

## PHILOLOGY

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### **Peculiarities of conducting contextual analysis within the framework of studying elements of the semantic field of Black Lives Matter in English-language media discourse**

The purpose of the study is to identify the structure, composition and interaction of lexical units of the lexical-semantic field of the socio-political campaign Black Lives Matter on second-generation Internet networks. The article underlines that hashtagged lexical units determine the linguistic picture of the world in media discourse. The scientific novelty of the study lies in the fact that it identified elements of the lexical-semantic field of the Black Lives Matter movement and carried out their contextual analysis on the social platforms X, Instagram\* (the organization is recognized as extremist in Russia and is banned), Youtube and Reddit. As a result of the study, it was established that the digital lexical unit that defines a socio-political campaign, used in a particular context, does not at all times encourage communicants to carry out specific protests.

**Key words:** social platforms, Black Lives Matter, semantic field, protest movements, hashtagging, media communication.

*July 13, 2024*

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