

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
«ОДЕСЬКА ЮРИДИЧНА АКАДЕМІЯ»

Кафедра прикладної лінгвістики

МЕДІАДИСКУРС

ПРАКТИКУМ

для підготовки до аудиторних занять
і самостійної роботи

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Практикум призначений для здобувачів вищої освіти, які вивчають дисципліну «Медіадискурс».

Запропоновано тематику практичних занять, перелік засадничих понять курсу, творчі завдання, питання до обговорення, зразки завдань для самостійної роботи, а також рекомендований перелік джерел.

Комплекс вправ спрямований на вироблення навичок аналізу актуального медійного дискурсу та формування власного.

Практикум підготовлено відповідно до освітньої програми вищої освіти за спеціальністю 061 «Журналістика», рекомендовано використовувати у навчальній роботі при підготовці фахівців за другим (магістерським) рівнем вищої освіти.

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ВСТУП

Практикум «Медіадискурс» призначений для здобувачів другого (магістерського) рівня вищої освіти галузі знань 06 «Журналістика» спеціальності 061 «Журналістика».

У практикумі пропонується комплекс вправ для виконання на практичних заняттях з медіадискурсу, а також для самостійної роботи при підготовці до них.

Комплекс завдань спрямований на вироблення навичок сприйняття дискурсу масової інформації.

Посібник складається зі вступу, завдань до кожної з семи тем курсу, а також рекомендованого переліку джерел.

Основна увага зосереджена на інтерпретації різного дискурсу із залученням базових знань соціо-гуманітарних дисциплін. Формуються практичні навички давати лінгуюльтурологічне трактування інформації та окремих деталей культури.

Для перевірки засвоєння теоретичного матеріалу на практичних заняттях рекомендовано вправи різних ступенів складності, мета яких – ознайомлення здобувачів освіти з актуальним медійним дискурсом у всіх його видах.

Вивчення матеріалу предмета потребує активізації всіх здобутих знань: уміння аналізувати, резюмувати і анотувати дискурс світових засобів масової інформації.

Оцінювання результатів навчання здобувачів вищої освіти щодо опанування навчальної дисципліни здійснюється відповідно до Положення про організацію освітнього процесу в Національному університеті «Одеська юридична академія».

Критерії оцінювання знань здобувачів:

Оцінка виставляється за національною чотирибальною шкалою: «відмінно», «добре», «задовільно», «незадовільно». При оцінці за основу слід брати повноту і правильність виконання завдань.

1. Оцінка «5» (відмінно) ставиться в тому разі, коли відповідь здобувача правильна, повна, послідовна, логічна; здобувач впевнено володіє фактичним матеріалом з усього курсу, вміє застосовувати його щодо конкретно поставлених завдань.

2. Оцінка «4» (добре) ставиться в тому разі, коли відповідь правильна, послідовна, логічна, але здобувач допускає у викладі окремі незначні пропуски фактичного матеріалу вміє застосувати його щодо конкретно поставлених завдань.

3. Оцінка «3» (задовільно) ставиться у тому разі, коли здобувач володіє більшою частиною фактичного матеріалу, але викладає його не досить послідовно і логічно, допускає істотні пропуски у відповіді, невірно формулює основні теоретичні положення та причинно-наслідкові зв'язки.

4. Оцінка «2» (незадовільно) ставиться в тому разі, коли здобувач виявляє незнання більшої частини фактичного матеріалу або здобувач відмовляється відповідати на поставлені питання.

Шкала оцінювання: національна та ECTS

100-бальною шкалою	Шкала за ECTS	За національною шкалою	
		Екзамен	Залік
90-100	A	Відмінно	Зараховано
82-89	B	Добре	
74-81	C		
64-73	D	Задовільно	
60-63	E		
35-59	Fx	Незадовільно	Не зараховано
1-34	F		

Поточний контроль знань здобувачів освіти оцінюється за шкалою («2», «3», «4», «5»), з обов'язковим переведенням при підсумковому контролі оцінок в бали за допомогою шкали Університету до національної шкали та шкали ECTS.

Для отримання підсумкової оцінки здобувачу освіти необхідно мати не менше 1/2 оцінок від загальної кількості практичних/лабораторних занять та поточних контрольних заходів (реферату, контрольної роботи, завдань до самостійної роботи тощо).

Для переведу підсумкової оцінки у 100 бальну шкалу оцінювання знань середньоарифметична підсумкова оцінка множиться на коефіцієнт 20.

Якщо протягом вивчення навчальної дисципліни здобувач освіти, який складає екзамен, набрав не менше ніж $\frac{1}{2}$ від загальної кількості оцінок суму балів 90 та більше за шкалою оцінювання ECTS, то він має право отримати оцінку за набраними балами А/Відмінно без складання підсумкового контролю.

Здобувач освіти, який складає залік та набрав суму балів 60 та більше за шкалою оцінювання ECTS, отримує оцінку за набраними балами без складання підсумкового контролю. Якщо здобувач освіти бажає покращити оцінку, отриману як середньоарифметичну результатів поточного контролю, то він може скласти залік.

Здобувач освіти, який набрав менше ніж $\frac{1}{2}$ від загальної кількості оцінок на практичних/лабораторних заняттях та поточних контрольних заходах та/або менше ніж 60 балів (для залікової дисципліни) та менше ніж 90 балів (для екзаменаційної дисципліни) складає залік/екзамен відповідно в обов'язковому порядку.

ТЕМАТИЧНИЙ ПЛАН

№	Назва теми	Лекційні заняття (год.)	Практич- ні заняття (год.)	Самостійна робота (год.)
1	Media Discourse: background of the main areas of studies, concepts and categories	2	2	7
2	Discourse Analysis	4	2	7
3	Critical Discourse Analysis and its peculiarities	4	2	7
4	Modern Political and Economic discourses	2	4	7
5	Advertising as Discourse	2	2	8
6	Major issues of mass cultural communication	4	4	8
7	Image of Ukraine in modern media discourse	2	4	8

ТЕМА 1.

MEDIA DISCOURSE: BACKGROUND OF THE MAIN AREAS OF STUDIES, CONCEPTS AND CATEGORIES

ПИТАННЯ ДО ПРАКТИЧНОГО ЗАНЯТТЯ

1. Define the term «discourse». How else do you understand this concept? What is it connected with? Outline the main trends in the consideration of discourse.

2. What kinds of discourse are there? What are these classifications based on? Within which of them is there such a concept as «media discourse»? Define it.

3. Name the aspects of print media that have traditionally researched. Are they still relevant today? Think about how print media has changed today and how it has affected the approach to its analysis.

4. What elements of the discourse of audio-visual media have traditionally been paid attention to? Can we say that they have remained unchanged?

5. What are discourse markers? What classifications of discourse markers exist? Describe them and characterize their functions.

Основні поняття до теми

Discourse encompasses any instance of language being employed (Brown and Yule) or language that naturally occurs. It may also denote oral communication, which typically pertains to spoken words. Stubbs further distinguishes between discourse, which involves interaction, and text, which is a one-way communication. Additionally, discourse can denote specific language usage contexts, aligning it with notions such as genre or textual category.

Media discourse pertains to exchanges occurring via a broadcast media, whether oral or written, where the communication is directed towards an audience that is not physically present. However, media discourse has reached a new stage, marked by shifts in participation frameworks. There is now a heightened degree of intertextuality and a blending of boundaries between spoken and written media. For instance,

newspapers incorporate web links, videos, sound clips, and opinion polls. Television shows feature on-screen text, companion websites, chatrooms, and more. Radio programs can discuss visual content and share it on their websites, even incorporating webcams for listeners to visually engage with the studio. The rise of social networking platforms enables the ‘re-broadcasting’ of television and radio content within micro-participation frameworks. These platforms themselves possess the capacity to reach larger audiences than certain television, radio, or newspaper articles. Services like Twitter empower individuals to broadcast their thoughts, inviting responses from others.

Discourse markers, sometimes referred to as discourse particles or pragmatic markers, this term typically encompasses words or phrases that seem to lack grammatical or semantic significance, such as “you know,” “like,” “oh,” “well,” “I mean,” “actually,” “basically,” “OK,” as well as conjunctions like “because,” “so,” “and,” “but,” and “or.” Schiffrin characterizes them as “sequentially dependent elements which bracket units of talk.” Initially disregarded by early grammarians due to their seemingly empty meanings or as mere “fillers,” they have since been recognized (especially by corpus linguists) for their significant roles in structuring discourse and/or serving pragmatic purposes. These discourse markers function as linguistic brackets that complement and accompany discourse, symbiotically filling many of its openings.

Питання для самоконтролю:

What is discourse?

How is media discourse special?

How did the new media change the way we look at discourse?

What are discourse markers?

ЗАВДАННЯ ДЛЯ САМОСТІЙНОЇ РОБОТИ:

Find and describe examples of the use of discourse markers in the media. Explain what function they play.

Приклад виконання самостійної роботи:

1. **Interpersonal discourse markers** indicate the relationship between the listener and the speaker.

Interpersonal discourse markers can show perception, agreement or disagreement and amazement.

EXAMPLE OF PERCEPTION:

*If countries are forced to choose between clean energy and keeping citizens safe and warm, **believe me**, they'll choose to keep the lights on. And so, as we continue to move towards clean energy, we must be realistic* [<https://reaction.life/new-gas-power-plants-are-part-of-the-pragmatic-energy-solution/>].

*And this, **of course**, is the conundrum that today's announcement and Labour's response recognises: we're living in a (partly) fossil-fuelled world and that won't change any time soon.* [<https://reaction.life/new-gas-power-plants-are-part-of-the-pragmatic-energy-solution/>].

EXAMPLE OF AGREEMENT:

***Okay**, but how exactly is this helpful information?* [<https://reaction.life/is-climate-change-denial-really-on-the-rise/>].

EXAMPLE OF AMAZEMENT:

*While social media might be the opposite of mindfulness, Paltrow has found a knack for Instagram story AMAs that are refreshingly unfiltered (“**Oh God**,” she laughs when I bring this up.)* [<https://www.elle.com/culture/a60160417/gwyneth-paltrow-meditation-wellness-trends-interview-2024/>].

2. **Referential discourse markers** indicate the sequence, causality (the cause and effect), and coordination between sentences.

EXAMPLE OF SEQUENCE:

*It was Ryan's first time. He was understandably scared. It all happened so fast. Like, **REALLY** fast. He wept. I pretended to weep. **Then** he called all his friends.* [<https://www.elle.com/culture/celebrities/a42820440/blake-lively-ryan-reynolds-relationship-timeline/>].

EXAMPLE OF CAUSALITY:

***Thanks to** everyone else for all the love and respect and for continuing to unfollow accounts and publications who share photos of children...* [<https://www.elle.com/culture/celebrities/a42820440/blake-lively-ryan-reynolds-relationship-timeline/>].

3. **Structural discourse markers** indicate the hierarchy of the actions in a conversation at the exact time they are being performed.

They can show Organization, Introduction, Summarisation.

EXAMPLE OF ORGANIZATION:

First, the obvious question that comes to mind is: exaggerated by whom? [https://reaction.life/is-climate-change-denial-really-on-the-rise/].

Secondly, to believe that somebody is exaggerating a problem is not the same as downplaying the severity of the problem, let alone denying that the problem exists. [https://reaction.life/is-climate-change-denial-really-on-the-rise/].

4. **Cognitive discourse markers** indicate the thought process of the speaker(s) during a conversation.

Can show Processing Information Realization, Rephrasing.

EXAMPLE OF REALIZATION:

“I’ve always wanted a big family,” she told outlet, answering a question about how many kids she wants with, “Oh, I’d love 30 if I could.” [https://www.elle.com/culture/celebrities/a42820440/blake-lively-ryan-reynolds-relationship-timeline/].

EXAMPLE OF PROCESSING INFORMATION:

“Next thing you know, she was going to Boston, I was going to Boston and I said, ‘Well, I’ll ride with you.’ [https://www.elle.com/culture/celebrities/a42820440/blake-lively-ryan-reynolds-relationship-timeline/].

Discourse markers can also be categorized based on their function.

Here are some examples:

1. **Additive:** and, in addition, furthermore, also. They add information.

2. **Contrastive:** but, however, on the other hand, although. They introduce a contrast or contradiction.

3. **Sequential:** first, then, next, finally. They indicate order or sequence.

4. **Causal:** because, therefore, so, as a result. They show cause and effect.

5. **Conclusive:** in conclusion, to sum up, in summary. They signal the end of a discourse or summarising points.

EXAMPLE OF ADDITIVE:

*There’s **also** what we might call the Conway problem (after Sky News’ Ed Conway who has highlighted this issue) around*

the use of specific metals within batteries. [https://reaction.life/new-gas-power-plants-are-part-of-the-pragmatic-energy-solution/].

And this, of course, is the conundrum that today's announcement and Labour's response recognises: we're living in a (partly) fossil-fuelled world and that won't change any time soon. [https://reaction.life/new-gas-power-plants-are-part-of-the-pragmatic-energy-solution/].

EXAMPLE OF CONTRASTIVE:

***On the contrary,** it finds a drop. [https://reaction.life/is-climate-change-denial-really-on-the-rise/].*

*Battery technology has advanced tremendously in recent years (thank you, Elon Musk) and is moving at pace **but** it **still** has a very long way to go to become the full solution we want it to be. [https://reaction.life/new-gas-power-plants-are-part-of-the-pragmatic-energy-solution/].*

EXAMPLE OF SEQUENTIAL:

***First,** the obvious question that comes to mind is: exaggerated by whom? [https://reaction.life/is-climate-change-denial-really-on-the-rise/].*

***Secondly,** to believe that somebody is exaggerating a problem is not the same as downplaying the severity of the problem, let alone denying that the problem exists. [https://reaction.life/is-climate-change-denial-really-on-the-rise/].*

EXAMPLE OF CASUAL:

***So** the two statements "Covid is a very serious problem" and "Covid has been exaggerated" are not in any way contradictory. [https://reaction.life/is-climate-change-denial-really-on-the-rise/].*

ТЕМА 2.

DISCOURSE ANALYSIS

ПИТАННЯ ДО ПРАКТИЧНОГО ЗАНЯТТЯ

1. What is discourse analysis? Describe the features of this type of analysis and how it differs from traditional approaches to text analysis.

2. In which sciences is discursive analysis used? Give examples and explain exactly how it is used in a particular area of knowledge.

3. Name and characterize the main topics of interest within discourse analysis as a method of study.

4. What is critical discourse analysis? What are the features of this approach?

5. Where is critical discourse analysis used? What problems may arise in the process of carrying out such an analysis? What are the ways to solve them?

Основні поняття до теми

Discourse analysis encompasses a variety of qualitative research methodologies aimed at examining the use of language in social settings. Researchers utilize these methods to delve into the deeper meanings behind people's verbal and non-verbal expressions, whether in face-to-face discussions, written documents, or visual representations. This analytical approach views language as a social phenomenon and seeks to uncover how ideologies and power dynamics manifest through linguistic expressions. Critical discourse analysts, in particular, focus on issues of inequality, often asking, "who benefits?" during their analysis.

Unlike some other linguistic analyses, **critical discourse analysis** (CDA) extends beyond examining words alone; it involves scrutinizing the social context surrounding the language use. This includes investigating the reasons behind the creation and delivery of the words, as well as identifying other texts referenced within them. The framework for CDA, initially developed by Norman Fairclough, employs a three-dimensional approach. The first stage, Description, involves analyzing the text, aligning with the principles of critical linguistics, which itself emerged from Halliday's systemic functional grammar. The second stage, Interpreta-

tion, focuses on understanding the dynamic relationship between text and interaction, considering the text both as a product of production and a resource for interpretation. The final stage, Explanation, delves into the connections between interaction and social context, exploring the societal impacts of production and interpretation processes.

Питання для самоконтролю:

What is discourse analysis?

What are the different approaches to discourse analysis?

How to conduct discourse analysis?

ЗАВДАННЯ ДЛЯ САМОСТІЙНОЇ РОБОТИ:

Name and describe the three stages of critical discourse analysis. Give examples.

Приклад виконання самостійної роботи:

1. Working with a Text

Choose a specific text for analysis.

In critical discourse analysis (CDA), «text» refers to any form of communication, including written documents, speech, and visuals, encompassing literary, scientific, or journalistic works.

Identify words and phrases that indicate the text's attitude towards its subject.

Begin your CDA by examining the specific words used in the text. Word choices, whether intentional or not, can reveal the author's feelings about the subject. Ask yourself: What tone or attitude do these words convey?

Evaluate how the text includes or excludes readers from a community.

CDA posits that all language is social and communicative. Texts create social communities by using specific language that engages and resonates with readers. Identify parts of the text that aim to build a community, determine the audience, and explain your reasoning.

2. Analyzing the Text's Form and Production

Consider how the text was produced.

Textual production involves the historical context, cultural background, authorship, and format of a text. This can impart significant

meaning. For instance, if a literary work was written by a single author, their personal views might influence the text, introducing a bias.

Examine the form of the text and who has access to it.

The form of a text can affect its accessibility, indicating the intended audience and those excluded from the community the text creates.

Analyze quotations and borrowed language within the text.

Reflect on the purpose of these quotes and what the author intends to communicate.

3. Tracing Power in Social Practices

Explore how texts reveal cultural traditions.

Texts can both reflect and shape cultural values and traditions.

Compare similar texts to uncover differences in social cultures.

Comparing similar texts, such as two advertisements or screenplays, can provide new insights into the texts and the cultures they represent.

Identify whether norms are specific to a culture or sub-culture.

Large groups, including businesses and organizations, often contain smaller sub-cultures with distinct norms and traditions not shared by the larger group.

EXAMPLE OF A QUOTE:

“And that’s what is so insidious about talk. Anyone can talk about himself or herself. Even a child knows how to gossip and chatter. Most people are decent at hype and sales. So what is scarce and rare? Silence. The ability to deliberately keep yourself out of the conversation and subsist without its validation. Silence is the respite of the confident and the strong.”

— Ryan Holiday, *Ego Is the Enemy*

[https://www.goodreads.com/author/quotes/5775580.Ryan_Holiday]

Analysis:

Description:

The description of the quotation involves identifying formal linguistic features and metaphors used within the text. This includes elements like pronoun use, metaphor, modality, nominalizations, and agency. For example, the quotation employs metaphors such as «insidious

about talk» and «Silence is the respite of the confident and the strong.» These metaphors help convey the underlying message about the contrast between communication and silence.

Interpretation:

Interpretation involves understanding the meaning and intention behind the linguistic features identified in the description stage. In this case, the quotation suggests that talk and communication are pervasive in society, but true strength lies in the ability to maintain deliberate silence. This silence is portrayed as a mark of confidence and independence, contrasting with the chatter and self-promotion prevalent in society.

Explanation:

Explanation focuses on portraying the discourse as part of a social process and understanding its impact on social structures. Here, the quotation reflects societal norms that prioritize communication and self-promotion. It suggests that the ability to embrace silence challenges these norms and can have transformative effects on individuals and society by fostering self-awareness and authenticity.

ТЕМА 3.

CRITICAL DISCOURSE ANALYSIS AND ITS PECULIARITIES

ПИТАННЯ ДО ПРАКТИЧНОГО ЗАНЯТТЯ

1. Choose a discourse that you think would be interesting to explore using critical discourse analysis. Justify your choice, its relevance and novelty.
2. Conduct a critical discourse analysis of your chosen discourse. Describe the three stages involved in this process. What exactly happens at each of them? What are the features of each?
3. What is intertextuality and how does it manifest itself in critical discourse analysis? Explain in what form intertextuality is present in the discourse you have chosen for analysis.
4. What is the importance of bias in critical discourse analysis? How does it manifest itself and what consequences can it have? Clarity on the example of your research.

Основні поняття до теми

Intertextuality, coined by Julia Kristeva in 1966, denotes the manner in which texts reference or integrate elements from other texts. This encompasses various forms such as parodies, reinterpretations, sampling, direct references, quotations, and allusions. Often, comprehending a text fully requires understanding its connections to other texts.

In scientific contexts, **objectivity** entails an impartial and rational analysis of a natural phenomenon, devoid of influence from the characteristics of the analyst. This implies that the object of study has been measured and assessed in a manner allowing for reproducibility by another analyst.

Observer **bias** refers to how a researcher's preconceptions can shape the outcome of a study. For instance, if a researcher sets out to investigate whether men dominate women in mixed-sex interactions and begins with the hypothesis that they do, they may conduct the study in a way that reinforces rather than challenges this hypothesis.

Питання для самоконтролю:

What are peculiarities of CDA?

What is intertextuality?

How are objectivity and bias present in CDA?

ЗАВДАННЯ ДЛЯ САМОСТІЙНОЇ РОБОТИ:

Make a presentation with a detailed description of a conducted analysis.

Приклад виконання самостійної роботи:

«One man's artistic wonderland, created secretly in rented apartment, given protected status»

[<https://edition.cnn.com/2024/04/07/style/rental-apartment-artwork-listed-gbr-scli-intl-gbr/index.html>]

1. Choose a discourse that you think would be interesting to explore using critical discourse analysis. Justify your choice, its relevance and novelty.

The article likely explores a range of social, cultural, and political issues related to art, creativity, urban development, and preservation. Analyzing this discourse critically can reveal the power dynamics, ideologies, and representations embedded in discussions about artistic expression and urban spaces.

The story of an artist secretly transforming a rented apartment into an artistic wonderland, which is then granted protected status, offers a unique and captivating narrative. Such tales often involve intricate intersections of creativity, legality, gentrification, and community dynamics, providing rich material for critical analysis.

Investigating this discourse can illuminate broader societal attitudes towards art, innovation, and the role of creativity in public spaces. It can also highlight issues related to access to art, cultural heritage preservation, and the commodification of artistic expression.

2. Conduct a critical discourse analysis of your chosen discourse. Describe the three stages involved in this process. What exactly happens at each of them? What are the features of each?

1. **Metaphor «Artistic Wonderland»:**

- Description: This metaphor describes the artist's apartment as a «wonderland,» suggesting a magical and imaginative atmosphere.
- Interpretation: The metaphor implies that the apartment is transformed into a space of creativity and innovation, where the artist's imagination knows no bounds.
- Explanation: By describing the apartment as a «wonderland,» the article highlights the artist's ability to defy conventional norms and create a unique and captivating environment, challenging traditional perceptions of living spaces.

2. **Comparison «Secretly Created»:**

- Description: This comparison highlights the clandestine nature of the artist's actions in transforming the apartment, suggesting that his creative endeavors were kept hidden from public view.
- Interpretation: The comparison implies that the artist's work was undertaken discreetly, perhaps due to concerns about legal or social repercussions.
- Explanation: By describing the artist's activities as «secretly created,» the article raises questions about the role of secrecy and subversion in artistic expression, inviting readers to consider the tension between creative freedom and societal norms.

3. **Metaphor «Artistic Sanctuary»:**

- Description: This metaphor characterizes the artist's apartment as a «sanctuary,» suggesting a place of refuge or retreat.
- Interpretation: The metaphor implies that the apartment serves as a haven for artistic experimentation and self-expression, shielded from external pressures and expectations.
- Explanation: By depicting the apartment as an «artistic sanctuary,» the article emphasizes the importance of creative spaces in fostering individuality and personal growth, highlighting the value of art as a form of self-care and self-discovery.

3. What is intertextuality and how does it manifest itself in critical discourse analysis? Explain in what form intertextuality is present in the discourse you have chosen for analysis

Intertextuality refers to the connections between texts, where one text references or includes elements from another text, either directly or indirectly. In critical discourse analysis (CDA), intertextuality involves recognizing these connections and understanding how they contribute to the construction of meaning and ideologies.

In Lianne Kolirin's discourse, «One man's artistic wonderland, created secretly in rented apartment, given protected status,» intertextuality could appear in several ways:

1. **Cultural References:** The discourse might reference cultural texts or artifacts related to art, creativity, and urban development. It could allude to famous artworks, literary works, or historical events that inform the discussion about the artist's secret project and its significance.

2. **Language Use:** Intertextuality can be present in the language used in the discourse, including direct quotations, allusions, or adaptations of phrases from other texts. The discourse might borrow terminology or imagery from artistic movements, legal documents, or urban planning literature, shaping the narrative and framing the discussion.

3. **Visual References:** Intertextuality may also manifest visually through images, symbols, or icons that evoke associations with other texts or cultural phenomena. For instance, accompanying visuals in the article might reference famous artworks or architectural landmarks, adding layers of meaning and context to the discussion.

4. **Ideological References:** Intertextuality can involve referencing ideological frameworks, theories, or discourses from other texts. The discourse might draw on concepts from sociology, anthropology, or cultural studies to analyze the artist's project and its implications within broader societal contexts.

By recognizing intertextuality in the discourse, analysts can uncover how the text is situated within larger networks of meaning and how it draws upon existing discourses to convey its message. Intertextual references enrich the analysis by providing additional layers of interpretation and highlighting the complex interplay between texts and ideologies in shaping discourse.

4. What is the importance of bias in critical discourse analysis? How does it manifest itself and what consequences can it have? Clarity on the example of your research.

The significance of bias in critical discourse analysis (CDA) lies in its ability to shape the interpretation and analysis of texts, influencing the researcher's understanding of the discourse and its implications. In the context of the article «One man's artistic wonderland, created secretly in rented apartment, given protected status» by Lianne Kolirin, bias can manifest in several ways:

1. **Selection Bias:** Researchers might focus on specific aspects of the discourse that align with their interests or preconceived notions. For example, a researcher interested in urban art might prioritize the artistic and creative elements of the story, potentially overlooking ethical or legal considerations regarding the artist's actions.

2. **Interpretation Bias:** The personal perspectives and biases of the researcher can influence their interpretation of the discourse and the meanings they attribute to it. For instance, a researcher with a background in urban planning might focus on the implications of the artist's project for urban development, while a cultural studies scholar might emphasize its significance for artistic expression and cultural identity.

The consequences of bias in CDA can have several implications:

1. **Distorted Analysis:** Bias can result in a distorted analysis of the discourse, where certain aspects are exaggerated or downplayed to fit a particular narrative or agenda. This can lead to an incomplete or skewed understanding of the discourse and its implications.

2. **Limited Perspectives:** Bias may lead to the neglect of alternative interpretations and perspectives, limiting the richness and depth of the analysis. By focusing only on aspects that align with the researcher's biases, other important dimensions of the discourse may be overlooked, resulting in a narrow or one-sided analysis.

Тема 4.

MODERN POLITICAL AND ECONOMIC DISCOURSES

ПИТАННЯ ДО ПРАКТИЧНОГО ЗАНЯТТЯ

1. What is political discourse? Define this concept.
2. What are the features of political discourse research? What exactly do researchers focus on in the process of such a study? Give examples.
3. In your opinion, what Ukrainian-language political discourse would be interesting to analyze? Think and present your idea.
4. What is economics discourse? Why is it of interest in discourse analysis?
5. Where exactly in mass media do we encounter economics discourse? What role do you think it plays?
6. What are the key concepts of economics discourse? Does the Ukrainian-language economic discourse have its own specificity? Name its key concepts.
7. What role does the concept of «consumerism» play in economics discourse? Define this concept.

Основні поняття до теми

Political discourse can be interpreted in at least two ways: firstly, as discourse inherently tied to politics itself; and secondly, as an examination of political discourse as merely a type of discourse, without specific mention of political content or context. To navigate these complexities, we might simplify our focus to formal and informal political contexts and the individuals involved, such as politicians, political institutions, governments, media, and supporters, all striving to achieve political objectives. This initial approach helps define the boundaries of political discourse analysis, while also allowing room for expansion.

Economic discourse is how economic practices are deemed relevant, orchestrated, and assessed by economic agents in accordance with their objectives, economic institutions, and the particular body of economic knowledge—economic science. This manifests through textual

expressions that can be viewed as cohesive discursive units, shaping the fabric of economic reality.

Питання для самоконтролю:

What is political discourse?

What is economic discourse?

ЗАВДАННЯ ДЛЯ САМОСТІЙНОЇ РОБОТИ:

Choose a political or/and an economics discourse whose analysis seems relevant to you and analyze it. Present your analysis.

Приклад виконання самостійної роботи:

‘A speech by Dmytro Kuleba, the Minister
of Foreign Affairs of Ukraine, delivered at the Ukraine 30:
International Politics forum on July 5, 2021’
[[https://mfa.gov.ua/news/
vistup-dmitra-kulebi-na-forumi-ukrayina-30-mizhnarodna-politika](https://mfa.gov.ua/news/vistup-dmitra-kulebi-na-forumi-ukrayina-30-mizhnarodna-politika)]

Description: The article is a speech by Dmytro Kuleba, the Minister of Foreign Affairs of Ukraine, delivered at the Ukraine 30: International Politics forum on July 5, 2021. In his speech, Kuleba discusses the key aspects of Ukraine’s foreign policy, emphasizing the importance of setting ambitious goals, achieving pride in Ukraine, and ensuring Ukraine’s security in the face of Russian aggression.

Explanation: Kuleba highlights President Zelenskyy’s ambitious approach to foreign policy, citing the successful effort to bring Pylyp Orlyk’s Constitution to Ukraine from Sweden as an example. He underscores the importance of pride in Ukraine, which he sees as achievable through international successes in various fields, including military, diplomatic, sports, arts, and science. Kuleba acknowledges the challenges Ukraine faces in terms of security, particularly in resisting Russian aggression, and emphasizes the role of the Ukrainian people, the Armed Forces, and diplomacy in maintaining security.

Interpretation: The speech reflects Ukraine’s strategic priorities and challenges in the international arena. It reveals a strong commitment

to European integration, particularly through partnerships with NATO and other European countries. Kuleba's emphasis on setting ambitious goals and achieving pride in Ukraine suggests a desire to enhance Ukraine's global standing and secure its sovereignty.

Analyzing this speech could be interesting for several reasons:

Relevance of the topic. Kuleba's speech represents a current declaration of Ukraine's foreign policy amidst geopolitical events and the conflict with Russia. By analyzing this text, one can gain a better understanding of the country's strategic goals and challenges.

Political context. The speech took place in mid-2021, a period of significant events in Ukraine's foreign policy, such as increased military support from Western countries and further attempts to approach the EU and NATO. This context can influence how Kuleba's speech is perceived and interpreted.

In Kuleba's speech, various linguistic devices can be found, such as metaphors, analogies, and euphemisms, which can be analyzed to understand its structure and effectiveness in influencing the audience. By analyzing intertextuality and the use of symbolism in the speech, hidden or implicit messages can be identified, which may be important for understanding Ukraine's political strategy and its relations with other countries.

Critical analysis: Within the framework of critical discourse analysis, one can explore how the speech reflects and influences socio-cultural and political beliefs, identity, and power in the context of Ukraine's foreign policy.

Therefore, analyzing this text can help to better understand Ukraine's foreign policy strategies and priorities, as well as reveal some important aspects of political and linguistic discourse.

The stylistic technique used in this article is the use of argumentation to support the relevance of the study of signs and omens in the culture of English-speaking and Ukrainian-speaking peoples. The author uses a number of arguments to convince the reader of the importance of this topic.

Explanation:

The author explains that signs and omens have become not only a part of culture, but also an important element of human nature. This is relevant because they affect her way of life and heredity of these customs. This argument states that the study of this phenomenon is important for understanding contemporary culture and intergenerational communication.

Interpretation:

The author points to the practical application of knowledge about signs and omens in the educational process and to deepen the understanding of the culture and history of another country. This is important for the development of the worldview and cultural level of students studying a foreign language. It is argued that this knowledge can be useful not only for education, but also for understanding the modern world and its cultural heritage.

Another stylistic technique that can be singled out in this article is the use of an appeal to the reader. The author addresses the audience, emphasizing the importance of the topic for a modern educated person and arousing his interest in studying the culture of another country. This is done in order to attract the attention of the reader and make the topic more accessible and interesting for perception.

Explanation:

The use of an appeal to the reader is a stylistic technique where the author directly addresses the audience, often to engage their interest or support for the topic being discussed. In the context of the article, the author appeals to the reader by highlighting the relevance of studying signs and superstitions in the cultures of English-speaking and Ukrainian-speaking peoples. This technique helps create a more personal connection between the author and the reader, enhancing the overall impact of the article.

The author's appeal to the reader serves as a persuasive tool, urging them to consider the significance of the topic at hand. By highlighting the relevance of studying signs and superstitions in different cultures, the author encourages readers to broaden their cultural understanding and perspective. This appeal is also aimed at sparking the reader's curiosity and interest in learning about the traditions and folklore of other countries.

Intertextuality in Critical Discourse Analysis (CDA): In CDA, intertextuality refers to the ways in which texts reference and are influenced by other texts, often revealing underlying power dynamics or ideologies. In this speech, Kuleba's references to historical events, such as the Lublin Union, and the creation of new international formats, like the Quadriga of Ukraine and Turkey, demonstrate how Ukraine's foreign policy is shaped by its historical context and its interactions with other countries. These references can be analyzed to understand how Ukraine constructs its identity and relations with other states, highlighting the role of history, diplomacy, and strategic partnerships in shaping its discourse and actions.

Importance of Bias in CDA can be an important aspect to consider in analyzing this article from the perspective of Critical Discourse Analysis (CDA). Political Bias: The article may reflect a specific political position or the author's beliefs. Analyzing the language and techniques used can reveal the views or ideologies supported or promoted in the text.

The author may have certain cultural biases that influence their perception and presentation of information. This can be evident in the choice of topics, language use, and other aspects of the text.

‘Iceland approves long-term policy of support for Ukraine’
[<https://www.pravda.com.ua/eng/news/2024/04/30/7453586/>]

1. Iceland steps up to support Ukraine as a responsible neighbor, standing shoulder to shoulder with a vulnerable neighbor in a hostile storm

Description:

Metaphorical language is used to describe Iceland's support for Ukraine.

Interpretation:

The metaphor paints Iceland as a supportive ally to Ukraine, emphasizing a sense of duty and solidarity. It portrays Ukraine as a vulnerable entity in need of assistance, while framing Iceland's support as a moral obligation in the face of adversity.

Explanation:

By describing Ukraine as a vulnerable neighbor and framing the situation as a hostile storm, the metaphor highlights the urgency and severity of the circumstances faced by Ukraine due to external threats or challenges. Additionally, by depicting Iceland as standing shoulder to shoulder with Ukraine, the metaphor conveys a sense of unity and partnership in confronting adversity. It implies a collaborative effort where Iceland actively engages in supporting and protecting Ukraine, emphasizing the importance of collective action and solidarity in addressing shared challenges.

2. For Ukraine, Iceland is becoming a powerful support, like a lighthouse from the sea'

Description:

The metaphor used in the statement compares Iceland's support for Ukraine to a lighthouse shining brightly from the sea.

Interpretation:

In this metaphor, Ukraine is portrayed as a ship navigating through turbulent waters, symbolizing the challenges and obstacles it faces on its path to security and independence. Iceland, represented by the lighthouse, is depicted as a steadfast and dependable beacon of support, illuminating the way forward and providing guidance and assistance to Ukraine in overcoming these challenges. The metaphor suggests that Iceland's support serves as a source of strength and direction for Ukraine, helping it navigate through difficult times and chart a course towards safety and autonomy.

Explanation:

The metaphor underscores the importance of guidance and assistance in navigating complex geopolitical challenges and underscores the significance of international solidarity in promoting the well-being and sovereignty of nations.

3. *Iceland's additional financial assistance to Ukraine is a light of hope*

Description:

This metaphor employs imagery of light—a symbol of optimism and possibility—to depict Iceland's financial aid as a source of hope for Ukraine in its ongoing struggle against Russian aggression.

Interpretation:

The metaphor suggests that Iceland's support serves as a ray of hope for Ukraine, offering encouragement and strength in its fight .

Explanation:

The metaphor underscores the importance of solidarity and cooperation between nations in addressing geopolitical challenges and promoting peace and stability in the region.

4. *Reykjavik's joining of the IT and Mine Action Coalitions sends a beacon of of understanding and technological support that reflects the shadows of the threat of military aggression*

Description:

This metaphor employs imagery of a beacon—a guiding light in darkness to depict Reykjavik's involvement in these coalitions as a source of illumination and technological assistance in countering the threat of military aggression.

Interpretation:

The metaphor suggests that Reykjavik's involvement serves as a beacon of understanding and technological support, symbolizing its commitment to using innovative solutions and collaborative efforts to address security challenges.

Explanation:

The metaphorical comparison sheds light on the broader social context surrounding international efforts to address security challenges. It underscores the significance of Reykjavik's contribution in leveraging

technology and cooperation to mitigate the threat of military aggression and promote stability in the region.

‘The slumps that shaped modern finance’
[[https://www.economist.com/essay/2014/04/12/
the-slumps-that-shaped-modern-finance](https://www.economist.com/essay/2014/04/12/the-slumps-that-shaped-modern-finance)]

Description:

The text employs various linguistic features such as metaphor («*economic time machine*»), modality («*When bubbles burst and markets crash*»), nominalizations («*the impact of the crisis of 2008*»), and agency («*regulators*»).

It utilizes pronouns like «*we*,» «*they*,» and «*it*» to construct a sense of collective responsibility and differentiation between actors. The text includes intertextual references to historical events and economic theories, such as Walter Bagehot’s analysis of financial panics.

Interpretation:

The text constructs a narrative of the dual nature of finance, portraying it as both a vital tool for economic development and a source of instability.

Metaphors like «*economic time machine*» and «*safety net*» frame finance as a facilitator of economic activity and a means of managing risk.

The text suggests that the financial system’s inherent volatility poses challenges for regulators and policymakers, requiring adaptive responses to mitigate systemic risks.

Explanation:

The discourse reflects broader social processes of financial evolution, highlighting the historical origins of key financial institutions and regulatory frameworks.

It emphasizes the cyclical nature of financial crises and the tendency for regulatory responses to be reactive rather than proactive.

Through intertextual references to economic theories and historical events, the text situates current financial challenges within a broader historical and theoretical context.

Intertextuality:

The text incorporates intertextual references to historical events, economic theories, and the writings of financial theorists like Walter Bagehot.

By drawing on past events and economic analyses, the text enriches its analysis of contemporary financial challenges and regulatory responses.

Objectivity and Bias:

Objectivity in analyzing financial discourse can be challenging due to the inherent subjectivity involved in interpreting economic phenomena and policy responses.

The text may reflect biases inherent in the perspectives of the author or the broader economic and political context, shaping its portrayal of financial markets and regulatory issues.

‘Opening Remarks

Chair Jerome H. Powell

At the Stanford Business, Government, and Society Forum,
Stanford Graduate School of Business, Stanford, California’

[<https://www.federalreserve.gov/newsevents/speech/powell20240403a.htm>]

Relevance:

This economic speech is important as it discusses the current state of the economy, focusing on inflation, growth, and employment. It provides insight into the Federal Reserve’s monetary policy decisions and their implications for future economic conditions. By addressing recent economic data and projections, the speech offers guidance on the potential direction of interest rates and underscores the importance of balancing economic growth with price stability.

Description:

The speech begins with an overview of the current economy, focusing on key indicators such as inflation, growth, and employment. It highlights recent trends and data points, including changes in inflation rates and job creation numbers. Additionally, it discusses the Federal Reserve’s monetary policy stance, noting its decision to keep interest rates unchanged since last July.

Interpretation:

In this stage, the speech delves deeper into the implications of the presented economic data. It interprets the significance of factors like inflation rates and job growth in shaping the Federal Reserve's monetary policy decisions. The speech suggests that while the economy has shown signs of strength, uncertainties and risks remain, such as the potential impact of reducing rates too soon or too much.

Explanation:

The speech explains the rationale behind the Federal Reserve's decision-making process, emphasizing the importance of maintaining both price stability and maximum employment. It highlights the role of the Federal Reserve as an independent institution tasked with making monetary policy decisions free from short-term political considerations. Overall, the explanation aims to clarify the complexities of economic policy and the Federal Reserve's mandate to ensure public understanding and confidence in its actions.

Intertextuality:

The speech draws on various sources of economic data and analysis, including inflation rates, employment figures, and Federal Reserve policy projections. It situates itself within the broader discourse on monetary policy and economic indicators, referencing concepts such as interest rates and economic growth that are familiar in economic literature and public discourse. By engaging with these established frameworks and datasets, the speech connects to a wider body of economic knowledge and understanding.

Objectivity and Bias:

While the speech presents factual economic data and projections, it also reflects the Federal Reserve's perspective and policy stance. It aims to provide an objective assessment of the current economic situation, including both positive trends like job growth and challenges such as inflationary pressures. However, the speech may exhibit some bias inherent in the Federal Reserve's institutional goals and priorities, such as maintaining price stability and maximum employment. Nonetheless, it strives to maintain objectivity by grounding its analysis in empirical evidence and economic principles.

Despite efforts to maintain objectivity, the speech may exhibit bias in its framing of economic issues and policy decisions. For example, it may prioritize certain economic indicators or policy objectives over others, reflecting the Federal Reserve's institutional biases or policy preferences. Additionally, the speech may downplay or overlook alternative perspectives or criticisms of Federal Reserve policies, potentially shaping the narrative to align with the institution's interests. However, these biases may not be intentional and could stem from the inherent complexities and trade-offs involved in economic policymaking.

Summary:

In this speech, the speaker addresses the current state of the economy and the Federal Reserve's monetary policy stance. They begin by describing key economic indicators such as inflation rates and job growth, providing an overview of recent trends and developments. The speech interprets the significance of these indicators, highlighting their implications for monetary policy decisions. It emphasizes the Federal Reserve's commitment to its dual mandate of promoting maximum employment and price stability, explaining how economic data inform its decision-making process. Despite efforts to maintain objectivity, the speech may exhibit bias inherent in the Federal Reserve's institutional goals and priorities. Nonetheless, it strives to provide a comprehensive understanding of the economic landscape and the factors shaping monetary policy decisions.

Тема 5.

ADVERTISING AS DISCOURSE

ПИТАННЯ ДО ПРАКТИЧНОГО ЗАНЯТТЯ

1. What is advertising discourse? What are the features of advertising discourse?
2. What rhetorical methods are commonly used?
2. Is the analysis of advertising discourse relevant in your opinion? Justify.
3. Choose a recent Ukrainian-language advertising discourse and analyze it.

Основні поняття до теми

Advertising style is rooted in rhetoric. Advertisers employ numerous advanced **rhetorical methods** to shape their discourse types. Similar to poetry, advertising discourse aims to imply meanings through allusion, metaphor, irony, analogy, humor, and similar techniques. Additional features and strategies of advertising style that highlight its rhetorical essence include jingles and slogans, utilization of the imperative form, formulas, alliteration, the deliberate absence of language, and intentional omission. Ultimately, it's notable that the discourse style of advertisements and commercials aligns with the meaning and purpose of a product.

Питання для самоконтролю:

What is advertising discourse?

What are the features of advertising discourse?

ЗАВДАННЯ ДЛЯ САМОСТІЙНОЇ РОБОТИ:

Present your advertising discourse analysis.

Приклад виконання самостійної роботи:



Description:

Modality

The advertising billboard uses a distinct modality, conveying confidence and calmness through the phrase «The army protects your peace!» This phrase reassures the audience that the army actively ensures their peace amid the conflict with Russia. Additionally, the inclusion of «4.5.0.» further reinforces this sense of confidence.

Agency

The advertisement primarily focuses on promoting the role of the army in ensuring peace. The emphasis is on the collective action of the army as an institution, rather than individual actors.

Interpretation:

The advertising billboard highlights the army's priority tasks amid the war with Russia. The phrase «The army protects your peace!» points to the primary mission of ensuring safety and stability for the local population. The use of military slang «4.5.0.» can be seen as a coded command or an internal reference to operational measures.

Explanation:

The emphasis on «The army protects your peace! 4.5.0.» can be understood within the broader context of security and stability during the

war with Russia. This phrase reflects the army's commitment to ensuring the safety of citizens living in the conflict zone. Additionally, the use of the numerical code «4.5.0.» might indicate certain security procedures. This approach demonstrates military readiness and commitment to guaranteeing citizen safety.

Intertextuality:

The billboard message «4.5.0.» can evoke associations related to military service and security. The use of military slang «4.5.0.» also refers to military codes or commands. This can attract the attention of people who understand or are knowledgeable about military terminology, thereby creating a certain integration with their understanding and experience.

Objectivity and Bias:

The use of the phrase «The army protects your peace! 4.5.0.» may indicate a certain degree of bias, as it promotes a specific role of the army in society. At the same time, such a message can be objective in reflecting the tasks and functions of the military service, particularly ensuring citizen safety during wartime. These messages are aimed at supporting or enhancing the authority of the army, which may influence their objective nature.



WE'RE SORRY

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us. [<https://www.wix.com/blog/advertisement-examples>]

Description:

- The speech includes formal linguistic features such as pronoun use («we're sorry»), metaphor («a hell of a week»), and nominalizations («apologies,» «thanks»).
- It acknowledges the absence of chicken in a chicken restaurant and expresses apologies to customers, thanking them for their patience.

Interpretation:

- The speech uses metaphors and expressions to convey a sense of empathy and acknowledgment of the inconvenience caused to customers.
- It aims to maintain a positive image of the company by emphasizing efforts to rectify the situation and appreciating the hard work of employees and partners.

Explanation:

- The speech reflects a social process of addressing a crisis within a business context, where the reputation and customer satisfaction are at stake.
- It aims to mitigate negative effects on the company's image and customer relations by providing assurance and expressing gratitude.
- The wider social context may involve discussions about customer expectations, supply chain management, and the impact of the situation on stakeholders.

Тема 6.

MAJOR ISSUES OF MASS CULTURAL COMMUNICATION

ПИТАННЯ ДО ПРАКТИЧНОГО ЗАНЯТТЯ

1. What are cultural values? What do you think are the modern cultural values of our society?
2. What is the relationship between cultural values and mass media? Give examples.
3. Make a critical discourse-analysis of the media text, which is intended for the formation of certain cultural values. Present your analysis.
4. How do you understand the term «mass culture»? Find manifestations of mass culture in media discourse.
5. What social problems do you think are relevant today? Are they given enough attention in the media discourse?
6. Are there issues that you think are getting too much attention? What are they?

Основні поняття до теми

In any discussion involving **media and culture**, the concept of **popular culture** is paramount. If culture reflects the expressed and shared values, attitudes, beliefs, and practices of a social group, organization, or institution, then what defines popular culture? Popular culture encompasses the media, products, and attitudes deemed mainstream within a given culture and part of the daily lives of ordinary people. It often differs from more formal notions of culture that incorporate moral, social, and religious beliefs and values, as per our previous definition. Popular culture also stands apart from what some regard as elite or high culture.

Although **mass media** deliver messages specifically for public consumption, they also transmit messages that defy easy categorization as **propaganda** or **persuasion**. Some argue these messages influence behavior, especially among young people. Violent, sexual, and

compulsive behaviors have been linked to media consumption, raising significant questions about the media's impact on culture.

The expansion of the internet as the principal source of information exposes the public to higher levels of text, thereby enhancing overall **literacy**. Written text is crucial to the internet: web content is predominantly text-based, and effective participation in internet culture via blogs, forums, or personal websites demands a level of textual literacy not required for engagement with television, music, or movies. Yet critics of internet literacy portray the majority of forum and blog posts as subpar and argue that the internet has replaced printed newspapers and books that actually elevated literacy standards.

Питання для самоконтролю:

What is the relationship between cultural values and mass media?

How do you understand the term «mass culture»?

ЗАВДАННЯ ДЛЯ САМОСТІЙНОЇ РОБОТИ:

Choose and analyze a text dedicated to one of the current social problems. Present your analysis.

Приклад виконання самостійної роботи:

‘Sexism’

[<https://www.britannica.com/topic/sexism>]

Relevance:

Understanding and addressing sexism and gender inequality is highly relevant in contemporary society as it impacts individuals, communities, and institutions worldwide. The topic is relevant because it intersects with various social, economic, and political issues, including workplace discrimination, access to education and healthcare, and representation in leadership roles.

Description:

Pronoun use

The text predominantly utilizes pronouns such as «*our*» and «*we*» to emphasize collective national solidarity and involvement in combatting sexism.

Modality

The text conveys a sense of urgency and determination in addressing sexism and promoting gender equality.

Statements such as «*we will overcome sexism*» and «*justice must prevail*» reflect a strong conviction and resolve in combating gender-based discrimination.

Nominalizations

Nominalizations such as «*empowerment*», «*representation*», and «*equality*» encapsulate key objectives and actions in the fight against sexism. These nominalizations simplify complex concepts, allowing for a concise yet comprehensive discussion of strategies and priorities in advancing gender equality.

Agency

While the text emphasizes collective efforts to combat sexism, individual agency is evident in the actions and advocacy of feminist leaders and activists. References to past movements and future aspirations underscore the role of individuals in driving social change and challenging patriarchal structures.

Interpretation:

The text emphasizes collective action to combat sexism, urging stakeholders to address discrimination and inequality. Metaphorical language illustrates the pervasive nature of sexist norms, highlighting the urgency to challenge them. Urgent calls for dismantling patriarchy underscore the need for proactive measures to promote gender equity. Nominalizations simplify complex concepts, focusing on goals like «*empowerment*» and «*equality*.» The text highlights individual agency, recognizing the role of activists, scholars, and policymakers in driving change toward a more inclusive society.

Explanation:

The focus on combating sexism in society can be contextualized within the broader framework of social justice movements, where the pursuit of gender equality and inclusivity is paramount.

By highlighting the significance of addressing sexism, the text underscores the role of these efforts in challenging systemic discrimination

and promoting equal rights for all genders. It reflects a commitment to dismantling oppressive structures and fostering a more equitable society.

The emphasis on collective action against sexism signifies a recognition of the need for solidarity and collaboration in achieving lasting social change. It underscores the shared responsibility of individuals, communities, and institutions in challenging patriarchal norms and advancing gender justice.

Intertextuality:

The discourse surrounding the fight against sexism in society may draw upon existing narratives within feminist theory and social activism. References to past movements, historical struggles for women's rights, and the role of feminist leaders and organizations may underscore the intertextual relationship between current advocacy efforts and broader feminist narratives.

Objectivity and Bias:

The text presents an objective analysis of sexism and gender inequality, providing a comprehensive overview of the societal implications and challenges associated with these issues.

However, it's essential to acknowledge potential biases inherent in the discussion, particularly regarding the framing of gender roles and the portrayal of feminist perspectives.

While the text strives to offer a balanced portrayal of sexism by examining its impact on various genders and advocating for systemic change, there may be inherent biases in the language used and the perspectives presented. For instance, phrases such as «*overcoming patriarchy*» and «*dismantling sexism*» reflect a specific ideological standpoint that prioritizes feminist discourse and may overlook alternative viewpoints.

Summary:

The text delves into the pervasive issue of sexism, defined as prejudice or discrimination based on sex or gender, particularly targeting women and girls. It traces the historical origins of sexism, emerging from second-wave feminism, and highlights its role in perpetuating patriarchal systems that oppress individuals based on their sex or gender. Various

manifestations of sexism, including misogynistic attitudes and behaviors, are explored, with a focus on their detrimental impact on women's rights and well-being.

Furthermore, the text elucidates the relationship between sexism and feminism, emphasizing the importance of dismantling sexist ideologies and institutions to achieve gender equality. It underscores the role of feminist scholarship and activism in challenging traditional gender norms and advocating for women's rights across various spheres of society, from politics to education to reproductive rights.

Overall, the text provides a comprehensive analysis of sexism's multifaceted nature and its implications for social justice, calling for collective efforts to combat discrimination and promote gender equity in all aspects of life.

‘Climate Discourse in the Nordic Media’

[<https://www.greeneuropeanjournal.eu/climate-discourse-in-the-nordic-media/>]

Summary:

The text discusses shifts in the public conversation surrounding climate change following the 2019 elections and the onset of the pandemic in 2020. It notes a decline in the prominence of climate discourse during this period, with other issues taking precedence. However, there is now a growing sense of urgency due to the failure to meet emissions reduction targets set for 2025. The text highlights a nuanced societal attitude towards climate action, where explicit denial of climate change is condemned, but other forms of inaction are becoming more tolerated. It introduces the emergence of a movement called Clear the Agenda, which aims to change the media narrative surrounding climate change to reflect its seriousness and urgency. The text emphasizes the importance of holding the market accountable for failing to meet climate targets and pressuring the media to present climate change as a crisis requiring urgent action.

Relevance:

This text underscores the changing dynamics of the climate conversation post-2019 elections and during the COVID-19 pandemic, empha-

sizing a shift away from climate issues. However, it stresses the urgency of meeting emission reduction targets for 2025 and notes a growing acceptance of climate inaction in society, given the limited time left.

It discusses efforts by activists, like the Clear the Agenda movement, to hold markets accountable and pressure media to depict climate change as an urgent crisis rather than offering bland coverage. The text emphasizes the importance of caring about the climate agenda, supporting necessary policies, and recognizing the urgency of the situation.

Description:

The text emphasizes the shift in climate change discourse from overt denial to subtle delay tactics. It highlights the emergence of «*climate delay*» discourses that undermine the urgency of addressing climate change. Key linguistic features include the condemnation of climate denial, the acceptance of climate inaction, and the call for urgent action to meet emissions reduction targets. The language used suggests frustration with the current state of climate discourse and the need for more proactive measures.

Interpretation:

The discourse reflects a growing recognition of the urgent need to confront climate change, as shown by the failure to meet emissions reduction targets. It also indicates a shift from outright denial to more subtle forms of delaying climate action. By framing the issue as urgent, the text implicitly criticizes society's and the media's passive stance on climate change. Additionally, it suggests that societal attitudes toward climate change are influenced by media coverage and the framing of the issue as a crisis or emergency.

Explanation:

The emergence of «*climate delay*» discourses reflects broader social structures and power dynamics. These discourses may help maintain the status quo by downplaying the urgency of addressing climate change and diverting attention from the need for immediate action. The media's role in shaping public perceptions and influencing policy decisions can contribute to the perpetuation of climate delay discourses. The failure to meet emissions reduction targets can have significant consequences for

society and the environment, highlighting the need for a more concerted effort to challenge these discourses and enact meaningful change.

Intertextuality:

Intertextuality refers to the relationship between texts, where one text references or influences another. In the given text, intertextuality can be seen through references to past events such as the 2019 elections and the 2020 pandemic, which provide context for understanding the current state of the climate conversation. Additionally, terms like «*climate delay*» and «*climate skepticism*» evoke connections to broader debates and discourses surrounding climate change.

Objectivity and Bias:

Objectivity refers to the impartiality and neutrality of information presented in a text. In this text, elements of objectivity are present in the factual reporting of events, such as the mention of specific years and targets related to climate change. However, quotes from individuals expressing opinions or interpretations introduce subjectivity, as these viewpoints may reflect personal biases or perspectives.

Bias may manifest through the selection of information and quotes that emphasize the urgency of climate action and highlight the shortcomings of current approaches. For example, phrases like «*failure to meet emissions reduction targets*» and «*society where climate denial is condemned*» suggest a bias towards framing climate change as a pressing crisis requiring immediate attention. Additionally, quotes from individuals affiliated with the Clear the Agenda movement may introduce bias by promoting a specific agenda or perspective on climate change communication and media coverage.

Тема 7.

IMAGE OF UKRAINE IN MODERN MEDIA DISCOURSE

ПИТАННЯ ДО ПРАКТИЧНОГО ЗАНЯТТЯ

1. What is an image? How to create a country image?
2. After analyzing media materials, describe what Ukraine's image was like in the world until February 24, 2022.
3. Do the external and internal image of Ukraine differ? How exactly? Explain and give examples.

Основні поняття до теми

The concept of **place image** refers to the aggregate of beliefs, ideas, and impressions that people hold about a particular place, such as a country. Thus, the image of Nation A, for instance, exists within the perceptions of the people of Nation B (Anholt). Fan, on the other hand, describes the actual image: “the true perception of a nation held by another nation” and what is projected to the other.

The notion of a **nation as a brand** is of interest to both scholars and practitioners. The degree to which nations can be branded, and the distinctions between branding products and corporations versus nations, are matters of intense debate.

Stock identifies four primary reasons why nations should manage their images: first, to appeal to tourists; second, to enhance the value of products manufactured in the country; third, to attract foreign investment; and fourth, to draw talented residents.

National identity revolves around the notion of the nation-state. According to Barker and Galasinski, a nation-state denotes the political and administrative structure that claims “sovereignty over a specific space or territory.” Wodak et al. note that the concept of identity, generally, and national identity, specifically, is “context-dependent and dynamic.” Thus, there are various constructions of national identity, which depend on the society or nation in question. Every nation-state discourses its own identity, although such identities are “flexible, fragile, and often ambiguous and diffuse.” For instance, one method of constructing national

identity might be geographical, defined by boundaries that separate different countries. Alternatively, it might be ethnic; for instance, a specific ethnic group may be constructed discursively as the legitimate “nation” of a particular geographical “country”.

Питання для самоконтролю:

What is an image?

How to create an image of a country?

ЗАВДАННЯ ДЛЯ САМОСТІЙНОЇ РОБОТИ:

Based on the texts of Ukrainian and domestic mass media, analyze the changes that took place in the image of Ukraine after the beginning of the full-scale invasion of the Russian Federation.

Приклад виконання самостійної роботи:

‘Image of Ukraine in Modern Media Discourse’

[<https://ms.detector.media/presa-u-sviti/post/33993/2024-01-17-khto-ta-yak-formuvav-obraz-ukrainy-na-pershykh-shpaltakh-svitovykh-vydan/>]

Relevance:

Perception is shaped in our minds by consumed information constructed through media images, text, and visual sequences. Over the last 30 years of independence, Ukraine’s image in global media has often been complex and not sufficiently understood by foreign readers. The President of Ukraine and the First Lady have become key figures through whom the world perceives Ukraine. Publications focused on the state’s management during wartime, writing about the stability and resilience of the presidential family.

The Image of the President of Ukraine and the First Lady as Symbols of Ukraine’s Image

The President of Ukraine and the First Lady have become the key figures through whom the world perceives Ukraine. Publications concentrated on the state’s management during wartime, emphasizing the resilience and endurance of the presidential family. One of the first instances was in March 2022, when the Polish magazine Viva! featured a photo

of the happy Zelensky family taken before the full-scale invasion on its cover. The editorial called on readers to express solidarity and support Ukraine, stressing that it was everyone's duty at that moment.

Separately, the image of President Volodymyr Zelensky appeared on the cover of the Italian *Vanity Fair* as early as March 2, 2022. «While I am writing this editorial, the war declared by Russia on Ukraine is ongoing. A conflict affecting all of Europe,» the magazine's introduction stated. Editor-in-chief Simone Marchetti wrote that the courage of Zelensky and the Ukrainian nation brought many people to the streets worldwide, ignited social media, and highlighted the issues raised by Russian politics, emphasizing that Ukraine needed to be defended by the entire world as it showed the importance of fighting for independence.

Later, *Time* became a topic of discussion both inside and outside Ukraine, with powerful headlines about the war and Ukraine appearing occasionally. These usually came with interviews, reports, and reviews by journalist Simon Shuster. Initially, the image formed around the real life of the president at Bankova, his resilience, and bravery.

However, in November 2023, *Time* released a provocative cover featuring Zelensky with the headline, «No one believes in our victory as much as I do.» The article described the president's struggle for international aid for Ukraine, the challenges of the presidency, and the difficulty of maintaining focus on the war with Russia amid numerous global crises.

As for the First Lady of Ukraine, on June 19, 2022, Olena Zelenska appeared on the cover of *Guardian Saturday*. Her candid discussion about the memories of the invasion's onset resonated with many readers. Interestingly, a guard of Mrs. Zelenska also appeared in the cover photo. In August 2022, Mrs. Zelenska graced the cover of *Time* with the headline «Her Personal War,» where she spoke about the potentially devastating consequences of the war on the mental health of millions of Ukrainians and why people often hesitate to seek help, considering it a sign of weakness. In an interview with the Spanish publication *EL PAÍS*, Mrs. Zelenska explained that it was impossible to find an objective justification for the actions of the Russians and emphasized that Russia was engaging in open terror, sowing fear to keep Ukrainians from raising their heads. Instead, the aggressor country received the opposite reaction: Ukraine united and, despite everything, resisted and fought for

life. Most notably, the American Vogue cover featuring Mrs. Zelenska, photographed by the world-renowned Annie Leibovitz, left a lasting impression. The photos elicited both admiration and criticism. «Everyone has their ideas, their opinions about how a woman should behave. Perhaps we issue fewer criteria for men, hence the disproportion. However, we live in such a modern world that it's no longer sensible to discuss this for so long. We have more important matters now,» commented Olena Zelenska on the photoshoot. It's worth noting that such covers became famous primarily in the first year of the war, while in 2023, there were significantly fewer high-profile photoshoots.

Description:

The President of Ukraine and the First Lady have been the key figures through whom the world perceives Ukraine. The text describes the portrayal of President Volodymyr Zelensky and First Lady Olena Zelenska in international publications during the conflict with Russia. It focuses on their individual roles, characteristics, and depiction of their leadership during the ongoing crisis and war.

Interpretation:

The portrayal of President Volodymyr Zelensky in international media serves to highlight nouns such as «leadership,» «bravery,» and «resilience» in the face of Russian aggression. The president's quote, «No one believes in our victory as much as I do,» underscores his leadership and belief that light will overcome darkness.

At the same time, the portrayal of First Lady Olena Zelenska emphasizes her personal struggle and support for mental health awareness. Currently, Olena is working on large-scale projects for the mental health of Ukrainians and symbolizes strength and support for the Ukrainian people.

Explanation:

The image of President Zelensky reflects broader societal processes, including the geopolitical tension between Ukraine and Russia, as well as global solidarity movements supporting Ukraine. It demonstrates how media discourses can shape public perception of political leaders during crises, influencing international responses to conflicts and crises. The

president shows the entire media space that he believes in Ukraine's victory, inspiring others to continue believing in it.

Similarly, the portrayal of First Lady Zelenska emphasizes the importance of personal narratives and advocacy in shaping public discourse on mental health issues and the impact of war on civilians.

Intertextuality:

The image of President Zelensky and First Lady Zelenska in international media can be analyzed in the context of intertextuality, as their images and narratives are influenced by and reference existing discourses in other texts. For example, references to their «leadership» and «resilience» may draw on historical narratives of national heroism and resistance, while discussions of the issues addressed by Mrs. Zelenska regarding mental health may intersect with broader cultural conversations about trauma and resilience and the importance of providing mental help to Ukrainians.

Objectivity and Bias:

Objectivity in this text lies in describing events and reactions from publications and the public, made known through the images of the President of Ukraine and the First Lady. At the same time, there is an element of bias expressed in perceiving these images from different viewpoints and corresponding comments reflecting personal beliefs and evaluations. Therefore, the President of Ukraine has an important mission to formulate news about Ukraine correctly to avoid information distortion. For Mrs. Zelenska, the task is to provide psychological help to Ukrainians and involve Western partners.

Conclusion:

Before the war, President Zelensky was not taken very seriously; people considered him a «clown» or «comedian» unsuitable for the position. But after the full-scale war began, the president showed himself to be very dignified and courageous, attracting global support for Ukraine and conducting diplomatic negotiations with partners. Before the war, Olena Zelenska was little known even to Ukrainian residents. Now she is a very militant and strong-spirited woman. Many say that this is the first time in Ukraine that a president's wife has done so much for the state. Olena has become an example for many women not only in Ukraine but also worldwide.

‘How has the world’s attitude toward Ukraine changed
over more than a year of war’
[<https://visitukraine.today/uk/blog/1881/how-has-the-worlds-attitude-towards-ukraine-changed-in-the-course-of-more-than-a-year-of-war>]

Summary:

Before Russia’s full-scale invasion, most people around the world knew little about Ukraine as an independent state, with some even considering it a part of Russia. Ukrainians traveling through Europe and other countries often encountered unpleasant situations where locals mistook them for Russians. This was partly due to Russia’s years of active propaganda, asserting that Ukraine as an independent state simply did not exist.

Today, Ukrainians are recognized as a brave nation, and President Zelensky is hailed as one of the best presidents. However, this change in perception has come at a high cost.

Since the onset of the full-scale invasion, Ukrainian refugees have received unprecedented support and assistance worldwide. Ukrainians have been granted the ability to stay in the Schengen Area without a 90-day limit, work legally, study, access medical facilities, and use public transportation and other services either for free or at significantly reduced rates.

The world stands in solidarity with Ukrainians in their fight against Russia. Ordinary people from across the globe continue to actively volunteer, collect and send humanitarian aid, make donations to Ukrainian funds, and organize various events and actions to support Ukrainians.

Today, Ukraine and Ukrainians are not just a global trend but true leaders whom Western countries look up to. This has been made possible by the internal strength and resilience of the people. Most importantly, the unprecedented global support not only helps in the war against the aggressor but also positively impacts the future of the state and its prospects, with victory and rebuilding not far off.

Description:

Pronoun Use

The text mainly uses pronouns like «*they*», «*their*», and «*we*», indicating a collective voice among Ukrainians discussing their experiences and the world’s changing attitude toward Ukraine.

Modality

The statements in the text convey a sense of pride and gratitude regarding the change in the world's attitude toward Ukraine. Phrases like «*Today Ukrainians are admired worldwide*», «*Ukrainians have always been known for their hard work*», and «*The world is in solidarity with Ukrainians*» convey strong positive feelings and gratitude. This modality emphasizes the importance of global support in boosting Ukraine's morale and international status.

Nominalizations

The text includes nominalizations such as «*support*», «*assistance*», and «*facilitation*» to abstractly represent actions and strategies related to aiding Ukraine. These nominalizations generalize complex concepts related to international aid and highlight key aspects of the global perception of Ukraine without delving into technical details. They contribute to a concise discussion of changing dynamics and international views regarding Ukraine.

Interpretation:

The text underscores the joint efforts of Ukrainians to change the world's perception of Ukraine as an independent state. Metaphorical expressions like «*Ukraine as an independent state simply does not exist*» and «*the real Ukraine*» highlight the complexity and multifaceted nature of Ukraine's perception in the world. Terminology related to Russian propaganda, such as «*Russia's years of active propaganda*» and «*narratives that Ukrainians do not deserve such assistance*» indicate the impact of external factors on the perception of Ukraine. The text also uses concrete examples of support for Ukraine, such as «*Ukrainian refugees receive unprecedented support and assistance worldwide*» and «*facilitation of visa regimes still in effect today*» to emphasize practical steps taken to help Ukraine and its citizens. Individual agency examples, such as «*People from Ukraine have always been noted for their exceptional diligence*» and «*Ukrainians have paid over 2 billion euros in taxes only in Poland*» highlight the role of personal qualities and actions in changing attitudes toward Ukraine. Finally, the text uses nominalizations like «*support*», «*assistance*», and «*solidarity*» to emphasize the importance of unity and cooperation in supporting Ukraine.

Explanation:

The text discusses the shift in the world's attitude toward Ukraine. Before Russia's full-scale invasion, most people knew little about Ukraine and some even considered it part of Russia. This was partly due to Russia's active efforts to spread propaganda claiming that Ukraine as an independent state did not exist. Today, Ukrainians are recognized as a courageous nation, and Zelensky is regarded as an outstanding president.

Objectivity and Bias:

The text about the change in the world's attitude toward Ukraine contains a degree of bias, focusing on the negative experiences of Ukrainians before the full-scale invasion and the positive changes afterward. To ensure objectivity, it is necessary to consider the topic from various perspectives and account for all factors that may influence the situation.

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Укладач

Кісельова Анастасія Андріївна

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