance is underscored by the fact that, within the contemporary digital media environment, news discourse increasingly necessitates the adaptation of news texts to particular social and cultural contexts to ensure their successful and precise dissemination, which in turn plays a pivotal role in shaping public opinion.

Keywords: exophora, endophora, reference, cohesion, cognitive strategies, news discourse, pragmatics

The contemporary digital media environment is experiencing significant qualitative changes, driven by the rapid development of information technologies and the transformation of media formats. These transformations necessitate the creation of new forms of digital media content, as well as changes in the methods of presentation, dissemination, and consumption of information. In light of this global situation, news discourse must adapt to 'new media trends' to align with the latest technological innovations and effectively meet the expectations, preferences, and continuously evolving needs of a broad audience. This adaptation also requires the elimination of intercultural and social differences to reach a wide range of users and ensure accurate and precise media content comprehension by recipients, while simultaneously creating a high level of audience engagement. As the American scholar and professor at Rutgers University, J.V. Pavlik, rightly notes, due to such media adaptability, which includes integration with mobile and cloud platforms, social networks, and digital technologies, innovative cognitive strategies are developed that contribute to the creation of more dynamic, interactive, and

personalized media content characteristic of the digital media environment, as well as enhancing user engagement [6; p.34].

Thus, the growth of new media dictates the need not only for the transformation of media content presentation formats, taking into account the requirements for timely information dissemination, but also for the development of fundamentally new cognitive strategies aimed both at perception by a broad audience and at maintaining their attention, fostering interest and active engagement. The focus on the cognitive accessibility of media content can be rightfully considered one of the decisive strategies that allows for achieving the desired pragmatic impact on recipients. The use of exophora in digital media content plays a significant role in ensuring cognitive-linguistic economy and quick access to context. Exophora represents a pragma-linguistic strategy in which referential elements, such as pronouns and other deictic words indicating specific external referents (extralinguistic events, objects, or facts) outside the text and closely related to the external context, are utilized. The use of exophora by journalists in the context of news discourse is especially important, as this linguistic strategy makes media content cognitively accessible to a broad audience that is already familiar with the external referent. As noted by M.A.K. Halliday and R. Hasan, exophora directly refers to an external referent that is not connected to the text itself but is understood from the context [4; p.33]. In news texts, the use of such strategies significantly contributes to the economy of textual space, as well as ensures effective information compression, which, in turn, greatly enhances the cognitive perception of media content by recipients. This is due to the fact that they already know how to synchronize the given text with current global events or personal experiences.

Special attention should also be given to the research in the field of pragmatics by the British scholar S.C. Levinson, who conducted a detailed analysis of various forms of reference, including exophora and its cognitive-functional component. He also emphasizes in his work the close connection between exophora, pragmatics, and the processes of text decoding, noting that its use requires mandatory cognitive synchronization between the text and the referent [5; p.54]. In news discourse, exophora can manifest through the use of deictic expressions such as 'there,' 'here,' 'that,' 'he,' and others. This manifestation is particularly evident in headlines, leads, and introductions, where the use of exophora helps establish a cognitive bridge that links a particular text with relevant global events of which the target audience is already aware.

It is important to note that references play a significant role in creating textual cohesion, as they help consolidate different parts of the text, forming a unified semantic chain. As highlighted by M.A.K. Halliday and R. Hasan, reference is considered the very semantic link through which the target audience extracts specific information based on prior or subsequent mentions in the text [4; p.31]. Moreover, it

is essential to differentiate the fact that reference should be regarded not as a grammatical but as a semantic category, and referential links do not necessarily need to share an identical paradigmatic structure, for example, when a pronoun refers to a noun or some abstract concept [5; p.45].

The distinguished Scottish scholar, Professor of Cambridge University, G. Yule, notes that effective referencing is based not on grammatical accuracy but rather on the sender's ability to establish a clear and understandable referential link, accurately pointing to a familiar fact, object, or event for the recipient [7; p.122]. The central idea of this concept is that the notion of 'referent' acts not only as a semantic link on a textual level but also as an object to which the sender refers in real life [7; p.125]. This notion underscores the importance of interaction between the sender and recipient of information, as the decoding of referential links in the text directly depends on the recipient's ability to rationally and adequately interpret the reference specified by the author. In support of the above, it should be emphasized that exophora is a form of situational reference, where the reference points to an object, event, or fact existing outside the text, while endophoric reference, which includes such elements as anaphora and cataphora, relates to intratextual referential links [4; p.35].

The consideration of pragmatic aspects is also a necessary condition for the successful understanding of referential connections. The primary step toward the successful comprehension of reference by the recipient is the seamless collaboration between the participants in discursive communication. The renowned British scholar and translation studies expert, M. Baker, who has made a significant contribution to translation theory and practice, particularly in the areas of discourse, pragmatics, and the political aspects of translation, notes that successful reference not only achieves textual cohesion but also helps the recipient recognize and track the main actors, facts, or events in the text [1; p.197]. The scholar considers cohesion to be a system of lexical, grammatical, and other relations through which structurally logical links are formed between various segments of the text [1; p.219]. In order to track and identify as well as rationally interpret specific information, recipients are required not only to focus on textual links but also to use background knowledge, which, in turn, provides them with a high degree of simultaneous cognitive processing of information through inference mechanisms [7; p.123]. Thus, the successful perception of referential links is based on active interaction between the participants in communication.

Exophora is a type of reference applied when a linguistic unit relates to the extralinguistic situation in which a given utterance is made. D. Crystal, in his dictionary, also notes that deictic words such as 'that,' 'there,' 'it,' 'his,' and others are directly associated with the context of communication, and their referent can be any object outside the text. Furthermore, the scholar contrasts exophora with

endophora, which includes anaphora and cataphora [2; pp.178-179]. All of the aforementioned characteristics of exophora make it an indispensable cognitive-linguistic strategy used in the context of news discourse, where external facts, objects, or circumstances that exist outside the text are often implied. M.A.K. Halliday and R. Hasan view exophora as the primary type of referential connection between language and context, highlighting its particular importance in the development of linguistic competence and optimization of cognitive processing of news content [4; p.32].

It is also worth noting that in today's reality, exophoric reference functions as a key tool used by news journalists as an effective cognitive-linguistic strategy to contextualize news media content according to the socio-cultural expectations of the target audience [3; p.45]. Such adaptability contributes to the effective impact on the interpretation processes of the recipients, which is a key element of research in the context of new media.

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Xülasə

Məqalədə pragmatik yanaşma prizmasından istifadə etməklə, ekzofora kimi əhəmiyyətli və kognitiv strategiyalara təsir edən dil hadisəsi araşdırılır. Sözügedən fenomen spesifik kognitiv modellərin formalaşmasında birbaşa iştirak edir, bu modellər isə səmərəli kommunikasiya və mətnin şərh olunmasını təmin edir. Tədqiqatın aktuallığı müasir rəqəmsal media mühitində xəbər diskursunun getdikcə daha çox sosial və mədəni kontekstlərə uyğunlaşdırılması ehtiyacını önə çıxarır. Belə uyğunlaşdırmalar, öz növbəsində, ictimai rəyin formalaşmasında mühüm rol oynayır.

Açar sözlər: ekzofora, endofora, referensiya, koheziya, koqnitiv strategiyalar, xəbər diskursu, pragmatika

РЕЗЮМЕ

В статье через призму прагматического подхода рассматривается такое значимое и воздействующее на когнитивные стратегии языковое явление, как экзoфoра. Данный феномен непосредственно участвует в генерировании специфических когнитивных моделей, которые обуславливают эффективную коммуникацию и интерпретацию текста. Актуальность исследования заключается в том, что в условиях современного цифрового медиапространства, новостной дискурс всё больше опирается на необходимость адаптации новостных текстов под конкретные социальные и культурные контексты для их успешной и точной диссеминации, которые, в свою очередь, играют ключевую роль в формировании общественного мнения.

Ключевые слова: экзoфoра, эндoфoра, референция, когезия, когнитивные стратегии, новостной дискурс, прагматика

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