



Article

The Influence of Mass Media on the Modern Japanese Language

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A B S T R A C T

The purpose of this study is to examine the key influence of mass media on different language levels based on analysing several modern newspapers and magazines published in Japan. The article uses the following methods of analysis: structural analysis, lexical and semantic analysis, stylistic analysis, analytical and synthetic method, and contextual analysis. The results of the study showed that the most noticeable influence of mass media on the modern Japanese language was observed at the lexical and stylistic levels and less noticeable – at the phonetic, word-forming, morphological, and syntactic levels. Phonetic changes in the Japanese press were associated with the adaptation of non-equivalent vocabulary from European languages using the Japanese alphabet (katakana). At the word-forming level, the changes concerned primarily uncharacteristic derivational units that came to Japanese from English, and at the morphological level, the influence was conducted mainly through the demonstration of samples of the correct use of case endings, tenses and coordination of parts of speech. At the syntactic level, there was a variety of syntactic constructions, in particular, to expand the content, introduce additional sentences, and change the topic of conversation. The stylistic influence of mass media on the Japanese language system consisted in the use of artistic tropes and stylistic figures, in particular, metaphors, hyperbole, and periphery, which can be considered patterns for communicative behaviour.

I. INTRODUCTION

The study of the influence of mass media on the modern Japanese language is critical for understanding the principles of language development in the context of globalization and technologization. In today's world, Americanized English is the leading language, which significantly influences other languages, including Japanese. This poses challenges for preserving the linguistic identity and self-awareness of Japanese society. It is especially important to study how new linguistic units are absorbed and adapted into Japanese, how fast this process takes place, and how the flow of borrowings from English can be limited. Therefore, it is important to understand the relationship between the speech behavior of native speakers

and the language patterns offered by the media.

Understanding the influence of the Japanese press on different language levels, such as phonetic, word formation, grammar, lexical, syntactic, and stylistic, is relevant because a deep immersion in language processes allows us to draw objective conclusions about changes in the language arsenal. A study of a single language level, such as lexical or stylistic, will show only a part of the positive and negative effects on the language. To fully understand the significance of the language of the mass media for the development of the modern Japanese language, it is necessary to pay attention to such phenomena as phonetic adaptation, the functioning of word-formation affixes, syntactic constructions, and stylistic figures.

The influence of mass media on the modern Japanese language is manifested through the introduction of new vocabulary, changes in grammatical structures and stylistic norms. The mass media is a channel for the rapid spread of linguistic innovations and borrowings, influencing the speech patterns of a wide audience. Linguistic borrowings, especially from English, are common in Japanese, where they are adapted through katakana and other phonological and morphological changes. Phonetic and morphological changes include adapting borrowed words to the phonological rules of Japanese and adding Japanese suffixes or particles. The mass media also contribute to language standardization by promoting certain norms and patterns of usage, which stabilizes language forms and promotes the spread of a standard version of the language. The impact of the media on language has not only a linguistic but also a cultural dimension, as the introduction of foreign elements can affect cultural identity and the perception of language purity. In this context, it is important to understand the interaction between language innovation and the preservation of traditional forms of language.

The relevance of the study of the language of the Japanese press is also due to the lack of linguistic research in this area. This creates the need for a comprehensive analysis that will allow us to better understand the impact of the media on the modern Japanese language and help preserve its uniqueness in the face of global change. Many papers of modern linguists are devoted specifically to the influence of mass media on the mental level, in particular, on the public opinion of native speakers, and not on communication processes. Therefore, investigating the contexts of Japanese media allows an understanding of how and at what rate language changes occur in the Japanese language. Confirmation of the research results using contexts is necessary because this is the process of forming linguistic patterns at different language levels that can be traced: phonetic, word-forming, morphological, lexical, syntactic, and stylistic. The study by L. Solomenko (2022) identified specific characteristics of modern media through the lens of television and print publications, illustrating changes in mass broadcasting shaped by media influences. This includes the incorporation of borrowings, quotes, expressions, memes, and the introduction of new terms. Author emphasized that speech culture is significantly shaped by information and communication technologies.

However, the study did not delve into the impact of mass media across various language levels (from phonetic to stylistic) and lacked specific examples to illustrate these effects.

The linguistic research by O. Romaniuk and L. Yavorska (2022), O. Chaika et al. (2022) primarily focuses on the content analysis of media resources from a multicultural perspective, examining their influence on both national and transnational communication processes. While the study explores the methods of information presentation and their impact on cross-cultural relations, it does not adequately address the linguistic aspects of this influence, concentrating more on the social context.

T.M. Levchenko (2022) examined how the information space can influence speech development, in particular, lexical innovations. It is noted that during mass media communication, many processes occur: an increase in the number of stylistic tools and techniques, the appearance of new tokens and new meanings, borrowing words, and an increase in the variability of language resources. The paper clearly states that extralinguistic factors can both contribute to the improvement of language tools and slow down the development of speech, but there were no examples that would confirm this.

Y. Krylova-Grek's (2021) study the psycholinguistic analysis of media texts, examining speech behavior patterns in journalism shaped by both linguistic and non-linguistic means. The paper addresses the presence of bias in news coverage and the use of language tools to manipulate language consciousness. However, it falls short of identifying the primary influences of the media space on contemporary spoken language and does not characterize the key linguistic processes at play in Japanese media.

Y. Boyko et al. (2023) considered the English-language media discourse in the context of linguistic processes, lexical innovations and borrowings from other languages, in particular, the dynamics of changes taking place in the English-speaking media segment. However, the study concerned the impact of globalisation, technologisation, and development of Information Technologies on the English-language discourse, and not the impact of English-language media on information resources of other countries of the world and other national languages.

In general, previous studies of the influence

of mass media on modern Japanese contain several significant gaps. They do not show the impact of mass media on different language levels (from phonetic to stylistic) and do not provide specific examples to confirm these influences. Also, insufficient attention is paid to the linguistic aspects of the media's influence on language consciousness and the development of spoken language, and the study of social context dominates linguistic analysis. These gaps create the need for a more comprehensive analysis that takes into account all these aspects.

The purpose of this paper was to examine Japanese media discourse from the standpoint of opportunities and options for influencing modern colloquial speech and examine changes occurring in Japanese at various language levels, in particular, phonetic, word-forming, morphological, syntactic, and stylistic. Among the key tasks are to analyse the modern Japanese press regarding the formation of speech behaviour patterns, determine the specific features of the influence of mass media language on modern Japanese at different language levels, and confirm the results obtained using contexts from the Japanese press. The subject of study in this paper was modern Japanese newspapers and magazines that are available online. Through a systematic methodology, this study aims to provide valuable insights into the intricate dynamics between mass media and language evolution in modern Japanese society.

The current study lies in the comprehensive analysis of the influence of mass media on modern Japanese at various linguistic levels (from phonetic to stylistic), as well as in the provision of specific examples illustrating these influences. The expected results of this study include a deeper understanding of the mechanisms of adaptation of new linguistic units in modern Japanese under the influence of the media and the identification of specific examples of the media's influence on different language levels. This research will also contribute to further study of the intercultural influence of English on Japanese and other national languages in the context of globalization.

II. METHODS

This study analyzed media language using prominent Japanese newspapers: Asahi Shimbun (2021; 2023), Nihon Keizai Shimbun (2023a; 2023b), Sankei News (2020; 2023), Mainichi

Shimbun (2023a; 2023b), and Youmiri Shimbun (2023a; 2023b). These sources were chosen for their wide readership and influence, providing a comprehensive view of contemporary Japanese media language. Examining multiple newspapers enhanced the breadth and reliability of the findings by capturing diverse linguistic practices.

The study employs a multi-level linguistic taxonomy to analyze the influence of mass media on Japanese language, focusing on phonetic, lexical, morphological, syntactic, and stylistic levels. A qualitative research design involving detailed contextual analysis was used. Manual examination of press sources was conducted through structural, lexical-semantic, stylistic, analytical-synthetic, and contextual analyses. Structural analysis identified strategies for influencing language at various levels. Lexical and semantic analysis examined the adaptation of foreign neologisms through katakana. Stylistic analysis focused on artistic tropes and their impact on colloquial Japanese. Analytical-synthetic methods explored theoretical aspects of technologization and globalization's impact on language. Contextual analysis confirmed findings through examples from Japanese press. This taxonomy includes the phonetic level, where sound patterns and the adaptation of foreign-language neologisms through katakana are examined. At the lexical level, the study analyzes vocabulary, including the use of foreign-language borrowings, neologisms, and phraseological units. The morphological level investigates word-forming processes and the influence of foreign affixes. The syntactic level analyzes sentence structures, including both simple and complex sentences. Finally, the stylistic level examines artistic tropes and stylistic figures, such as metaphors and hyperbolic expressions.

The research design is primarily qualitative, involving a detailed contextual analysis of samples from modern Japanese press sources. The study uses multiple methods to examine the influence of mass media on the Japanese language across various linguistic levels. The primary tool for analysis is manual examination of the Japanese press sources. Structural analysis was used to form the main strategies for influencing the modern Japanese language at various language levels: phonetic, lexical, morphological, syntactic, and stylistic. In particular, attention was focused on how language patterns embedded in the Japanese

press can change the paradigm of the modern Japanese language. The main results of the study on the influence of mass media language on the modern development of the Japanese language are shown in the table.

Lexical and semantic analysis was used to identify the main features of adaptation of foreign-language neologisms in Japanese, in particular, through katakana, when investigating the influence of phraseological units on modern Japanese. The question of the relationship and conditionality between changes at the lexical level of the language and other levels was examined. Based on lexical analysis, the features of the use and influence of neologisms that came mainly from the Americanised version of the English language were examined.

Stylistic analysis was used to examine the application of artistic tropes and stylistic figures, in particular, metaphorical, hyperbolic, and peripheral constructions, in the language of mass media and their impact on the living colloquial Japanese language and the linguistic consciousness of its native speakers. The results of the examination of speech behaviour patterns were supported by contexts from the Japanese press.

The analytical-synthetic method was used to examine the main theoretical aspects directly related to the problems of research, in particular, the technologisation and globalisation of the process of investigating the resources of the positive and negative influence of mass media on public opinion and communication processes within national states and the whole world. The works of modern Japanese, Chinese, American, Australian, and Ukrainian linguists were examined using analytical and synthetic analysis.

Contextual analysis was used in this study to confirm the research results on the functioning and assimilation of Japanese patterns by native speakers at various language levels, in particular, phonetic, word-forming, morphological, lexical, syntactic, and stylistic. Based on the demonstrated contexts, the main parameters of the influence of the media language on the development of the modern Japanese language were identified from Japanese newspapers and magazines.

Therefore, this study used basic methods such as lexical-semantic, stylistic, and structural analysis, and additional methods such as contextual and

analytical-synthetic, necessary for argumentation of the results of investigating linguistic patterns in the Japanese press. Notably, each of these methods was necessary for a comprehensive analysis of the problem of the influence of language tools and media structures on the current stage of Japanese language development.

III. RESULTS

Education and the media play a crucial role in the process of standardisation of the Japanese language, which consists of the gradual national alignment of Japanese dialects with the literary variety of the language. Standardisation is also stimulated through powerful mechanisms such as television, radio broadcasting, and newspaper journalism. Speakers tend to perceive competent speech in which news is presented and information is conveyed.

While viewing, reading, or listening to media resources, native speakers learn the standard version of Japanese and develop communicative competence. Despite the main goal of such a language policy – to promote effective communication of Japanese society within the country, there is also a negative side of the standardisation process: speakers begin to believe that there is a single correct variety of Japanese and regional features are perceived as something inferior. The influence of regional characteristics at different linguistic levels is weakened due to the loss of linguistic individuality. Consequently, through the media, speech becomes more homogeneous, and the boundaries of language diversity are blurred (Igarashi, 2018; Vasenko et al., 2023).

For a long time, Japan positioned itself as a monotheistic society, not paying attention to ethnic minorities, which was reflected in linguistic planning and language policy. Gradually, the number of immigrants in the state increased, so today, improving the study of English is one of the priority tasks, that is, it is a component of language planning and public policy. At the present stage, the Americanised variety of English is actively promoted under the influence of its active imposition in the media (Gottlieb, 2008; Igarashi, 2018).

Linguistic creativity in the media discourse of Japan is characterised by the active use of subjective-individual expressive meanings. In particular, they relate to the emotional, psychological, and

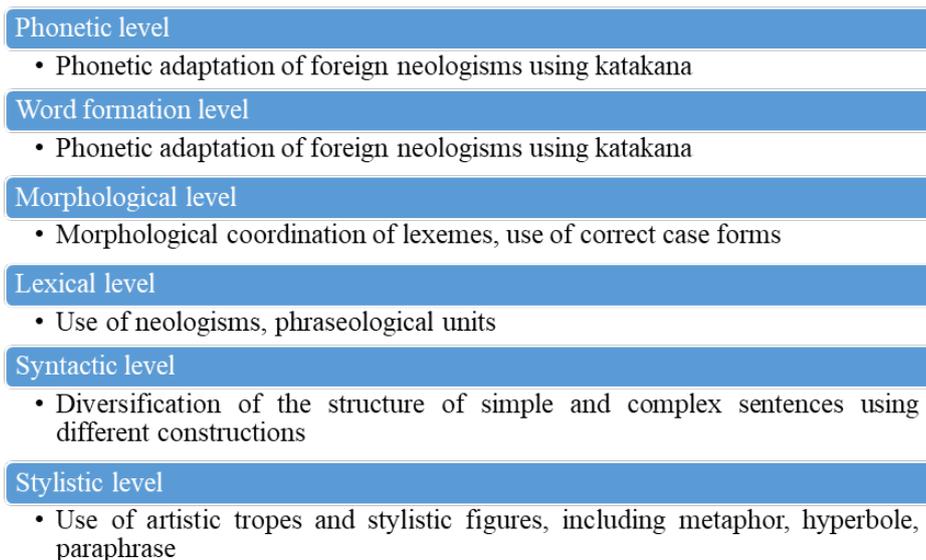


Figure 1. Influence of media language on modern Japanese language

interpersonal aspects of communication. Among the types of linguistic creativity, discursive creativity can be distinguished, which manifests itself in a mixture of genres and styles, rhetorical creativity, which is based on metaphoricity, and grammatical creativity, which manifests itself in morphological changes (Maynard, 2007; Cato et al., 2021; Poluboiaryna, 2023). The influence of media language on different language levels is conducted through the involvement of various linguistic resources, which are shown in Figure 1.

The introduction of neologisms in modern mass media is necessary, first of all, for understanding between different countries of the world, in particular, a sufficient international base of concepts in various spheres of life is needed, which can be relied on when communicating. In addition, the borrowing of vocabulary occurs due to the lack of certain concepts in Japanese (Elmer, 2019; Lebid, 2023).

Neologisms that came to Japanese through the Americanised version of English can relate to various spheres of life (cultural, economic, social), but, as a rule, appear for the first time in the language of the press, television, and radio broadcasting: “**コワーキング**” (co-working space), “**デベロッパ**” (developer), “**デッドライン**” (deadline), “**ベンチャ**” (startup). For example,

“カウンターもある20席のコワーキングスペースのほか、web会議に使えるレンタルオフィス6室や...”

(“In addition to a 20-seat co-working space with a desk, there are also 6 rental offices that can be used for web conferences”) (Asahi Shimbun, 2023).

A large share in modern Japanese is played by lexical units used to refer to information processes, structural units, the nature of content and came directly from the media and social networks: “**ミーム**” (meme), “**メインストリーム**” (mainstream), “**偽物**” (fake), “**ニュースメーカー**” (newsmaker), “**フォロワー**” (follower), “**ニュースフィード**” (news feed), “**ハッシュタグ**” (hashtag) (Asahi Shimbun, 2023; Nihon Keizai Shimbun, 2023a; Mainichi Shimbun, 2023a).

Foreign-language neologistic tokens may indicate the reliability or unreliability of information: for example,

“生成AI（人工知能）の拡大により、誰もが簡単に「フェイク（偽物）」を作れる時代となった。”

(“With the expansion of generative AI (artificial intelligence), we have entered an era where anyone can easily create a fake”) (Yomiuri Shimbun, 2023a),

The nature and purpose of information:

“ゲームストップは代表的な「ミーム株（はやりの株）」とされ、...”

(“GameStop is considered a typical meme drain”) (Nihon Keizai Shimbun, 2023b).

English-language borrowings may indicate content producers and consumers:

“大手各社は当局の指導を受けて、時事問題などを扱い50万人以上のフォロワーを抱えるインフルエンサーの実名表示を決めた。”

(“In response to instructions from the authorities, large companies have decided to display the real names of influencers who cover current events and have more than 500,000 subscribers”) (Nihon Keizai Shimbun, 2023b).

Today, there is no restriction on the entry of new words into the Japanese language, but the conditional border between specific Japanese vocabulary and borrowings remains. The influence of mass media on the modern Japanese phonetic system is primarily associated with the use of katakana for foreign-language borrowings – storing the sound of a word in the original language and transmitting it in writing through transcription. However, the method of writing foreign-language tokens is also used by combining the meanings of hieroglyphs, that is, the semantics of the word are transmitted. Thus, borrowed foreign language vocabulary from the media sphere does not substantially affect changes in the phonetic system of the Japanese language, because the most frequent method is to adapt specifically to the phonetic features of the Japanese alphabet, and not vice versa: “ブラウザ” (“burauza”) comes from the token “browser”, “ダウンロード” (“daunro: do” – from “download”, “オプション” (“opushon”) – from “option” (Asahi Shimbun, 2023; Nihon Keizai Shimbun, 2023a; Mainichi Shimbun, 2023a).

Notably, at the word-forming level, when neologisms appear from the media sphere, there are no substantial changes, but there is a correlation between the meanings of some foreign-language suffixes and their transmission using Japanese language resources. For example, the English suffixes “-tion” and “-sion” with the transfer of the meaning of an abstract noun are denoted by “シオン”: “シュミレーション” (“shumire:shon”) from “simulation”, “アニメーション” (“anime:shon”) from “animation” (Mainichi Shimbun, 2023b). Such word-forming units affect the morphological level of the language since they lead to the need to subordinate affixes to the system of NOUN case endings. Mass media demonstrate a high level of graphic, phonetic, and morphological literacy with the use of correct tenses, forms, and syntactic constructions, which become the basic model for the modern Japanese language, including colloquial.

The use of phraseological units within the media discourse, particularly in the press, contributes to examining previously unknown language patterns by native Japanese speakers and helps to consolidate the features of their contextual use. Phraseology “竜頭蛇尾であると感じた” (literally translated as “Dragon’s head and snake’s tail”) means “waiting is unjustified”. For example,

“一方、北京紙「北京晩報」は、東京五輪のコロナ対策が「竜頭蛇尾であると感じた」とする記者の見方を伝えた”

(“Meanwhile, the Beijing Evening News published a reporter’s opinion that expectations for measures to counter the coronavirus at the Tokyo Olympics are unjustified”) (Asahi Shimbun, 2021).

Phraseology “餅は餅屋” (literally translated – as “mochi or rice cakes”) means “everything has its own connoisseur”. For example,

“清水さん（山陽小野田市）「解体を前に」岩城さん（光市）「何にもない」松谷さん（山口市）「餅は餅屋」”

(“It’s nothing” by Mr. Matsutani (Yamaguchi city) “mochi or rice cakes”) (Mainichi Shimbun, 2023a).

The use of phraseological phrases with a key verb is also a characteristic feature of Japanese media and affects the formation of not only lexical but also stylistic and syntactic patterns:

“社会・経済構造や国際秩序が岐路に直面する中、それは日本と日本人に対し、積極的かつ主体的に行動し、”

(“As the social and economic structure and international order stand at a crossroads, in this message we call on Japan and the Japanese people to act proactively and independently”) (Sankei News, 2020).

Content consumers can repeat metaphors, phraseological phrases, and slogans: in the speaker’s mind, they begin to function at the level of speech patterns. Regarding the stylistic level, notably, it is important to use metaphorical constructions in the media, which later pass into general use. For example, the phrase “日本は責任あるプレーヤーたれ...” (“Japan is a responsible player...”) is often repeated in the Japanese media discourse and lays down a narrative about the country’s power and importance in international politics. The metaphorical nature of the media language also contributes to increasing the level of imagery of modern colloquial Japanese. In the context of the modern Japanese press, stable phrases with hyperbolic meanings are often used:

“同グループとSNUのこの協力的な取り組みは、バッテリー技術を進歩させ、産学連携を促進し、バッテリー分野における世界的なリーダーシップを確立することを目的としています。”

(“This collaborative effort between the group and SNU aims to improve battery technology, promote collaboration between industry and academia, and establish global leadership in the battery industry”) (Sankei News, 2023).

A large number of paraphrases used in modern Japanese came from the media as terminolexems from the military sphere:

“中東情勢を巡りG7内に温度差があるなか、アラブ諸国などが求め「時停戦」”

(“Amid differences of opinion in the G7 on the situation in the Middle East, Arab countries and others are calling for a “temporary ceasefire”),

“人道目的で戦闘を一時中断する「人道的休止」で一致した。”

(“They agreed on a “humanitarian pause” – a temporary suspension of hostilities for humanitarian purposes”) (Mainichi Shimbun, 2023a; Varenko, 2023).

Various lexical and stylistic tools also led to a change in the syntactic structure of the modern Japanese language. First of all, the mass media language in Japan tends to build complex sentences with expanded syntactic constructions and turns. For example, several subordinate clauses can be used simultaneously:

“でも、カンボジアの人々にとっては、それが普通ですし、物があふれ、生活も忙しい日本に比べると、むしろ余裕があるようにも見えます。”

(“However, this is normal for Cambodians, and compared to Japan, where everything is crowded and life is full, it seems that they have more freedom of action”) (Asadchykh, et al., 2020a; Youmiri Shimbun, 2023a).

In the Japanese media, constructions are used to indicate the expansion of content: “言い換えると” (in other words), “他方で” (on the other hand), “要する (こ) (hence) constructions for introducing additional sentences: “但し” (however, regardless), “なお” (yet, but), “にも拘わらず” (however) constructs to express the alternative: “むしろ” (better than), “なり” (or), constructions to indicate a change in the topic of conversation: “それはそうと” (so) (Asahi Shimbun, 2023; Nihon Keizai Shimbun, 2023a; Mainichi Shimbun, 2023b). They have a syntactic effect on the construction of sentences in modern Japanese, in particular, speakers have become more likely to use such tokens to express their own thoughts. The attraction of modern mass media to the use of interrogative and motivational sentences leads to an increase in the number of such syntactic structures in colloquial and literary speech. Interrogative sentences can approach rhetorical functions in terms of stylistic functions:

“1年の延期や無観客での開催、厳しい行動制限など、初めてだらけだった東京五輪を、世界はどう見ていたのか。”

(“How did the world perceive the Tokyo Olympics, which were postponed for the first time for a year, were held without spectators and had strict traffic restrictions?”) (Asadchykh, et al., 2020b; Asahi Shimbun, 2021).

An analysis of leading Japanese newspapers—Asahi Shimbun, Nihon Keizai Shimbun, Sankei News, Mainichi Shimbun, and Youmiri Shimbun—revealed the key media influences on modern Japanese at various language levels. Adaptation of neologisms through katakana preserves the original sound of words by integrating them into the Japanese phonetic system. The media serve as a platform for introducing new vocabulary, including borrowings and phraseology that have gradually become assimilated into the spoken language. The use of artistic tropes, metaphors, and hyperbolic expressions has contributed to the expressiveness and imagery of the modern Japanese language. Mass media have a significant impact on language standardization, innovation, and cultural integration, reflecting global trends and changes in society. These findings emphasize the important role of media in the evolution of Japanese at various levels, from phonetic to stylistic, which has research implications for language policy, education, and further research.

There were several limitations to this study that should be noted to increase the transparency and reliability of the results. The study covered only five Japanese newspapers: Asahi Shimbun, Nihon Keizai Shimbun, Sankei News, Mainichi Shimbun, and Youmiri Shimbun. Although these sources have significant influence and a wide audience, they cannot fully reflect all possible language patterns that exist in the Japanese media. Other newspapers that were not included in the study could have provided additional or alternative examples of language change. The analysis was based on a limited number of articles from each source, which may not fully reflect overall language trends. A larger sample could have provided more representative results and revealed additional language patterns. The study was conducted manually, which may lead to subjectivity in the interpretation and analysis of the data. The use of automated text analysis tools could help ensure greater objectivity and accuracy of the results.

These limitations should be taken into account when interpreting the results of the study. They emphasize the need for further research that would expand the coverage of sources, increase the

sample, use automated analysis tools, and take into account long-term language trends and influences.

IV. DISCUSSION

The results of this study align with the core concepts and theories related to the influence of mass media on language. The findings underscore the role of mass media as a powerful agent in language standardisation, supporting the notion that media can shape and homogenise language use among speakers by promoting a standard version of Japanese. This supports the theory that media serves as a conduit for linguistic innovation and the dissemination of new lexical and syntactic structures. The introduction and adaptation of neologisms, particularly from English, illustrate the theory of linguistic borrowing and adaptation, where foreign terms are phonologically and morphologically integrated into the Japanese language. The observed changes at various language levels-phonetic, morphological, lexical, syntactic, and stylistic-demonstrate the media's capacity to influence language comprehensively, reinforcing the idea that media can serve as both a standardising and innovative force in language evolution (Spytska, 2023).

The results of this study align with the core concepts and theories related to the influence of mass media on language. The findings underscore the role of mass media as a powerful agent in language standardisation, supporting the notion that media can shape and homogenise language use among speakers by promoting a standard version of Japanese. This supports the theory that media serves as a conduit for linguistic innovation and the dissemination of new lexical and syntactic structures. The introduction and adaptation of neologisms, particularly from English, illustrate the theory of linguistic borrowing and adaptation, where foreign terms are phonologically and morphologically integrated into the Japanese language. The observed changes at various language levels-phonetic, morphological, lexical, syntactic, and stylistic-demonstrate the media's capacity to influence language comprehensively, reinforcing the idea that media can serve as both a standardising and innovative force in language evolution (Zlenko, 2023).

The modern media system of Japan demonstrates an example of constructing socio-political and cultural patterns according to the

Western scheme. The results of this study align with and extend the findings of previous research on the influence of mass media on the modern Japanese language and society. For instance, T. Matsunaga (2010) highlighted the historical impact of English-language media on Japan, particularly through the first English-language newspaper, *The Japan Times*. Matsunaga emphasized the role of globalization in increasing the demand for English-language newspapers in Japan, leading to the Anglicization of Japanese media. This study confirms Matsunaga's observations, showing that English-language neologisms and expressions have permeated Japanese media, affecting language usage at multiple levels.

One of the most important factors for students to learn modern Japanese, according to X. Cui et al. (2021), is the use of Japanese electronic media resources. With the help of mass media in electronic format, it is possible to effectively work with the audience, in particular, improve lexical and communication skills. Results of the study by authors emphasised the impact of Information technologies on the mass media sphere, in contrast to this study, which focused on linguistic aspects of media influence.

F. Hatani (2023) noted differences between Japanese news for domestic audiences and news for English-speaking audiences. This study confirms Hatani's finding of a direct link between language tools and information presentation logic, as seen in the variety of syntactic constructions used to convey different types of information. This alignment highlights the role of media in shaping syntactic and stylistic norms in modern Japanese.

Since modern media resources are usually available online, journalism is moving towards digitalisation. In the paper, S. Kim (2023) analysed international factors that influence the specific features of news coverage. The results of the study showed that in Japan, the share of newspapers covering international news was low – about 10%, and the remaining 90% of news covered domestic issues. According to the results of this study on the influence of Japanese media on the modern Japanese language, it should be agreed with the author that online media should help increase public interest in news, including international issues as well.

In the paper by H. Mitomo and M. Kimura (2022), it was noted that the broadcasting industry in Japan is gradually being replaced due to the

growing role of media services, which affects, among other things, the nature of broadcasting in the media. Regarding changes in speech patterns, based on the results of this study, the following can be noted: first, lexical shifts are taking place in the direction of active adaptation of foreign-language lexemes, and second, syntactic features of media texts and their composition are gradually changing. When considering internet media, the researchers considered such aspects as the political background, the use of fakes, the degree of trust of viewers, and the business model of broadcasting, when investigating the influence of national media on the Japanese language, attention was focused on linguistic aspects.

According to D. Spry (2013), countries such as Japan and South Korea are implementing technological industrialisation, in particular, in the media discourse, to influence the success of countries in the modern world positively. This strategy involves the development of mobile, social, and local media. The results of the study by the author demonstrated the strategy for the development of mobile, social, and local media and their technological impact on modern society, while this study focuses on the impact of mass media on the language consciousness of native Japanese speakers. The study is more focused on technological aspects, which limits the understanding of the cultural and linguistic impact of mass media. This is important because changes in media discourse have a significant impact on language development. Unlike author's research, this study focuses on the influence of mass media on the language consciousness of native Japanese speakers. Examining linguistic aspects such as the adaptation of neologisms, changes in syntactic constructions, and stylistic figures allows for a deeper understanding of how media affects language at various levels (Steel and Kohama, 2022).

The development and expansion of the media space and information space substantially affect the literary product, as noted by S.J. Shahwan (2023). Modern mass media contribute to literary globalisation, in particular, the integration of cultures of different countries into the national media space. The opinion of the researcher can be fully modelled using the results of this study: in particular, at the lexical level, the influence of mass media on Japanese literature consists in the

use of neologisms, occasionalisms, phraseological units, words with unusual meanings, and at the stylistic level there is a transition of metaphorical constructions, slogans, and paraphrases from the pages of the press to works of fiction.

Changes in the language, according to S. Takano (2021) are most often associated with four main factors, including grammatical and lexical modifications, transitional stages in the development of public thought, and local social identities. It is worth agreeing with the correct opinion of the author, which can be formulated as follows: for the most part, language changes relate to the lexical layer, while phonological and syntactic modifications require a longer period. According to the results of a study on the influence of Japanese media, changes occur quite slowly at the phonetic, word-forming, and syntactic levels, so the impact on them is not so noticeable. However, lexical and stylistic changes in the language of the Japanese press occur very quickly, so they substantially impact the speech patterns formed by native Japanese speakers (Lomachynsky, 2023).

Based on the results of the study conducted by M.D. Smith (2021), "the fusion of internationalisation and Anglicisation" can lead to the hierarchisation of the English language in the economic, political, and social space. The interdependence between socio-political and linguistic processes can be illustrated by the conclusions of the study about the influence of Japanese media on spoken language. An increase in the share of English-language neologisms, phraseological units, and catchphrases in Japanese leads to changes at all language levels: from phonetic adaptation to stylistic text processing. This study illustrates this interdependence by showing how English-language neologisms and phrases in Japanese media influence all language levels, from phonetic adaptation to stylistic processing.

Mass media, according to W. Kustiawan et al. (2022), and V. Donii (2023) substantially affect socio-cultural changes and, in particular, contribute to the dissemination of information in society. It is impossible not to agree with the thesis that media resources can influence social changes in three aspects: consciousness, attitude, and culture. The results of this study on the influence of the Japanese press on the modern development of the Japanese language recorded changes at the level of linguistic consciousness of native Japanese speakers, which

are manifested in the correct and competent use of lexemes, grammatical forms, and compliance with the syntactic structure of sentences. In particular, the main influence concerned the lexical and stylistic levels of the language. This study aligns with authors' thesis, showing that Japanese media influence linguistic consciousness, promoting correct use of lexemes, grammatical forms, and syntactic structures, particularly at the lexical and stylistic levels.

Results of the study by O. Asekun-Olarinmoye et al. (2018) showed differences and common features in the media systems of China, Japan, Australia, South Korea, and North Korea, in particular, attention was focused on determining the nature of media in these countries. The Japanese media system is built on Western principles, namely democracy and liberalism. Based on the results of the study investigating the Japanese media space, it can be concluded that these principles are also confirmed at the language level. Because society sees the press as free and responsible, according to the researchers, this also affects communication patterns.

In the study by P. Duc-Harada (2021), standard language is considered a specific role model of speech behaviour that is necessary for learning Japanese. According to this study, even the language of mass media cannot be completely perfect. Standard language is not something static, because it is constantly enriched through literary works, colloquial speech, and journalism, and offers variability in speech patterns. This confirms the fact that it is constantly developing, changing, and adapting to new operating conditions. Research by O. Asekun-Olarinmoye et al. (2018) and P. Duc-Harada (2021) both make important contributions to the understanding of media influence on the Japanese language and society, but from different perspectives. The first study focuses on political and structural aspects, while the second focuses on the dynamics of standard language. Both approaches have their advantages and limitations. Thus, when comparing the results of this study with modern research, it was identified that the issue of reflecting social changes in the mass media and the influence of mass media on social and communicative behaviour patterns is actively considered in modern humanities. Notably, the problem of interaction between modern colloquial, literary language, and the language of media

discourse occupies one of the key places in linguistic science, which is due to such processes as globalisation and the technologisation of the world. The examination of the influence of mass media on the modern Japanese language highlighted the main achievements of linguistic science in this field (Mykhailovych, 2022; Turitsyna, 2023).

The findings of this study have several important implications for both the field of linguistics and practical applications in policy, curriculum design, and other areas. For linguistics, the study provides a comprehensive understanding of how mass media influence various linguistic levels in Japanese, from phonetic to stylistic. This insight can inform further research on language standardisation, linguistic borrowing, and the role of media in language evolution. In terms of practical implications, the study highlights the need for language policymakers to consider the impact of media on linguistic identity and the potential homogenisation of regional dialects. Curriculum designers can use these findings to integrate media literacy into language education, helping students critically engage with media content and understand its linguistic influences.

Despite the comprehensive nature of the study, several limitations should be acknowledged. First, the study focuses primarily on the influence of Japanese mass media, which may not be entirely generalisable to other languages and media systems. Additionally, the study relies on qualitative analysis, which, while in-depth, may benefit from quantitative data to support and validate the findings. The scope of the study is also limited to specific types of media (newspapers, television, radio), potentially overlooking the influence of newer digital and social media platforms.

Future research should address the limitations identified in this study by incorporating a broader range of media types, including digital and social media, to understand their influence on language. Quantitative studies could be conducted to provide statistical validation of the qualitative findings presented here. Furthermore, comparative studies across different languages and media systems could offer a more global perspective on the relationship between media and language evolution. Another promising area for future research is the impact of media on language education, exploring how media resources can be effectively integrated into language learning curricula to enhance students'

linguistic skills and media literacy.

V. CONCLUSIONS

The main finding of this study is that Japanese mass media significantly influences the modern development of the Japanese language across various linguistic levels, including phonetic, word-forming, morphological, lexical, syntactic, and stylistic. Mass media enriches the language with foreign-language borrowings, artistic tropes, and new syntactic constructions, contributing to the modernization of language norms. At the lexical level, mass media introduces foreign-language borrowings, neologisms, polysemic units, and phraseological turns, which are then absorbed into colloquial speech. These lexical changes often lead to shifts at the phonetic, word-forming, and

morphological levels. Syntactic changes include diverse sentence structures and constructions for content expansion and topic changes. The stylistic level of media language involves artistic tropes and stylistic figures, influencing communicative behavior and language consciousness. Repeated use of metaphorical, hyperbolic, and peripheral expressions enriches the language arsenal and modernizes language norms. Thus, mass media significantly contributes to the variety and evolution of modern Japanese language. However, the study has limitations, including its focus on traditional media types and qualitative analysis. Future research should explore the influence of digital and social media, incorporate quantitative methods, and conduct comparative studies across different languages and media systems.

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