

Lingvoconcept “Fear” In Modern English and Russian Mass Media Discourse

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Abstract – The authors consider the linguistic mechanisms of formation, fixation and implementation of phobic attitudes in the English-speaking and Russian-language press. For the basis of discursive practices involved in the formation of phobias, the authors took the category "migration". The authors compare phobic language material in Russian and American media. Based on the analysis of modern authentic language of the new material, the authors reveal similar and special features in the language manifestations of phobias, emphasizing that the phobia installations themselves, and later indeed, the choice of language means of their manifestation are under influence of the political situation in the country. The phobias attitudes broadcast by the Russian media can be described as individual and public fears for their own lives and material well-being. The American publications, on the contrary, describe the phobias attitudes as a threat to common European values and cultural well-being. The authors highlighted the differences in presenting information and revealing the sources of their information (American publications are very clear about the sources of information, while the Russian press does not give a specific nomination of its source of information). The American publications are characterized by cases of protectionist description of migrants, while the causer of phobia is more intensely coloured in negative tones in Russian-language media. The analyzed articles are characterized by manipulativity of mass consciousness – the propaganda of the ideas of fear on a human scale and religion.

Key words – *phobias, migration, media, political discourse, manipulativity of mass consciousness, refugees, crimes, state authorities.*

I. INTRODUCTION

Modern society is becoming increasingly dependent: the ever-expanding and increasingly complex information of mass-media space can be considered as one of the major factors affecting human consciousness and behavior. At the same time, the newsworthy event itself, and the methods of its reflection in the mass media discourse are notable for their particular intensity.

The feeling of fear is one of the strongest feelings of living beings, including a person who has a self-preservation instinct.

The media successfully use this, being at the same time fixers and implementers of phobias at the level of mass consciousness. The media can perform the function of rallying or separating the society in times of unstable economic and political situations, when the fears and hopes of the society are exposed. Phobias are generated as a concept (the objectives of the article do not include considering the issue of special technologies and services that manipulate the mass consciousness), and then are broadcast to the masses through texts, affecting the audience at a rational and emotional-psychological level. Specific discourses of the media are generated as a result of the so-called “reframing”, that is, the modern interpretation of a particular frame.

II. METHODS OF THE RESEARCH

This study analyzes messages from the central American (NYT, WP) and Russian (AIF) print media that have taken the “Migration” frame as the basis for the discursive practice, i.e., the news of category “hard news”, namely: the behavior of migrants from Eastern countries in European countries (in Germany, but not in Russia and not in the USA, we deliberately stopped on migration to Europe, and not to Russia and not to the USA, since the reaction of disinterested media seems to us more objective) on the day of the celebration of the New 2016. Through the presentation in print of the “we” – “they” dichotomy, the articles construct phobic attitudes from the position of perception of the “alien” in the European society. The object of phobic reactions in the English and Russian editions is the European population, in particular the inhabitants of Germany. There is a contrast of two realities: the New Year's festivities (implying joy, fun, lack of negativity) and their consequences (robbery, bitterness, police proceedings and other negative aspects caused by the phobia causer – migrants from Eastern countries).

An important feature in our analysis is the fact that the articles we are considering fall under the politics structure, and the political perspective is focused on the subjective interpretation of a particular event. This circumstance cannot but influence the formation of the content and the axiological component of the material under study. Both the American

and Russian media play an important role in identifying the parties to the conflict – they are the delimiters of the parties to the guilty and the injured through their presentation of the events (framing) and a description of the affected parties to the conflict.

III. RESULTS AND THEIR DISCUSSION

In the conditions of intensive migration and interaction of cultures, modern society is designed to create conditions for the formation of a person capable of active life in a multinational multicultural environment. Attitudes towards migrants in both Russian and English speaking audiences are multi-layered and multi-level. The analyzed articles show the attitude of ordinary citizens to the police as representatives of state power. In both societies, there was a perception of varying degrees of expression that migrants are a threat. The Middle Eastern and Islamic descent of refugees equates them, according to Europeans, to terrorists. Terrorists may appear in the country, hiding among the refugees who arrived by boat. Fears can be specific (terrorist attacks, crimes, increased competition in the labor market) and abstract (threats to European values, morality, public order).

In the phobic message broadcast by the Russian media, it is possible to trace the opposition of the parties at the local level: on the one hand – defenseless women, on the other – inactive police and state institutions. In the phobia message of the American media, such a phobia is also observed, but it is not predominant, and the choice of language means leads to the installation of a phobia at the level of opposition of civilizational ethnic (Europe) and barbaric ethnic principles (migrants).

All of the above can be seen in the following examples: ... *The situation in the EU is getting worse – every month about 150,000 women from Syria and Iraq penetrate there ... Residents of Cologne still cannot move away from the horrors of the New Year's night, which ended with attacks of Arab youth on girls, robberies and several rapes... group "sexual assaults" occurred in other cities of Germany, as well as in Finland and Austria ... from yesterday's refugees in Europe, criminal ethnic groups were formed ... It is breathtaking that the German police first inactive and then dispersed a spontaneous rally of protest of local residents with water cannons (!)... The authorities forbade printing information about what had happened for three days... And then there was a demonstration of police powerlessness and the vulnerability of urban women, as a result – depression, the fear of going outside in their own city. According to some representatives of the EU press (the source is not called – E. M.), on the New Year's Eve the ISIS tried out ... a strategy for the future seizure of European states ... They sell drugs, rape and beat visitors, and the authorities quietly hope that the newcomers won't break fragile fence and do not scatter, as has happened repeatedly. It remains to be tipped up and admitted that the "tolerant" tactics of meeting immigrants with flowers, the distribution of free blankets, food and posters "Welcome!" led only to the fact that uninvited guests were convinced that they would get away with everything, including violence and robbery. (AIF 28.01.2016).*

Title: *"Double Betrayal." Swedish police hid the facts of attacks on women. "*

The Swedish police did not investigate many cases of sexual harassment against girls ... Swedish police spokesman Varg Yillander admitted that one of the possible reasons for not disclosing cases of harassment could be the fact that some of the rapists were immigrants. The authorities, not wanting to exacerbate the already tough debate about refugees going in the country, in every way avoid publishing any data that speaks about new arrivals in a negative way (AIF 01.12.2016).

The Russian edition depicts refugees as a faceless, collective conquering mass. There is a separation of the phobia message when its object (women in Germany) is depicted as the injured party, and the causer of fear (migrants from Asia) are presented as dehumanized (*aliens*), with a lack of human qualities (*uninvited guests*) subjects.

The strengthening of the negative assessment of migrants is also due to the description of positive moral qualities and actions of Europeans, confirming that the European public supported the hospitable government policy (*"tolerant tactics of meeting immigrants with flowers, distribution of free blankets, food and posters "Welcome!"*). In general, the phobic attitudes broadcast by the Russian media can be described as individual and public fears for their own lives and material well-being, rather than abstract fear, such as, for example, a threat to common European values and cultural well-being. Russian-language media use highly emotional words with a very large imaginative ability (for example, a water cannon when dispersing a peaceful rally, a specific nomination for crimes committed by migrants), the text is often accompanied by images of civilians that inspire confidence in the Russian audience .

Russian and foreign publications convey the statements of the parties of the phobia situation responsible for its resolution: representatives of the police are quoted, as well as the main political players – the heads of state and government of Germany, Austria, Hungary, the Minister of Internal Affairs of Sweden. However, the Russian edition, while negatively describing the actions of migrants through quoting European journalists critical to visitors, does not give a specific nomination of its source of information, limiting itself to a cliché formulation: *"According to some representatives of the EU press ..."*

The American media also couldn't get away without broadcasting phobic attitudes caused by the flow of emigrants.

Title: *Sexual Attacks Widen Divisions in European Migrant Crisis*

Across Europe, the migrant crisis that has engulfed the Continent since the summer is provoking new levels of public anxiety and the New Year's Eve sexual assaults in Cologne, Germany, where witnesses and the police described predatory gangs of mostly foreign men, including some refugees, groping and robbing young women. The Cologne police are also investigating allegations of rape.

While the details in some of those reports are sketchy... they have touched an exceptionally raw nerve as European societies face the challenge of integrating and acculturating the asylum seekers, most of them Muslims, and a majority of those single men.

Far-right political parties, which have long invoked ...dark-skinned foreigners threatening European identity and security... have capitalized on the inability of the European Union to secure its external borders while efficiently managing the movement of migrants inside the bloc... the great fear is the fear of Islam.

unless political leaders could quickly articulate a nuanced argument for migration – one that confronts fears about security and religious differences, especially in the aftermath of the Nov. 13 terrorist attacks in Paris – public support for granting asylum to refugees could collapse (NYT 13.01.2016).

Unlike the Russian edition, the American one broadcasts a phobic attitude – social fear on a national (all-European) scale caused by an influx of migrants, in which several components can be distinguished. Thus, the indication of the color of the skin of migrants (*dark-skinned foreigners*) implies the opposition of the white population to the alien, it is a racial component. There is also an anti-Islamic component, that is, Islamophobia (*great fear is the fear of Islam*), as well as suspicion to the alien population, xenophobia (*predatory gangs of mostly foreign men; fears about security and religious differences; the challenge of integrating and acculturating the asylum seekers*).

Western media smooth out the image of a phobia causer with the help of language propaganda tools (*political leaders could quickly articulate a nuanced argument for migration; the details in some of those reports are sketchy*), thus presenting the rational interests of the opposing parties to the conflict (the authors' aim does not include consideration of the ethical side of the situation), implying the idea that real refugees arrived in Europe, and not welfare seekers (*queue jumpers – those who want to get out of turn*).

This is followed by headlines and excerpts from recent articles in American publications, the discursive practice of which is the migration to Europe, in which language carriers of phobic attitudes are highlighted .

Reports of Attacks on Women in Germany Heighten Tension Over Migrants

Germany's willingness to take in one million migrants blew into the open on Tuesday after reports that scores of young women in Cologne had been groped and robbed on New Year's Eve by gangs of men described by the authorities as migrants (NYT 06.01. 2016)

Sexual Attacks Widen Divisions in European Migrant Crisis

anxiety after the New Year's Eve sexual assaults in Cologne, Germany, where witnesses and the police described predatory gangs of mostly foreign men, including some refugees, groping and robbing young women. (NYT 14.01.2016)

As Germany Welcomes Migrants, Sexual Attacks in Cologne Point to a New Reality

Drawing on the previous year's experience, they identified their biggest worry as pickpocketing and fireworks (NYT 15.01. 2016)

Cologne Mayor's 'Arm's Length' Advice on Sexual Attacks Stirs Outcry

The mayor of Cologne has in inflamed a debate in Germany about migrants and sexual harassment by suggesting that women can protect themselves from men on the streets by keeping them more than an arm's length (NYT 07.01. 2016) [5].

Number of complaints in Cologne attacks continues to grow. German prosecutors say more than 800 complaints have now been led in connection with assaults and robberies in Cologne on New Year's Eve that investigators have linked largely to foreigners (WP 19.01. 2016).

Germany: 1st suspect held over Cologne sex assaults

A 26-year-old Algerian man has become the 1st person arrested in connection with a string of sexual assault during New Year's celebrations in Cologne that sparked a debate about Germany's ability to integrate migrants. (18.01. 2016) – the time period between the event itself – the source of the phobia – the description of the event in the media and the actions of the authorities to eliminate the causes of the phobia.

AP Interview: IOM chief: don't label migrants as threat

The head of the International Organization for Migration said Sunday that Europe must avoid viewing migrants as a "security threat" following the New Year's Eve assaults in Cologne and November's attacks in Paris. (17.01. 2016)

Swedish police investigating alleged officer-led coverup of sexual assaults by migrants

The attacks are drawing comparisons to those carried out on New Year's Eve in Cologne, Germany (WP 12.01. 2016).

German sexual assaults lead to 'I told you so' claims on Muslim immigrants in U.S.

Donald Trump, Franklin Graham and other conservatives say this proves their caution right (WP 11.01. 2016).

Sexual assaults challenge Germany's welcoming attitude toward refugees

"I don't want to have to fear those whom I actually want to help." (WP 06.01.2016).

American publications are very clear about the sources of their information, even if these sources do not approve of migration policy (Donald Trump, Franklin Graham and other conservatives ...).

The source of phobias, that is, migrants are described in English-language media with an unspecified number of "some", like *mostly foreign men*. Against this background, a strong positive role of the police is being presented (*after the arrest of 1 suspect, the police are working: they are already considering 800 complaints, and the Swedish police are investigating the concealment of crimes*).

In Russian and American media, the causer of a phobia has a constantly changing identity (newcomers, migrants/refugees, asylum seekers/foreign men, gangs), the Russian edition adds to this description non-human / extraterrestrial traits (aliens), thus reinforcing the negative assessment of migrants.

There are also cases of protectionist descriptions of migrants in the American media (*Don't threat migrants as threat; Germany's welcoming attitude; whom I actually want to help; women can protect themselves from men*). The nomination of the causer of a phobia is more intensely colored in negative tones in the Russian-language media (*ISIS, ethnic criminal groups*). Russian-language media are aimed at establishing contact with the reader, through the use of ways to increase interest through more detailed and emotional description, a small percentage of positive information and the prevailing percentage of negative description. Given in this way information can distract the Russian audience from domestic problems and unite them in front of a possible threat (both Eastern – migrants and Western – America).

IV. CONCLUSION

The analyzed articles are characterized by manipulativity – the pragmatic effect of the text of the mass media, namely the propaganda of the ideas of fear on a human scale, caused by the influx of refugees from a different culture (American and Russian editions), religion (American editions), different color (American editions), emotive impact on readers by choosing vocabulary with a pronounced component “*fear*” and “*bad*” in a dictionary meaning (American and Russian editions), making and substantiating socio-political decisions (*welcoming migrants policy*) in terms of the multiplicity of points of view in society (American publications).

Orientation to purposeful management of the addressee's perception is achieved through discursive practices aimed at implementing the chosen strategy, that is, planting phobias, such as: stereotypes (*one's own – others', white – not white, Muslims – non-Muslim, government knows*), structural originality of texts (screaming headlines), nominative systems (cases of verbal characterization of the fear causer),

axiological (not only negative, but also an implicitly positive description of the fear causer in American sources), rhetorical means. As a result, one particular reframing thread on the topical frame (migration to Europe) becomes dominant (Russian media: migrating is scary; American media – migrating is scary, but not so bad) and is introduced as the main means explaining events. Such rhetoric is constantly being implemented in state-controlled media. It remains either to believe or not to believe them, as *tertium non datur*.

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