

## **THE CONTRASTIVE ANALYSIS OF ONLINE MEDIA REPRESENTATION OF MIGRANTS IN GREAT BRITAIN AS COMPARED TO RUSSIA.**

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Today due to digitalization and rapid growth of network content it's of vital importance that linguistic methods should be adjusted for Big Data analysis. Another pressing challenge is increasing migration. This study aims to reveal the way migrants are represented in on-line media, in particular the lexical semantics of voice units denoting the concept "migrant" in British and Russian media texts and its contrastive analysis.

The database researched includes 7 400 passages (199 190 words) of English Internet corpus and Russian social media data of 8,478,629 characters (number of entries 16,738).

We implement cross disciplinary approach and apply the following methods: sentiment analysis; analysis of word associations using neural network technology (TextAnalyst 2.0); text analysis (TextAnalyst 2.0).

The results of the study suggest that in Russian media texts the dominant feature of the concept "migrant" is ethnicity. The word "migrant" is used in neutral connotation messages and texts with negative connotation. In Russian social networks messages, there is a focus on cultural differences and values. In English media texts the concept of "migrant" gains a negative connotation in contexts mentioning increase in the number of illegal migrants. Colloquial and vernacular vocabulary was noted in both datasets as well as expressive syntax and polysemy with the meaning of disapproval. The study also shows that due to its specifics the analysis of social media text requires implementation of new algorithms and methods of cross-disciplinary research.