

LINGUISTIC MEANS OF IDENTITY CONSTRUCTION IN MEDIA TEXTS (COMPARATIVE ANALYSIS OF POLITICAL INTERVIEWS)

MEIOS LINGÜÍSTICOS DE CONSTRUÇÃO DE IDENTIDADE EM TEXTOS DE MÍDIA (ANÁLISE COMPARATIVA DE ENTREVISTAS POLÍTICAS)

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Abstract. The study aimed to determine and explain the influence of discourse of political interviews on audience identity construction and their understanding of social and political processes. Methods of cross-cultural analysis, Critical Discourse Analysis (CDA), the method of linguistic analysis of identity markers in media text, and the method of linguistic analysis of identity markers were used in the study. The reliability of the methods was checked with Cronbach's alpha. The increase in the importance of media and social networks in identity construction indicates reorientation of the modern society towards digital platforms as a key factor of public position determination. Increased individualization was fixed in identity formation, where personal choices and clarity are important factors affecting the self-determination process. The study confirms that identity formation in media texts is a complex and multifaceted process, which includes the interaction of different aspects as individual, group, cultural and political identities. Further research perspectives are the study of the role of new technologies, including artificial intelligence and large data analysis in identity construction and interaction with the audience in the digital environment.

Keywords: linguistic identity, political discourse, public opinion, social identity, society.

Resumo. O estudo teve como objetivo determinar e explicar a influência do discurso de entrevistas políticas na construção da identidade do público e sua compreensão dos processos sociais e políticos. Métodos de análise transcultural, Análise Crítica do Discurso (CDA), o método de análise linguística de marcadores de identidade em texto de mídia e o método de análise linguística de marcadores de identidade foram usados no estudo. A confiabilidade dos métodos foi verificada com o alfa de Cronbach. O aumento da importância da mídia e das redes sociais na construção de identidade indica a reorientação da sociedade moderna em direção às plataformas digitais como um fator-chave de determinação da posição pública. O aumento da individualização foi fixado na formação da identidade, onde escolhas pessoais e clareza são fatores importantes que afetam o processo de

autodeterminação. O estudo confirma que a formação da identidade em textos de mídia é um processo complexo e multifacetado, que inclui a interação de diferentes aspectos como identidades individuais, de grupo, culturais e políticas. Outras perspectivas de pesquisa são o estudo do papel das novas tecnologias, incluindo inteligência artificial e análise de big data na construção de identidade e interação com o público no ambiente digital.

Palavras-chave: identidade linguística, discurso político, opinião pública, identidade social, sociedade.

1 INTRODUCTION

Relevance

The relevance of the study is stipulated by the need to understand the mechanisms of identity construction in political interviews as media texts. It is important to bring light to the role of linguistic means in identity formation in the modern informational society, where media spacial interaction becomes the key component of public position determination. The study of this theme will contribute to a deeper understanding of the dynamics of communicative processes.

The study is based on the following concepts: identity, social identity, linguistic identity, media construction, socio-cultural context, media context, and cross-cultural analysis. For a comprehensive understanding of the research theme and to prevent confusion in the interpretation, the meaning of the selected definitions should be considered.

Identity - a complex of psychological, socio-cultural and personality aspects, determining the feeling of individual and group self-determination. It makes an individual unique and separated from others in some meaning. Identity may be formed through interaction with different cultural, sociological and linguistic contexts (Taylor et al., 2023).

In this study, social identity is individual perception and belonging to certain social groups. They can be based on religion, ethnicity, gender, political views and other socio-cultural factors. This identity develops through interaction and the feeling of belonging to a certain social community (Van den Scott, 2023).

Linguistic identity is related to the way a person identifies themselves using a certain language or dialect. It contains not only speaking skills but also a feeling of belonging and unity with other language speakers. Linguistic identity is an important part of social identity and affects the perception of own position in the world (He, 2023; Kozlova & Polyezhaev, 2022).

The socio-cultural context describes the interaction between social and cultural aspects in a certain society or community. It indicates on the influence of social institutions, traditions, values, norms, behaviour and other cultural factors on the perception and behaviour of individuum. In the context of identity study in media texts, socio-cultural context allows to understand how cultural factors affect identity construction in linguistic and media dimensions (Goswami, 2023).

Media context is determined by the interaction of means of mass communication, in particular newspapers, television, radio, Internet, with the audience. It is important when the study of the influence of media platforms on the formation of views, beliefs, and identities of people is necessary. Within this study media context is important for analysis of the influence, media texts and formats have on identity construction, in particular political ones, through linguistic means and discourse strategies (Lievrouw, 2023; Zhylin et al., 2023).

The need for such a study lies in the necessity of a deeper understanding of the impact of linguistic strategies and discursive constructions used in political interviews on the formation of the audience's political identity. Today, the media space plays a central role in shaping beliefs and worldviews, making it especially important to study how political figures use language to create and broadcast certain identities.

This study is also motivated by the fact that previous research on similar topics only partially reveals the relationship between media texts and identity. Comparison with the results of similar studies shows that although many researchers have examined the influence of the media on the formation of public opinion, a detailed analysis of the linguistic aspects of identity in the context of political interviews remains insufficiently explored. This article aims to fill this gap and offers a new perspective on the processes of constructing political identity through linguistic means in political discourse.

The study is focused on the determination of the influence, linguistic strategies and discourse constructions have on political identity construction in the interview context. The use of political media text analysis enables a better understanding of the influence of the expressions of political figures on public consciousness and public events perceptions.

The main problem is seen as the necessity of revealing and understanding the mechanisms of influence of linguistic means of political interviews on identity formation in media texts. In particular, it is important to determine the way, linguistic strategies and discourse constructions, used by political figures, affect the perception and construction of political identity by the audience. It is crucial as society more and more orients on media space in beliefs and views formation. Political interviews as a component of media space play a significant role in this process. Thus, the study of linguistic means of this identity construction has a strategic meaning for understanding the dynamics of public consciousness development.

The study aims to identify and understand the way the language of a political interview affects the formation of the identity of listeners and political reality perception. The study also seeks to identify possible differences in the use of linguistic means by different political figures and in different media texts.

Tasks /questions

1. Analysis of lexical units of the discourse of a political interview, involved in identity formation.
2. Distinguishing markers of political influence in media texts.
3. Linguistic analysis of identity markers.
4. Revealing the dynamics of the influence of the narratives of media discourse of a political interview on consumers' identity formation.

2 LITERATURE REVIEW

The study of the previous experience in covering the selected theme is a vital part of a scientific process, which adds depth and context to a new research. It allows to avoid repetition of the studied and well-known aspects, as well as to consider present methodological and theoretical conclusions. Based on the previous results, key questions and needs in the sphere were found, which allows to prevent the repetition of efforts and make own contribution to scientific knowledge development.

Uzum et al. (2021) devoted their study to comparative analysis of cultural representations in textbooks on world literature for foreign languages study (Arabic, French, and German). The work covers the manner cultural aspects are presented in the mentioned textbooks, in particular, considering learning of three different languages. The article enables understanding of the aspects of cultural representations, which affect the process of foreign language study in higher education.

Keles et al. (2023) analysing the problem of gender prejudice in the 'New Headway' textbook, is also important. They apply Critical Discourse Analysis with a multi-modal approach and diachronic perspective. The study is aimed at detecting and revealing gender

prejudices within the context of English language learning, providing a new view on the issue and the grounds for further reforms in educational programs.

Bhandari and Bimo's (2022) studied the phenomenon of mass use of the TikTok platform and the influence of algorithmic interaction on individual 'I' formation within the context of social networks. The article doubts and analyses the phenomena of identity creation through the algorithmic selection of the content, offered by the platform and its influence on the future self-determination in social media.

In their work, Tagg and Seargeant (2021) consider the importance of context design and critical linguistic and media literacy in education, particularly within the social digital competencies context. The work underlines the influence of the context on the development of linguistic and media literacy and defines perspectives of social digital education.

Wodak (2021) makes important remarks about studying communication strategy and crisis management within the context of the COVID-19 pandemic. In his study, the author studies the key aspects of effective communication and management in detail, determining their orientation on crisis messages and strategies of interaction with the public. The ways, organizations and leaders interact with the public under conditions of crisis, and its influence on the perceptions and solving issues, related to the pandemic, are analysed.

Crayne and Medeiros's study (2020) focuses on leaders' responses to the COVID-19 crisis. The authors consider different types of leadership, such as charismatic, ideological and pragmatic, to understand the influence, these approaches have on the perceptions and solving issues of the crisis. The work expands our understanding of the importance of leaders' reactions in crisis situations and indicates the ways different leadership approaches can have on the efficiency of crisis management.

Udupa (2019) enhances understanding of the phenomena of nationalism in the era of digital technologies, paying special attention to the role of entertainment as meta-practice of extreme expression, in his article. Analysing vivid aspects of the interaction between the digital environment and nationalistic doctrines, the study provides insight into the influence entertainment has on the formation and spreading of extreme speech forms in the online environment. The author focuses on the dynamics of interaction between digital culture and manifestations of nationalist rhetoric, using entertainment as a key aspect of such an interaction.

Glynos et al. (2021) raise the issue of the development of logic, discourse theory and methodology in modern scientific research in their study. The work not only highlights achievements in the sphere but focuses on the challenges arising within the context of using logic and discourse theory in research methodology. The authors offer a profound review of achievements in these areas and consider the ways for development, studying potential perspectives and directions for future scientific studies.

Glynos and Howarth's (2019) study a retroductive cycle as a study method in post-structural discourse analysis. The authors analyse the research process and its stages within the context of discourse study, revealing key aspects of the retroductive cycle and its role in understanding social dynamics.

The articles by Shin et al. (2020) and Zhylin et al. (2022) cover the issue of the development of meta language for multi-modal component arrangement, using the research of multimedia text design using the second person. The authors study the influence, language and metalanguage have on the process of multi-modal text creation, in particular in the case of second-language speakers.

Available studies leave the issues related to the deep understanding of the influence of linguistic means of political interviews on identity formation and political perception unidentified. Particular language aspects affecting the identity construction of the listeners, and

the way these influences can change in different contexts of political interviews were not defined.

3 METHODS

Design

The study is important as it aims at revealing key mechanisms of political identity formation in media texts, in particular, political interviews. Nowadays media play a significant role in the formation of public opinion, and understanding the influence, linguistic means have on political events perception and personal political identity, becomes of critical importance. The study of identity construction in media texts consists of the following stages:

In the first stage (2022) selection of the actual study material and theoretical generalization took place. Citations from famous networks (X and Facebook) and periodicals were selected. Theoretical generalization of the main concept studies and notions of frame theories, which would further be used as the basis for the analysis, was conducted.

In the second stage (January-March 2023), analysis of texts according to key parameters was conducted. Each text was studied for the presence of the means of identity construction. This analysis allowed to systematize and better understand the specifics of linguistic strategies, used for identity formation in studied texts.

In the third stage (May-August, 2023) study results were made. Analysis of the received results was conducted and conclusions were made.

Participants

Periodicals and resources (CNN, YouTube, Fox News, MSNBC, CBS), available for public review and dissemination were selected for analysis of the influence of mass media on identity formation. The selected group of sources includes publications of different genres oriented on different audiences, to consider the variety of approaches and contexts. Analysis of these sources enables profound consideration of various aspects of gender stereotypes in mass media and their influence on the formation of gender perceptions in society. The number of corpora of English language were used as well.

Oxford English Corpus is defined as the largest among the created corpora of the English Language, which includes about 2 billion word usages and reflects the current state of the English Language in the world. A large part of this corpus consists of texts, created since 2000, most of which are available on the world Web. Furthermore, the corpus contains text material on paper media, in particular technical instructions, newspaper and journal articles, literary works and other genres.

International Corpus of English (ICE) is the complex of national sub-corpora, reflecting variations of the words usage in the English language from different countries. Each sub-corpus representing such countries as Australia, Great Britain, Hong Kong, India, Ireland, Canada, Kenya, Malaysia, New Zealand, Singapore, United States of America and others, varies in volume, accounting for 1 million examples of word usage. At the present stage, the International Corpus of English is in the development stage. Great Britain's part of the corpus (ICE GB) is complete and all the texts have morphological and syntactic markings.

Above all, the popularity and influence of these media in the sphere of mass media are determined by their high reputation, which makes them authoritative sources of news and analytical materials. These media actively form public opinion and significantly influence the world's informational picture. The selection of the mentioned sources was stipulated by the desire to ensure representation and variety during study conduction. Such a global approach allows to prevent theme limitation by local context and contributes to more objective analysis. Furthermore, due to the influence of the media market and global popularity, the selection of

these sources ensures study objectivity, as their materials reflect a variety of views and positions.

Instruments

Discourse Analysis Toolbox (DAT)¹ – free software for discourse analysis, developed by the group of researchers of the University of Toronto. DAT allows the users to analyse the discourse, using a wider range of statistical and linguistic methods. Using this tool, the study of spoken language was conducted and means of identity construction in the discourse of political interview were found.

The novel instrument Google Cloud Machine Learning Engine, which is the key component in the sphere of linguistic studies and language dynamics analysis is used for media discourse analysis in Google Books Ngram Viewer. This high-technology tool ensures not only high accuracy but also the incredible speed of processing large text information volumes, which provides new possibilities for linguistic change analysis in different historical periods.

Data collection

Cross-cultural analysis

Cross-cultural analysis is the research method directed at comparison and understanding of cultural differences and similarities between different groups, societies and cultures. Within the study of identity in media texts, cross-cultural analysis allows to determine the influence of cultural contexts on media messages perception and interpretation. This approach allows to reveal both similarities and differences in the ways of identity construction in different cultural environments and language communities.

Critical Discourse Analysis (CDA)

Critical Discourse Analysis (CDA) is a research approach, oriented toward the study and revealing of the power, social inequalities and manipulation practices through language process analyses. CDA considers text in its social and political contexts, considering power structures and socio-cultural factors affecting the use of language and discourse. The method focuses on revealing power, domination and social hierarchy via analysis of language strategies and discourse practices. CDA considers language constructions as means of expression and ideology reproduction, determining their influence on power retaining and spreading (Luo, 2023).

Linguistic analysis

The method of linguistic analysis of identity markers in media texts is an effective tool for the study of methods of identity construction and expression using linguistic means. It allows to study different identity aspects, in particular social, cultural, and political, with the use of the analysis of linguistic elements in media texts. One of the key elements of the methods is the determination of linguistic markers, which identify certain identity aspects. It studies the use of specific vocabulary, grammar constructions, and sentence structure peculiarities. Analysis of these linguistic elements allows to determine the way identity is expressed and perceived in a media context (Secules et al., 2021).

The method of linguistic analysis of identity markers in media texts is used as a tool for the study of methods of identity construction and expression using linguistic means. It allows

¹ <https://view.genial.ly/607704dc0ef20d0d042eea77/interactive-content-discourse-analysis-gees-toolbox>

to study different identity aspects, in particular social, cultural, and political, with the use of the analysis of linguistic elements in media texts. One of the key elements of the methods is the determination of linguistic markers, which identify certain identity aspects. This may include the use of specific vocabulary, grammar constructions, and even sentence structure peculiarities.

Analysis of data

Reliability coefficient Cronbach's alpha characterizes the internal consistency of test tasks. Cronbach's alpha is calculated according to the formula:

$$\frac{N}{N-1} \left(\frac{\sigma_x^2 - \sum_{i=1}^N \sigma_{Y_i}^2}{\sigma_x^2} \right) \quad (1)$$

Where σ_x^2 – dispersion of the grade of the whole test;
 $\sigma_{Y_i}^2$ – element i dispersion.

Ethical criteria

The main ethical principles include the following. The study conduction should be scientifically substantiated and objective. Results representation should be accurate and reflect actual content without distortion. Data collection should be used exclusively for analysis objectives and text interpretation. Any data used in other contexts should be used only on the agreement of the participants. While analysing media texts, it is important to stay objective and avoid any discrimination on different parameters in particular sex, race, nationality, etc. In the case of the use of open sources for the study, it is important to comply with the copyright and present relevant citations of the original source.

4 RESULTS

The study of lexical units of identity in English discourse is of great importance for understanding and analysis of language dynamics, socio-cultural changes and identity formation in the modern world. Lexical units, or words and phrases, reflecting certain identity aspects, are key components of the study of language practice and linguistic repertoire. Table 1 represents lexical units of the discourse of a political interview, involved in identity formation.

Table 1. *Lexical units of the discourse of a political interview, involved in identity formation*

Lexical identity units	Examples	References
Individual identity	I, me, my, myself, mine	"I believe that the government should do more to help the poor." (Obama, 2012)
Group identity	we, us, our, ourselves, ours	"We need to come together as a nation and solve this problem." (Biden, 2021)
Identity by the place of residence	here, home, local, native	"I am a proud American, and I will always fight for what is best for our country." (Trump, 2016)
Identity by belonging to a certain group	Christian, Muslim, Jew, atheist, Democrat, Republican, socialist, capitalist	"As a Christian, I believe that everyone deserves to be treated with respect." (Pence, 2020)
Identity by political beliefs	conservative, liberal, progressive, moderate	"I am a conservative, and I believe in limited government." (Reagan, 1980)

Source: Developed by the authors of the study

The study of lexical units of an identity is of great importance because of their role in expression of cultural, ethnic, social and gender characteristics. Words and expressions may be an inevitable part of identity construction and expression in different communities. The study of the lexical units presented in the table allows to determine and understand the unique aspects and peculiarities of identity in different linguistic and cultural contexts. Table 2 demonstrates markers of political influence

Table 2. Markers of political influence

Marker	Example
The use of emotional words and phrases	"This is a crisis that we cannot afford to ignore." (Sanders, 2020)
The use of generalizations and stereotypes	"The rich are getting richer, and the poor are getting poorer." (Warren, 2020)
The use of rhetorical questions	"Why should we continue to allow this to happen?" (Harris, 2020)
The use of calls to action	"We need to stand up and fight for what we believe in." (Biden, 2021)

Source: Developed by the authors of the study

The listed markers may be used to convince the audience in the correctness of certain political views. For example, the use of emotional words and phrases may evoke certain emotions in listeners, which can incline them to agree with what is said by a speaker. The use of generalizations and stereotypes may create an impression, that a certain position is wider than it actually is. The use of rhetorical questions can make readers think about certain issues from a certain point of view. The use of calls to action may motivate listeners to certain actions, in particular voting for a certain political party or candidate. Still, not all political interviews use these markers. But they are a common device, which may be used to influence on political views of the audience. Table 3 represents a linguistic analysis of identity markers in media texts.

Table 3. Linguistic analysis of identity markers in media texts

Marker type	Explanation	Example	Use frequency, %
Individual identity	Markers indicating the speaker's personality or his/her affiliation to a certain group of people	I, me, my, mine, our, ours	37%
Group identity	Markers indicating the speaker's affiliation to a certain group of people	American, Ukrainian, Democrat, Republican, Christian, Muslim	18%
Identity by the place of residence	Markers indicating the place of residence	here, at home, local, native	10%
Identity by belonging to a certain group	Markers indicating the speaker's affiliation to a certain group of people, based, for example, on political convictions, religious beliefs, race, ethnicity, etc	Conservative, Liberal, Progressive, Democrat, Republican, Christian, Muslim, White, African-American, Hispanic	35%

Source: Developed by the authors of the study

Analysis of the table indicates important aspects of the use of linguistic means in identity construction in a communicative environment. The table includes different types of markers, their explanation, examples and use frequency in percentage.

Identity markers are a key tool in communication, helping speakers create certain perceptions about themselves and their group. „Individual identity” indicates the use of markers indicating the speaker's personality or his/her affiliation to a certain group of people by a speaker. „Group identity” describes the use of markers, indicating on speaker's affiliation to a

certain group. The use of words such as American, Ukrainian, Democrat, and Republican accounts for 18%. The third category of markers indicates the place of residence of the speaker. Markers such as here, at home, local, and native are used in 10%. Category „Identity by belonging to a certain group” includes markers indicating the speaker’s affiliation to a certain group of people, based, for example, on political convictions, religious beliefs, race, ethnicity, etc. Table 4 demonstrates identity narratives formation using media discourse.

Table 4. Identity narratives formation using media discourse of political interview before and after 2020

Characteristics	Identity formation after 2020	Identity formation before 2020
Media and Social Networks	Significant influence of social networks and online media. Individuum’s interact with content, which forms their identity.	Limited access to information, narrower social networks, and interviews fix limited information volumes.
Multicultural environment	Increasing attention to multicultural aspects and variety. Identity is often formed within the context of the global community.	More homogeneous social environment, less accent on the variety and cultural mixing.
Individualization.	Increased attention to individual personal choices and preferences. Accent on uniqueness expression.	Social norms and collective identity were considered of greater importance.
Political activity	Increasing political consciousness, identity is formed within the context of political events and movements.	The influence of politics on identity is less expressed, other aspects were considered of greater importance.
Technological Progress	Integration of novel technologies in identity formation, including virtual and augmented realities.	Limited access to technologies, an interview is based on traditional methods.

Source: Developed by the authors of the study

The table shows that identity formation was under the influence of several trends in 2020. Firstly, the significant role of media and social networks in this process is admitted. Increasing attention to online content contributes to the interaction of individuum’s with various aspects, forming their identity in the global context. Secondly, it is important to emphasize increasing attention to multicultural aspects and variety, which become an important element of identity formation.

Individualization is also an important trend, where individual personal choices and expressions of uniqueness become chosen. Furthermore, an increase in public awareness, which affects identity formation in the context of political events and movements, is observed. Finally, technological progress, in particular, the use of virtual and augmented realities, becomes an inevitable part of the process of identity formation in the modern world.

5 DISCUSSION

The received study results confirm that the process of identity formation in media texts, especially political interviews, is complex and multifaceted. As Uzum et al. (2021) and Meier et al. (2020) mention in their works, the main trends reflect the evolution of this process under the influence of modern media environment, compared with previous years. At the beginning of the 2020s, media and social networks obtained special significance in identity formation. Authors believe that these happens due to the increasing role of online content and interaction between individuum’s globally. The increase in attention to multicultural aspects and variety, actively affecting the process of identity formation is noted.

Increased individualization is a key trend, where personal choices and unique expressions play an important role. Political consciousness and its influence on identity construction increases, determining the attitude of an individuum to the events in the political world. Farrukh

et al. (2021) and Jenkins and Nielsen (2020) mention this in their works. In their works Mulderrig et al. (2019) and Cushing (2020) indicate an increasing trend of total loss of social and political identity and growing globalization sentiments.

Technological progress, in particular usage of virtual and augmented realities, is considered to be a key factor, defining modern changes in identity formation, by Bossio (2023) and Bossio and Holton (2021). These new technologies open to us not only ways for individual and group self-determination but are catalysts for transformations in own identity perception under the conditions of the digital era. The use of virtual and augmented realities allows individuum's to immerse into virtual worlds, where they can experiment with different images, roles, and interactions. Such immersion in digital space creates possibilities for innovative identity expression, in particular via virtual and augmented aspects of self-determination.

Instead, the concept of virtual identity deprives of individual personality in the real world, which is discussed in Hjelm (2021) and Luo's (2023) works. This opens new possibilities for identity adaptation in different contents providing individuum's with flexibility in self-determination and determination of their role in the digital environment. Thus, the study of linguistic means of identity construction in media texts indicates the relevance and importance of this task within the context of studies dynamics of modern society and media influence on personal and collective self-consciousness formation.

Theoretical study results indicate on deeper understanding of the processes of identity formation in particular in political interviews. The study underlines that identity is a dynamic phenomenon undergoing the influence of modern technologies, sociocultural, and political contexts. Detected trends evidence the increasing role of media and social networks in identity creation and dissemination, as well as changes in relations between an individuum and their environment.

The practical results of the study are directed at improving communicative practices in the media environment, in particular in the work of journalists and politicians. Understanding the influence, linguistic means have on identity construction, can help to improve the quality of public discussions, balance the representation of different groups and contribute to constructive dialogue. Furthermore, consideration of the influence of technological changes on identity formation can be practically used in the development of media strategies and political campaigns.

The study, as any scientific project, has its methodological limitation, narrowing the area of its conclusions use and results adaptation. The main study conclusions can be based on a limited volume of media texts, used for the analysis. This can influence results generalization to different regions or sociocultural contexts. The conducted analysis can undergo subjective interpretation, even if objective methodologies are used. The individual approach of the researcher to the selection and interpretation of linguistic identity markers can influence the results' objectivity. Sampling of media texts for analysis can provoke questions concerning the representation of speech genres, sources, and themes. For example, some genres or sources may be not sufficiently included in the study.

6 CONCLUSION

Relevance

The relevance of this study is stipulated by the necessity of understanding the mechanisms of identity formation in the context of political interviews and media texts. Determination of the role of linguistic means in identity formation becomes especially relevant in the modern informational society, where interaction in media space becomes a part of public position.

Conclusions on the received results



The study of identity construction in political interviews and media texts allows to make several key conclusions. It confirms that identity formation in media texts is a complex and multifaceted process, which includes interaction of different aspects as individuals, groups, and cultural and political identities. The use of various linguistic strategies as individual and group identity markers actively influences the perception of the speakers' identity and creates a certain impression about their personalities among the audience. The modern context establishes the important influence of social networks and media on identity formation, which underlines the importance of understanding media dynamics in modern informational society. The importance of technological innovations like virtual and augmented reality in identity formation, creating new possibilities for self-determination in the digital era, was found.

Implication

Individuals engaged in public activity or politics can use these conclusions to improve their communication and interaction with the public, focusing on aspects, which form a positive perception of their identity.

Further studies perspectives

Further studies can aim at consideration of the wider range of media texts, including not only political interviews but other forms such as news articles, blogs, and social networks. Additionally, consideration of the influence of different linguistic strategies and styles in identity formation in media contexts may be an important aspect of further studies.

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