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KEY WORDS OF MODERNITY AND THEIR REPRESENTATION IN DIFFERENT TYPES OF DISCOURSE

Abstract: This article explores the concept of "key words of modernity" and their representation across various types of discourse. In contemporary society, certain terms have become central to understanding cultural, political, and social transformations. These terms not only reflect the changing landscape but also shape how individuals and groups engage with the world. Through examining key words such as "globalization," "democracy," "sustainability," and "innovation," this paper seeks to uncover how these concepts are communicated and interpreted in different discursive fields, including academic, political, media, and everyday discourse. By analyzing the representation of these words in various contexts, the paper emphasizes the fluidity of meaning and the role of discourse in constructing reality. The findings suggest that the meaning of key words is subject to negotiation and transformation depending on the discourse in which they appear.

Keywords: modernity, key words, discourse, representation, globalization, democracy, media, politics.

In the context of modernity, certain terms or phrases have gained prominence as key words that encapsulate the prevailing themes and issues of contemporary life. These words often reflect the values, concerns, and aspirations of societies undergoing rapid change. As we navigate a world increasingly influenced by technology, global networks, and shifting power dynamics, understanding the role of these key words is essential for interpreting social and cultural processes. Words like "globalization," "democracy," "freedom," and "sustainability" are not only frequently used but also carry significant weight in shaping discourse in various sectors, including politics, economics, and media.

The representation of these key words varies across different types of discourse, from academic discussions to political debates and media portrayals. In each context, the meaning of these words is both constructed and interpreted by different actors, revealing the flexibility and dynamism of language. This article aims to explore how key words of modernity are represented and how their meanings shift depending on the discourse in which they are embedded. By examining these representations, we gain insights into how language shapes societal understanding and engagement with contemporary issues.

The Role of Key Words in Shaping Modernity. Key words in modernity serve as linguistic markers of the major social, political, and cultural developments of the present era. These words encapsulate the defining features of modern life and reflect the concerns that dominate contemporary discourse. For example, terms like "globalization" and "innovation" are often used to describe the interconnectedness of the world and the relentless pursuit of technological and economic progress. In political discourse, "democracy" and "freedom" are central to debates about governance and individual rights, often serving as ideals to be strived for or as benchmarks to assess the quality of political systems.

One of the defining features of key words in modernity is their ability to evoke strong emotions and ideological stances. For instance, globalization is hailed as a force for progress and prosperity in

some contexts, while criticized as a source of inequality and cultural erosion in others. Similarly, the concept of democracy can be portrayed as a universal good or as a system fraught with challenges and contradictions, depending on the political context. These key words are not static; they are constantly renegotiated within different discursive fields, reflecting shifting power relations and changing societal values.

Thus, key words of modernity are not merely descriptors of contemporary reality—they actively shape our understanding of that reality and influence the way we engage with it. Their power lies in their ability to convey complex ideas in simple terms, making them essential tools in political, social, and economic discourse.

The Representation of Key Words in Political Discourse. Political discourse plays a crucial role in the representation of key words, as it directly influences how society perceives and responds to important issues. Politicians, policymakers, and activists use key words strategically to frame debates and mobilize support for their agendas. In political speeches, the term "democracy" often becomes a rallying cry for freedom and human rights, while also being employed to critique authoritarian regimes. For example, in the context of global politics, the phrase "defending democracy" can serve as a justification for interventionist policies or as a critique of undemocratic practices in other nations.

Similarly, "globalization" is a term that politicians may endorse as a means of fostering economic growth and international cooperation. However, its representation in political discourse can shift dramatically depending on the political ideology of the speaker. For conservative politicians, globalization might be framed as a threat to national sovereignty and cultural identity, whereas for liberal politicians, it is often presented as an opportunity for economic integration and global solidarity.

Media Representation of Key Words in Modernity. The media is another powerful domain where key words of modernity are continuously represented and redefined. In the age of mass communication, the media has the capacity to shape public perception by framing key words in specific ways. Words like "sustainability" and "climate change" have become central to environmental discourse, often serving as focal points for debates on ecological responsibility and the future of the planet. Media outlets present these terms through various formats – news reports, documentaries, social media posts – each with its own editorial slant that influences the audience's understanding.

Through its framing of key words, the media not only reflects societal values but also contributes to the construction of meaning. By choosing which words to emphasize, how to define them, and which perspectives to highlight, the media plays a significant role in shaping public discourse and influencing societal attitudes toward modernity.

The Influence of Key Words in Everyday Discourse. In everyday discourse, key words of modernity often take on personalized meanings and are used to reflect individual concerns and values. These words permeate daily conversations, social media interactions, and consumer culture, influencing how people navigate their personal and social lives. Words such as "freedom," "success," and "wellness" resonate strongly with individuals as they shape their personal goals and aspirations. In the context of social media, for example, the concept of "wellness" is frequently represented as a holistic lifestyle choice, encompassing everything from physical health to mental well-being and personal mindfulness.

Conclusion. In conclusion, key words of modernity serve as essential tools for understanding and navigating the complexities of contemporary life. Their representation varies significantly across different types of discourse, from political debates and media portrayals to everyday conversations. These words reflect the values, concerns, and aspirations of societies in a state of constant change, and their meanings are constantly shaped, negotiated, and redefined. Whether through their use in political rhetoric, media framing, or personal communication, key words of modernity play a central role in shaping public perception and influencing societal outcomes. Understanding how these words are

represented in different discourses provides valuable insights into the construction of meaning in the modern world.

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