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Course Paper

Stylistic Portrayal of the Enemy Image in Present-day Anglophone Media Discourse (a Case Study of Russian-Ukrainian War)

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INTRODUCTION

Since the very beginning, mass media served as a source of information as well as a vehicle for having an impact on people. The most common domain, which exerts a powerful influence on individuals through media, is politics. Electoral campaigns, propaganda, press conferences, etc. are some of the ways of having an enormous impact on forming audience beliefs. For instance, propaganda was applied to unite people of the country

Media discourse plays a dual role in shaping and reflecting society perspectives within the complex web of current geopolitical tensions. The way opponents are portrayed in the media affects public opinion and behaviour in addition to reflecting the dominant political narratives. The ongoing Russian-Ukrainian war has become one of the most extensively covered conflicts in contemporary media discourse. As nations around the world take sides and voice support or condemnation, the portrayal of the involved parties takes on immense importance in shaping public opinion and potentially influencing the course of the conflict itself.

The concept of the enemy image has long been studied in various fields, including media studies, political science, and social psychology. It refers to the process of constructing a negative, often dehumanizing representation of a perceived adversary or threat. This phenomenon is particularly noticeable during times of conflict, as media narratives play a crucial role in framing the opposing side and rallying support for one's own cause.

This research is relevant in shedding light on the role of media in framing narratives, shaping public opinion, and influencing geopolitical dynamics. By examining how language is used to construct and perpetuate enemy images in media discourse, this research contributes to broader discussions about the power dynamics inherent in media representation, the impact of propaganda on public attitudes, and the potential for media to both escalate and mitigate conflict. Moreover, given the interconnected nature of global media and the potential for information

dissemination across borders, understanding the nuances of enemy image construction in anglophone media discourse can also offer insights into broader patterns of international communication and diplomacy. The relevance of this research extends beyond the immediate context of the Russian-Ukrainian conflict to inform discussions on media ethics, cross-cultural communication, and the role of language in shaping perceptions of identity and otherness in a globalized world.

The object of the research paper is the stylistic portrayal of the enemy image in present-day anglophone media discourse, with a focus on the Russian-Ukrainian war. This encompasses the linguistic and rhetorical strategies employed in depicting the adversaries, as well as the broader socio-political context within which these representations are situated.

The subject matter of this research is concerned with the specific linguistic and rhetorical features used in the construction and perpetuation of the enemy image in anglophone media coverage of the Russian-Ukrainian war. This includes lexical choices, metaphors, framing techniques, and discursive patterns that contribute to shaping perceptions of the conflict and the parties involved.

The aim of this research is to examine the stylistic portrayal of the enemy image in present-day anglophone media discourse, with a specific focus on the Russian-Ukrainian war. Set against the backdrop of heightened geopolitical tensions and media polarization, the study aims to analyze the linguistic and rhetorical strategies used to depict the adversaries in anglophone media coverage. In accordance with the aim of the paper, the **following tasks are set**:

− to define the concept of mass communication, its types and functions;

− to specify the role of mass media in shaping public opinions;

− to reveal the characteristic features of anglophone media discourse;

− to outline language strategies of forming image of the "enemy" and to analyze them in the English-language mass media;

− to examine stylistic representation of the image of the enemy in English media discouse.

The theoretical value of the paper lies in providing the theoretical material for further research in the field of anglophone media discourse, delving into the main points of the significance of mass communication.

The practical value of this research lies in its potential to inform media literacy efforts, policymaking, and conflict resolution initiatives. By uncovering the linguistic mechanisms of enemy image construction, the study can raise awareness about media biases and foster critical engagement with media representations of conflict. Furthermore, the insights gained from this research can contribute to more informed and nuanced discussions surrounding the Russian-Ukrainian war, ultimately paving the way for constructive dialogue and reconciliation efforts.

The research paper is arranged as follows:

Introduction explaines the choice of the topic of the study, presents the object and the subject matters of the research, aims and tasks.

The first chapter focuses on defining mass communication, its types and functions; states the role of mass media in shaping public opinion; accents the characteristic features of English-language media discourse.

The second chapter concerns the observation and analysis of stylistic means of the enemy image in present-day anglophone media discourse.

General Conclusions summarize the acquired research results highlighting the main points of the study, and outline the valuable contribution to further research.

CHAPTER ONE. ENGLISH MASS MEDIA DISCOURSE AS AN OBJECT OF RESEARCH ANALYSIS

Mass media plays a crucial role in shaping narratives, disseminating information, and influencing public opinion. English-language media discourse, in particular, holds immense sway due to the global reach of English and its status as a lingua franca.

Whether analyzing news reporting, opinion editorials, television broadcasts, advertising campaigns, or digital media content, the discourse manifested in English mass media merits scholarly attention. Researchers can examine the connotative implications, rhetorical strategies, and semiotic frameworks that combine to create overall narratives and subject positionings in addition to the denotative meanings.

1.1. Mass Communication: Definition, Types and Functions

Mass communication is a multifaceted field encompassing the study and practice of disseminating information to large and diverse audiences through various channels. It plays a fundamental role in modern society, facilitating the exchange of ideas, values, and cultural norms on a mass scale. Understanding the definition, types, and functions of mass communication is essential for grasping its significance and impact in contemporary life.

Mass communication refers to the transmission of messages to a wide audience through mass media platforms such as television, radio, newspapers, magazines, and the internet. Unlike interpersonal communication, which occurs between individuals or small groups, mass communication involves reaching large and heterogeneous audiences simultaneously. It involves the production, distribution, and reception of mediated content, shaping public opinion, influencing social discourse, and shaping collective consciousness (Feldman & Stenner, 1997).

Mass communication encompasses various forms of media, each serving distinct purposes and reaching different segments of the audience.

Some common types of mass communication include:

- Broadcast Media
- Print media comprise newspapers, magazines, books, and other printed materials
- Digital Media
- Advertising

Functions of Mass Communication

Mass communication serves several essential functions in society, influencing public opinion, shaping cultural norms, and facilitating social cohesion. Some key functions of mass communication include:

- Informing
- Entertaining
- Educating
- Persuading
- Socializing (Zinreich, 2023).

1.2. The Role of Mass Media in Shaping Public Opinion

The role of mass media in shaping public opinion is profound and multifaceted, influencing attitudes, beliefs, and behaviours on a wide range of societal issues. Mass media platforms, including television, radio, newspapers, magazines, the internet, and social media, serve as powerful vehicles for disseminating information, framing narratives, and shaping public discourse. Understanding the mechanisms through which mass media influence public opinion is essential for comprehending their impact on individual perceptions, collective attitudes, and societal dynamics (Zinreich, 2023).

Informing the Public. Through journalism, investigative reporting, and news programming, mass media platforms provide audiences with access to timely and relevant information from around the world. By presenting diverse perspectives, analyzing complex issues, and highlighting significant events, mass media contribute to public awareness and understanding of political, social, economic, and cultural issues.

Setting the Agenda. Through selective reporting, editorial decisions, and framing techniques, media organizations shape the public agenda, influencing which issues capture public attention and which are marginalized or ignored. By highlighting certain issues over others, mass media can influence public perceptions of priority and urgency, shaping the focus of public debate and policy discussions.

Framing Public Discourse. Mass media employ framing techniques to frame narratives, define problems, attribute responsibility, and suggest solutions, influencing how audiences perceive the significance, causes, and implications of events. Through framing, media organizations can shape public attitudes, emotions, and opinions, framing issues in ways that resonate with audience values, beliefs, and identities.

Shaping Public Attitudes and Beliefs. Through persuasive communication techniques, media messages can influence audience attitudes, emotions, and behaviors, shaping public opinion on controversial issues, influencing electoral outcomes, and mobilizing support for social causes. By presenting information in a certain light, framing issues in particular ways, and appealing to audience emotions, mass media can sway public opinion and shape collective attitudes and behaviors.

Fostering Socialization and Identity Formation. Through media representations of gender, race, ethnicity, and other social identities, mass media influence how individuals perceive themselves and others, shaping social attitudes, stereotypes, and norms. Media portrayals of social roles, lifestyles, and behaviors can shape audience aspirations, values, and self-concepts, contributing to the construction of collective identity and social cohesion (Zinreich, 2023; Happer & Philo, 2013).

1.3. Characteristic Features of English-language Media Discourse

English-language media discourse exhibits several characteristic features that distinguish it from other forms of communication. These features encompass linguistic, stylistic, and rhetorical elements that shape the presentation and interpretation of information in various media platforms, including newspapers,

television, radio, magazines, and digital media. Understanding these characteristic features is essential for analyzing and interpreting English-language media discourse effectively.

Anglophone media discourse typically adheres to standard grammatical and syntactical conventions, ensuring clarity and coherence in communication. Media texts are often edited and revised to conform to established linguistic norms, facilitating comprehension by diverse audiences.

Mass media is guided by news values that prioritize factors such as timeliness, relevance, prominence, proximity, conflict, and human interest. These values shape the selection, framing, and presentation of news stories, influencing which events and issues receive coverage and how they are portrayed.

English media discourse often strives for objectivity and balance in reporting, presenting multiple perspectives and providing factual information without bias or distortion. Journalistic ethics emphasize principles such as accuracy, fairness, and impartiality, guiding reporters and editors in their coverage of news events.

While objectivity is a fundamental principle of journalism, media discourse may also incorporate elements of sensationalism and entertainment to attract and engage audiences. Sensational headlines, provocative imagery, and dramatic storytelling techniques are sometimes used to capture attention and generate interest in news stories.

In the digital age, media increasingly emphasizes interactivity and audience engagement, leveraging social media platforms, comment sections, and user-generated content to facilitate two-way communication between media producers and consumers. Audience feedback and participation shape the production and dissemination of media content, influencing the news agenda and public discourse (Hamráková, 2022; Zinreich, 2023).

Conclusions to Chapter One

1. In conclusion, Chapter One of this paper has provided a comprehensive overview of key concepts and themes related to mass communication, the role of mass media in shaping public opinion, and the characteristic features of English-language media discourse.

2. Firstly, the fundamental aspects of mass communication have been explored, as the transmission of messages to a wide audience through various channels such as television, radio, newspapers, magazines, and the internet. We have examined different types of mass communication, including broadcast media, print media, digital media, advertising, and public relations, each serving distinct functions and reaching diverse segments of the audience.

3. Secondly, the pivotal role of mass media in shaping public opinion, highlighting its influence on attitudes, beliefs, and behaviors across a range of societal issues has been examined. Through informing the public, setting the agenda, framing public discourse, shaping attitudes and beliefs, and fostering socialization and identity formation, mass media play a central role in shaping the public narrative and influencing social and political dynamics.

4. Finally, the characteristic features of English-language media discourse have been analyzed by identifying key elements such as standardized language, news values, objectivity and balance, sensationalism and entertainment, interactivity and audience engagement, multimedia integration, framing and agenda setting, and cultural and ideological context. These features shape the production, dissemination, and interpretation of media messages in English-language contexts, reflecting linguistic conventions, journalistic norms, technological innovations, audience preferences, cultural dynamics, and ideological influences.

CHAPTER TWO. STYLISTIC MEANS OF THE ENEMY IMAGE PORTRAYAL IN PRESENT-DAY ANGLOPHONE MEDIA DISCOURSE (A CASE STUDY OF RUSSIAN-UKRAINIAN WAR)

The stylistic means of the enemy image portrayal play a significant role in shaping public perceptions and attitudes towards adversaries. Stylistic devices function as linguistic machinations that can cast certain entities or viewpoints as threats, villains, or adversaries.

Across various domains of discourse, from political rhetoric to media coverage, the employment of particular stylistic devices serves to characterize a perceived adversary in ways that resonate with a given audience's values, fears, and ideological leanings. Whether in times of military conflict, geopolitical tensions, or broader cultural contestations, the linguistic portrayal of an "enemy" figure or entity becomes a powerful discursive act.

2.1. Language Strategies of Forming a Negative and Positive Image of the "Enemy" on the Example of the Russian-Ukrainian War

Language strategy is an effective method of influencing audience beliefs and frames of mind. In the context of the Russian-Ukrainian war, language strategies play a crucial role in shaping public perceptions and attitudes towards the conflicting parties. Media outlets, political leaders, and other stakeholders often employ linguistic techniques to construct both negative and positive images of the "enemy," influencing how the conflict is portrayed and understood by audiences. By examining language strategies used to form these images, we can gain insights into the ways in which language is harnessed as a tool of propaganda, persuasion, and manipulation in times of conflict.

Negative Image Formation:

Language strategies aimed at forming a negative image of the "enemy" in the Russian-Ukrainian war often involve the use of:

- Dehumanization is one of the most potent language strategies for portraying the opposing side as subhuman or animalistic entities. This can be achieved through the use of derogatory terms, such as "*terrorists*," "*aggressors*," or "*invaders*," to describe the enemy forces.

"Russian *invaders* open fire at a public bus in Kharkiv region" (Martz, 2022).	Invaders
"*Invaders* carried out an air raid in the suburbs of Mariupol" (Martz, 2022).	Invaders
"To liberate occupied territory and to free a country that has been unjustly attacked by an *aggressor nation*, in this case, Russia" (*The geopolitical stakes of Ukraine's counter-offensive*, 2023)	Aggressor nation
"The fighting in Ukraine continues unabated after that democratic country was invaded by Vladimir Putin's *terrorist state*" (*Mikhail Khodorkovsky says that support for Israel should not come at the expense of Ukraine*, 2023).	Terrorist state

- Demonization is another language strategy achieved by emphasizing their perceived atrocities, brutality, and moral depravity. Media outlets may highlight instances of civilian casualties, human rights abuses, or war crimes committed by the enemy forces, portraying them as ruthless aggressors or oppressors. For instance, "*In Mariupol on March 9, 2022, the Russian military <u>bombed</u> a maternity hospital in Mariupol, unlawfully <u>killing</u> at least three civilians and <u>injuring</u> at least 17 civilians*" (Martz, C., 2022).

- Othering language strategies emphasize the cultural, linguistic, or ideological differences between "us" and "them," reinforcing perceptions of the enemy as foreign, alien, or hostile. This can be achieved through the use of binary oppositions, such as "*liberal*" vs.

"*authoritarian.*" For example, "*He rebuilt Russia's traditional authoritarian regime and then challenged the American-led liberal world order ever more brazenly*" (Graham, 2023).

Positive Image Formation:

Conversely, language strategies aimed at forming a positive image of one's own side in the Russian-Ukrainian war often involve the use of:

- Patriotic Rhetoric emphasizes the virtues, values, and resilience of one's own nation or military forces. Media outlets may employ nationalistic language, symbols, and slogans to rally support for the war effort and bolster morale among the populace. Through patriotic rhetoric, the conflict is framed as a righteous struggle for national sovereignty, freedom, and independence, eliciting feelings of pride and patriotism among supporters. "*Ukrainians have shown their willingness to lay down soul and body for their freedom*" (*The commander-in-chief of Ukraine's armed forces on how to win the war*, 2023).

- Heroization language seek to portray one's own military forces or national leaders as heroes, martyrs, or defenders of the homeland. Media coverage may highlight acts of bravery, sacrifice, and valor on the battlefield, glorifying soldiers as noble warriors fighting for a just cause. "*Ukrainian President Volodymyr Zelensky stated that the thirteen guards would posthumously earn the title of "Hero of Ukraine" for standing up to Russia's threats*" (Martz, 2022).

- Framing Techniques highlight the righteousness of one's own cause and the illegitimacy of the enemy's actions. By framing the conflict as a struggle against tyranny, oppression, or external aggression, positive images are constructed that reinforce perceptions of moral superiority and legitimacy. "*Despite all its sufferings, despite all the destruction, Ukraine remains a sovereign state*" (Bauer, 2024).

2.2. Stylistic Representation of the Image of the "Enemy" in English Media Discourse

The stylistic representation of the image of the "enemy" in English media discourse is a complex and dynamic process that involves the use of linguistic, rhetorical, and narrative techniques to shape perceptions and attitudes towards opposing parties in conflicts or geopolitical tensions. English-language media outlets play a pivotal role in constructing and perpetuating images of the "enemy," influencing public opinion, political discourse, and international relations. By analyzing the stylistic representation of the image of the "enemy" in English media discourse, we can gain insights into the ways in which language is harnessed to frame narratives, evoke emotions, and shape collective identity.

One of the key stylistic elements in the representation of the image of the "enemy" is lexical choice, which involves selecting words and phrases to convey specific connotations and associations. English media discourse often employs loaded or emotive language to frame the "enemy" in negative terms to evoke fear, hostility, or moral outrage. By framing the "enemy" in such terms, media outlets reinforce perceptions of their adversary as dangerous, hostile, or morally reprehensible, legitimizing military actions and bolstering public support for intervention.

Metaphorical and figurative language are also commonly used in English media discourse to portray the "enemy" in symbolic or allegorical terms. Metaphors evoke powerful imagery and symbolism, framing the conflict in moral or ideological terms. Figurative language may also be employed to dehumanize the "enemy," portraying them as subhuman or monstrous entities deserving of contempt or condemnation. By employing metaphorical and figurative language, media outlets evoke strong emotional responses and reinforce binary distinctions between "us" and "them," fostering a sense of collective identity and solidarity among supporters. (Person & McFaul, 2022; Volkov, 2023)

English media discourse often relies on emotional appeals and persuasive techniques to shape perceptions of the "enemy" and elicit specific audience responses. Emotional language, vivid imagery, and personal anecdotes may be used to evoke empathy, sympathy, or outrage towards victims of "enemy" aggression or injustice. Persuasive techniques such as repetition, hyperbole, or loaded questions are also employed to reinforce negative stereotypes or narratives about the "enemy," manipulating audience perceptions and influencing public opinion. By appealing to emotions and invoking moral imperatives, media outlets seek to rally support for military intervention or other policy responses aimed at countering the perceived threat posed by the "enemy."

The framing of the "enemy" in English media discourse involves shaping the narrative surrounding the conflict, emphasizing certain aspects of the story while downplaying or omitting others. Media outlets may frame the "enemy" as a security threat, a violator of human rights, or an aggressor against peace and stability, framing the conflict in terms of self-defense, liberation, or humanitarian intervention. By framing the "enemy" in such terms, media outlets influence public perceptions of the conflict and shape the policy agenda, legitimizing military action or diplomatic measures aimed at confronting the perceived threat.

Cultural and historical references are often employed in anglophone media discourse to contextualize the image of the "enemy" within broader narratives of national identity, collective memory, and historical consciousness. References to past conflicts, geopolitical rivalries, or cultural stereotypes may be invoked to reinforce negative perceptions or stereotypes about the "enemy," perpetuating long-standing narratives of animosity or mistrust. "*Aspiring to restore the Russian empire, he attacked Georgia in 2008 and Ukraine in 2014 before launching a full-scale invasion of Ukraine in February 2022*" (Graham, 2023).

2.2.1 The Use of Evaluative Vocabulary for the Enemy Portayal

The use of evaluative vocabulary in the context of the image of the "enemy" in English-language media discourse is a powerful tool for shaping perceptions,

influencing attitudes, and framing narratives surrounding conflicts or geopolitical tensions. Evaluative vocabulary encompasses words and phrases that convey judgments, opinions, or emotional responses, allowing media outlets to portray the "enemy" in either positive or negative terms. By analyzing the use of evaluative vocabulary, we can gain insights into the ways in which language is employed to construct and perpetuate images of the "enemy," influencing public opinion and political discourse.

Negative Evaluative Vocabulary

In English-language media discourse, negative evaluative vocabulary is often employed to depict the "enemy" in unfavorable terms, portraying them as adversaries or threats to security, stability, or moral values. This can include words and phrases that convey notions of aggression, hostility, or danger, such as "*aggression*," "*threat*," or "*danger*." By using such language, media outlets evoke feelings of fear, suspicion, or animosity towards the "enemy," framing the conflict as a struggle against external threats or malevolent forces. Additionally, negative evaluative vocabulary may be used to portray the "enemy" as morally inferior or reprehensible, justifying punitive measures or retaliatory actions against them.

Positive Evaluative Vocabulary

Conversely, positive evaluative vocabulary may be employed in English-language media discourse to depict one's own side or allies in a favorable light, contrasting with the negative portrayal of the "enemy." This can include words and phrases that convey notions of heroism, bravery, or righteousness, such as "*hero*," "*democratic*," "*protect*," or "*liberate*." By using such language, media outlets seek to valorize their own military forces or national leaders, portraying them as noble defenders of freedom, democracy, or human rights.

Negative Evaluative Vocabulary	Positive Evaluative Vocabulary
Ukrainian President Volodymyr Zelensky stated that the thirteen guards would posthumously earn the title of "Hero of Ukraine" for standing up to Russia's threats (Martz, 2022).	

To liberate occupied territory and to free a country that has been unjustly attacked by an aggressor nation, in this case, Russia (The geopolitical stakes of Ukraine's counter-offensive, 2023)	
Sanctioned by E.U. "for actions and policies which undermine or threaten the territorial integrity, sovereignty and independence of Ukraine (Martz, 2022)	*He cannot tolerate a successful, flourishing, and democratic Ukraine on his borders, especially if the Ukrainian people also begin to prosper economically (Person & McFaul, 2022).*
The State Special Communications Service of Ukraine stated that the Russian military blew up a gasline and advised citizens of Kharkiv to protect themselves from the environmental dangers from the explosion (Martz, 2022).	*"As Mr Macron has belatedly come to recognise, "today Ukraine protects Europe""* (*The geopolitical stakes of Ukraine's counter-offensive*, 2023)
Therefore, the choice to investigate the mental health status among residents of the three countries was based on their similarities regarding the perceived threat of aggression from a neighbouring country (Chudzicka-Czupała and al., 2023)	*"In the darkness of war, you are a beacon of light* [about Ukrainians] *that shows the world what it means to fight for what you believe in"* (Bauer, 2024).

Manipulative Uses of Evaluative Vocabulary

In some cases, evaluative vocabulary may be employed in a manipulative or propagandistic manner to manipulate public opinion or shape political discourse. Media outlets may selectively use evaluative language to frame the narrative surrounding the conflict, emphasizing certain aspects of the story while downplaying

or omitting others. By framing the "enemy" in negative terms while valorizing one's own side, media outlets seek to elicit emotional responses and reinforce binary distinctions between "us" and "them," fostering a sense of collective identity and solidarity among supporters. "*Using his favoured Telegram platform, Mr Medvedev unleashed nothing short of hate speech, heavily implying that all Ukrainians should be wiped from the face of the earth*", "*Then again, the Russian state-controlled disinformation outlets have always used the "Russophobia" argument to explain away any Western criticisms or counteractions*" (EU vs Disinfo 2022).

2.2.2 The Use of Stylistic Devices to Create the Image of the "Enemy"

The use of stylistic devices in the context of the image of the "enemy" in English-language media discourse is a sophisticated and impactful means of shaping public perceptions, fostering emotional responses, and framing narratives surrounding conflicts or geopolitical tensions. Stylistic devices encompass a wide range of linguistic techniques, rhetorical strategies, and narrative devices that enhance the expressive power and persuasive appeal of media representations. By analyzing the use of stylistic devices, we can gain insights into the ways in which language is employed to construct and perpetuate images of the "enemy," influencing public opinion and political discourse.

Metaphor and symbolism are powerful stylistic devices commonly employed in English-language media discourse to evoke vivid imagery and convey abstract concepts in tangible terms. Metaphors such as "the enemy's appetite grows," "the enemy's tentacles of terror," or "the enemy's web of deceit" evoke powerful visual imagery, framing the "enemy" as a menacing or omnipresent force. Symbolic imagery, such as flags, emblems, or icons associated with the "enemy," may also be employed to evoke strong emotional responses and reinforce negative perceptions or stereotypes. "*The Russian appetite has only grown over the past two decades*" (Hauer, 2022). "*While the Kremlin is willing and ready to commit such senseless atrocities, shifting the blame and peddling hate speech, any pretence of Russia's humanitarianism will ring hollow*" (EU vs Disinfo 2022).

Personification and anthropomorphism are stylistic devices that attribute human characteristics or qualities to non-human entities, such as countries, organizations, or ideologies. In English-language media discourse, the "enemy" may be personified as a malevolent or sinister entity, imbued with human-like intentions, motivations, or emotions. This can evoke feelings of fear, anger, or moral outrage towards the perceived threat posed by the "enemy," framing the conflict in moral or existential terms. "*Some people say they don't believe in the existence of the devil. I do, his name is Vladimir Putin*" (Mollette, 2022)

Irony and satire are stylistic devices that involve the use of humor, wit, or sarcasm to critique or ridicule perceived absurdities, injustices, or hypocrisies. In English-language media discourse, irony and satire may be employed to subvert or challenge dominant narratives surrounding the image of the "enemy," exposing contradictions, inconsistencies, or double standards in media representations. "*We are second-class humans for them, at best. We are 'blacks,' you know, as [people from the Caucasus] are often called in Russian*" (Hauer, 2022).

Hyperbole and exaggeration are stylistic devices that involve the use of extreme or exaggerated language to emphasize a point or evoke an emotional response. In English-language media discourse, hyperbole and exaggeration may be employed to magnify the perceived threat posed by the "enemy," portraying them as an existential or apocalyptic danger, for example, the title of the article "*Russia's appetite for destruction*" (Hauer, 2022).

2.2.3. The Use of Idiomatic Expressions for the Enemy Portrayal in the English Media Discourse

The use of idiomatic expressions in the context of the image of the "enemy" in English-language media discourse adds layers of nuance, emotional resonance, and rhetorical impact to the portrayal of adversaries in conflicts or geopolitical tensions. Idiomsare linguistic constructs that carry cultural or contextual meanings beyond their literal interpretations, often rooted in shared cultural knowledge, historical contexts, or social conventions. By employing idiomatic expressions,

media outlets can evoke specific associations, convey subtle messages, and reinforce narratives surrounding the image of the "enemy," influencing public perceptions and shaping political discourse.

Idiomatic expressions are employed in English-language media discourse to reinforce binary distinctions between "us" and "them," fostering a sense of collective identity and solidarity among supporters while marginalizing or excluding the "enemy" from the ingroup. Phrases such as "*cannon fodder*" or "*a beacon of light*" emphasize the perceived cultural, ideological, or moral differences between opposing factions, framing the conflict in terms of an existential struggle between competing worldviews or value systems. "*In Russia we see a regime that murders their opponents… oppresses its citizens… uses their own soldiers as cannon fodder*", "*In the darkness of war, you are a beacon of light* [about Ukrainians] *that shows the world what it means to fight for what you believe in*" (Bauer, 2024).

Idiomatic expressions are often employed in English-language media discourse to evoke sympathy, empathy, or solidarity towards victims of "enemy" aggression or injustice, framing them as martyrs or heroes in the struggle against oppression or tyranny. Phrases such as "*lambs to the slaughter*" or "*the enemy's victims are sacrificial lambs*" evoke powerful imagery and symbolism, portraying the victims as innocent or helpless victims of unjust persecution or violence. By employing idiomatic expressions of victimization and martyrdom, media outlets evoke feelings of empathy, outrage, or moral indignation towards the perceived suffering or injustice inflicted by the adversary, mobilizing public support for humanitarian intervention or other measures aimed at alleviating the plight of the victims. "*Ukraine will be "the sacrificial lamb," bearing the brunt of the lesson, being the victim of the war of aggression and suffering the greatest casualties and destruction*" (Casanova, 2022).

Conclusions to Chapter Two

1. Chapter Two has provided a comprehensive examination of various language strategies and stylistic techniques employed in English media discourse to shape

the image of the "enemy," focusing on the example of the Russian-Ukrainian war. Through the analysis of language strategies, stylistic representation, evaluative vocabulary, stylistic devices, and idiomatic expressions, valuable insights have been outlined into the ways in which media outlets construct and perpetuate images of adversaries in conflicts or geopolitical tensions.

2. Firstly, the language strategies used to form both negative and positive images of the "enemy" have been explored in the context of the Russian-Ukrainian war. Analysis on how media outlets employ dehumanization, demonization, and othering tactics to portray the adversary in negative terms, while employing patriotic rhetoric, heroization, and framing techniques to portray one's own side in a positive light, demonstrates how language is harnessed as a tool of propaganda, persuasion, and manipulation in times of conflict.

3. Secondly, the stylistic representation of the image of the "enemy" in English media discourse was explored. The observation determined that media outlets employ stylistic devices to reinforce negative associations, evoke emotional responses, and frame narratives surrounding the image of the "enemy," influencing public perceptions and shaping political discourse.

4. Thirdly, the use of evaluative vocabulary has been analyzed in the context of the image of the "enemy" in English-language media discourse. The exploration provided insight into how media outlets employ evaluative vocabulary to reinforce negative stereotypes, demonize the adversary, and justify punitive measures or retaliatory actions against them.

5. Lastly, the exploration of the use of idiomatic expressions in the context of the image of the "enemy" in English-language media discourse established that idiomatic expressions are employed to reinforce negative perceptions, polarize public opinion, or evoke sympathy towards victims of "enemy" aggression or injustice.

GENERAL CONCLUSIONS

In this comprehensive study, an in-depth analysis of the portrayal of the "enemy" in English media discourse has been undertaken, with a specific focus on the context of the Russian-Ukrainian War. Through the exploration of language strategies, stylistic representation, evaluative vocabulary, stylistic devices, and idiomatic expressions, the intricate ways in which media narratives shape perceptions and attitudes towards geopolitical conflicts have been uncovered. The findings reveal the pervasive influence of language in constructing and perpetuating images of the "enemy," both negative and positive. Observations have been made on how lexical choices, framing techniques, and emotional appeals are strategically employed to evoke specific responses from audiences, reinforcing stereotypes, and framing the conflict in moral terms.

Through this study, valuable insights into the role of media in shaping public discourse and influencing attitudes towards conflicts and geopolitical tensions have been gained. By critically examining the linguistic and rhetorical strategies employed in media representations of the "enemy," a deepened understanding of the power dynamics at play in contemporary media landscapes has been achieved. Moving forward, the findings underscore the importance of media literacy and critical engagement with media narratives. By interrogating the language, framing, and underlying ideologies present in media representations of conflicts, a more nuanced understanding of complex geopolitical issues can be cultivated, and the influence of biased or manipulative media narratives can be resisted.

In conclusion, this study serves as a valuable contribution to the scholarly discourse on media, language, and conflict representation. Important insights into the ways media sources create and maintain images of adversaries in conflicts or geopolitical tensions have been highlighted through the research of linguistic techniques, evaluative vocabulary, stylistic devices, and idiomatic expressions. By illuminating all these mechanisms through which language shapes perceptions of the "enemy" in English media discourse, a foundation for further research and dialogue

on the role of media in shaping public opinion and understanding of global conflicts has been provided.

RÉSUMÉ

Цей дослідницький проект пропонує комплексний аналіз англомовного медійного дискурсу навколо російсько-української війни, зосереджуючись на зображенні «ворога». Насамперед було визначено поняття, типи й функції масової комунікації, її вплив на формування суспільних поглядів і основні характеристики, що посприяло подальшому вивченню теми. Завдяки ретельному аналізу дослідження розкриває різноманітні лінгвістичні та риторичні стратегії, такі як оцінна лексика, стилістичні засоби та ідіоматичні висловлення. Вони створюють як негативний, так і позитивний образ «ворога», і використовуються в медіа-наративах, проливаючи світло на те, що мова використовується як інструмент маніпуляції, пропаганди та переконання задля формування суспільного сприйняття та ставлення до геополітичних конфліктів. Розкриваючи складність медіарепрезентації, дослідження вносить цінний внесок у науковий дискурс про медіа, мову та конфлікти. Отримані результати підкреслюють важливість медіаграмотності та критичної участі в орієнтуванні в сучасному медіа-ландшафті, створюючи основу для подальших досліджень і діалогу про роль ЗМІ у формуванні громадської думки та розумінні глобальних конфліктів.

Ключові слова: media discourse, enemy, image, stylistic, representation, influence

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