

PHILOLOGY

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On the use of fictional narrative in media discourse

The article explores the role of fictional narrative in modern media discourse. With the development of media technologies, narratives have become multi-layered and interactive, which requires the use of new approaches to their analysis. The author presents a brief systematic review of the literature. The article provides an overview of the theoretical foundations of narrative and narratology, starting with the works of Russian formalists and ending with modern foreign studies, in which the narrative goes beyond texts and is actively used in media practices. The author also focuses on the definition of media discourse and its difference from media text examining multimodality and its role in the creation of media discourse as a whole. Regarding fictional narrative, the article explores key concepts such as fictionality and fictitiousness. The author studies the methods and strategies used to create fictional worlds across various media formats, including cinema, television, video games, and advertising, which enhance viewer immersion in these worlds.

Key words: narrative, media discourse, media narrative, narration, fictionality, narratology.

September 3, 2024
