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Synchronic Aspects of Interdiscursivity in Contemporary Communication

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Abstract: The article explores the synchronic aspects of interdiscursivity, focusing on the ways multiple discourses co-exist and interact within a single moment or textual instance. By analyzing interdiscursivity synchronically, the study sheds light on how discourses from different domains, genres, or ideological backgrounds converge and compete in shaping meaning in contemporary communication. Examples are drawn from political speeches, media texts, and digital discourse.

Keywords: Interdiscursivity, synchrony, diachrony, discursivity, blending of discourses, textual interaction, spontaneous and natural interdiscursivity.

Introduction: interdiscursivity, synchrony, diachrony, discursivity, blending of discourses, textual interdiscursivity is a relatively recent subject of investigation in contemporary linguistics that has attracted significant academic interest over the last ten years. Broadly defined, interdiscursivity refers to the interaction among different types of discourse. The boundaries of discourse may be drawn in multiple ways depending on the cognitive goals and the needs of scholarly classification—either in relation to specific areas of human activity or branches of knowledge, or in connection with a defined historical period. A review of linguistic studies reveals that interdiscursive interactions are currently examined mainly from a synchronic perspective, meaning that researchers focus on how various discourses interact in the present.

A logical starting point in discussing interdiscursivity is the notion of "discursivity." This term involves viewing a text not as a standalone element, but as part of a broader metatextual framework. There exists a

communicative, cognitive, and semantic field—a kind of structure—that links the text to: first, a particular mental domain characterized by specific knowledge; second, to conventional models or templates for producing and understanding texts; and third, to other texts united by a shared theme. This is what constitutes discourse.

While diachronic approaches emphasize historical evolution and the layering of discourses over time, synchronic interdiscursivity examines how these discourses function simultaneously within a given socio-linguistic context. This approach is vital for understanding how meaning is negotiated at the intersection of multiple domains—such as law, medicine, politics, or popular culture—in real time.

Synchronic interdiscursivity builds on Bakhtin's concept of dialogism and Foucault's discourse theory. It highlights how discourses do not operate in isolation but rather coexist, overlap, and interpenetrate in complex ways. Synchronic analysis is concerned with the horizontal layering of discourses—how, for example, legal, scientific, and emotional registers can be activated simultaneously in a single communicative event.

Synchronic interdiscursivity manifests through a range of linguistic and rhetorical devices that facilitate the blending of discourses. These mechanisms allow for the strategic combination of discursive elements that serve communicative and ideological purposes. For instance, Quotation and allusion refers to the deliberate inclusion of stylistic, lexical, or thematic elements from one discourse into another. It is often used to evoke authority, familiarity, or contrast. For example, legal discourse may quote scripture or popular sayings to frame arguments. The next feature is Genre mixing. The fusion of communicative genres, such as combining a formal report with narrative storytelling or humor, enables a text to appeal to multiple audiences. Political speeches often mix epideictic (ceremonial) and deliberative (policy-driven) genres to engage both emotional and rational responses. Lexical borrowing has also great importance in the sphere. Technical or specialized terms from one field are appropriated into another discourse, often to signal expertise or legitimacy. In digital culture, terms like "algorithm" or "meta" cross into everyday language from tech and philosophical domains. Register shifting mechanism refers to speakers or writers modulate between formal, colloquial, or professional styles. This shift can signal inclusivity, authority, or satire, depending on context. A news anchor may adopt a conversational tone after delivering a technical report to maintain audience engagement. These mechanisms reflect the dynamic

adaptability of discourse and the speaker's strategic use of interdiscursive elements to meet rhetorical objectives.

Synchronic interdiscursivity is observable in multiple spheres of communication. This section provides empirical examples that demonstrate how various discourses co-exist and interact within a single textual or spoken event. In the realm of Political Discourse especially, During national crises, such as a pandemic, politicians frequently integrate medical discourse into their rhetoric. Statements like "flatten the curve" or "herd immunity" originate from epidemiology but are recontextualized into political narratives aimed at justifying public policy or promoting civic responsibility. Simultaneously, economic discourse may appear through references to market stability or job security, creating a multi-layered appeal to citizens. News Reporting examples can be as follows: Modern journalism blends factual reporting with metaphorical language and interpretive commentary. A headline like "Tech Giants in Hot Water Over Data Breaches" incorporates legal and technical issues (data protection laws, cybersecurity) with colloquial expressions ("in hot water") that introduce a popular cultural tone. This kind of interdiscursivity makes the content accessible while retaining informational density.

Contemporary textual culture provides instances of flexibility and shifts in discourse boundaries. Consequently, a text may simultaneously engage with multiple domains of human knowledge and activity, while also being shaped by the linguistic conventions of a different time period. In line with V.E. Chernyavskaya's view, it is appropriate to refer to such discourse interactions occurring within these fluid borders as interdiscursivity.

A differentiation is made between spontaneous, natural interdiscursivity and deliberately constructed discourse shifts. The former is a fundamental feature of communication in general and reflects the organic integration of knowledge that exists across various discursive systems. In contrast, staged interdiscursivity involves the intentional creation of a linguistic relationship within the text that prompts the reader to move from one discourse type to another on a cognitive level. Through particular text design, the reader's perception is shifted to a different knowledge system, interpretive code, or mode of thought. For instance, an advertisement may take the form of a wedding invitation, an instruction manual, a letter to the editor, a puzzle, or a riddle; a wedding announcement might adopt stylistic features of a fairy tale; political satire may be written as a cooking recipe or pet care advice. This strategy holds powerful persuasive potential for influencing the audience.

Staged interdiscursivity, on the contrary, represents a phenomenon at the cognitive level and has, primarily, a pragmatic orientation. The author of the message consciously uses the staged change of discourse as a special strategy for text construction in order to exert a certain influence on the addressee. The influencing effect is built on "playing with the norm." In particular, in the given example, the strategy of attracting the recipient's attention is realized through staged interdiscursivity, as "the unusual disrupts the ordinary and everyday life and therefore draws attention."

Textual markers of staged interdiscursive interaction can be represented by both linguistic (lexical and grammatical) and non-linguistic means (font, pictures, photographs, text layout on paper, etc.) Let us consider another example in this regard. In this regard we want to bring example of O.S. Sachava in her article "Interdiscursivity: synchrony and diachrony". The advertising article is dedicated to the MediaMarkt store: MediaMarkt Code of Laws / All goods are branded and sold at rock-bottom prices. / If within a month the buyer finds the same item cheaper in other stores in the city, the difference is refunded to them. The presented advertising message demonstrates characteristics typical of a different type of text - the text of law - in its headline and lexical-grammatical structure. Thus, we see a conditional subordinate clause with the conjunction "if" typical for legal discourse. The text has a generalized-personal character. This effect is created by using the corresponding reflexive forms of the verb: "are sold," "is refunded." Such actualization of legislative discourse in the mind of a native speaker intensifies the persuasive effect of the message, gives the text greater convincing power, as the law is intuitively perceived by us as a text that establishes certain norms and does not imply its critical evaluation. These are the influencing mechanisms of the staged superimposition of various contemporary discourses in the text.

Moreover, understanding the functions of synchronic interdiscursivity reveals why it is such a pervasive feature in contemporary discourse. It enables speakers and writers to navigate complex communicative demands by drawing on multiple semiotic resources. Legitimatised feature of the interdiscursivity could be found by incorporating language from authoritative domains (e.g., law, science, religion), speakers can bolster their arguments and appear credible. For instance, referencing scientific consensus in a climate change debate lends empirical weight to an ideological stance. As well as, interdiscursivity serves as a powerful communicative tool by enabling persuasion, identity construction, and ideological framing through the integration of multiple discursive fields. In terms of

persuasion, the strategic blending of emotional and factual discourses enhances rhetorical effectiveness, appealing to both the rational and affective dimensions of the audience. This layered appeal becomes especially potent in public discourse, where credibility and relatability are essential. Simultaneously, interdiscursivity plays a crucial role in identity construction, allowing individuals—particularly public figures—to craft multifaceted personas by drawing on cultural, political, and religious narratives. Such hybrid identities can resonate with varied constituencies, enhancing the speaker's reach and influence. Furthermore, the convergence of discourses is often employed in ideological framing, where the reframing of issues—such as immigration—within both economic and security contexts aligns them with broader neoliberal and nationalistic ideologies. This rhetorical strategy subtly guides public perception, reinforcing specific worldviews under the guise of neutrality or pragmatism. Collectively, these functions illustrate the dynamic power of interdiscursive practices in shaping meaning, identity, and belief. These functions underscore how synchronic interdiscursivity is not merely stylistic but deeply implicated in power, identity, and persuasion.

CONCLUSION

Synchronic interdiscursivity represents a vital lens through which contemporary discourse practices can be understood and analyzed. By focusing on how different discourses intersect within a single communicative event, this approach reveals the layered complexity of meaning-making in modern texts. Drawing on theoretical foundations from Bakhtin, Foucault, and Halliday, and informed by methodologies such as critical discourse analysis, synchronic interdiscursivity emphasizes the simultaneous operation of diverse discursive fields. Whether through genre mixing, register shifting, lexical borrowing, or staged discourse shifts, speakers and writers actively navigate multiple domains of knowledge and rhetorical strategy. This interdiscursive blending serves not only stylistic or aesthetic functions but also facilitates persuasion, identity construction, and ideological framing—highlighting its profound implications for power dynamics and communicative influence. As language continues to evolve in increasingly hybridized and mediatized environments, the study of synchronic interdiscursivity remains essential for understanding how discourse shapes, reflects, and reframes social reality.

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