

PROGRAM & ABSTRACTS

WORDS AS A BATTLEFIELD

PERSUASION IN CONTEMPORARY POLITICAL AND MEDIA DISCOURSE

April 5-6 2019
Faculty of Arts, University of Maribor, Slovenia

The organizing committee:

Katja Plemenitaš, University of Maribor

Nada Šabec, University of Maribor

Donathan Brown, Ithaca College

Agata Križan, University of Maribor

Editor: Katja Plemenitaš

Donathan Brown, Ithaca College

Race, Racism and the State of American Political Rhetoric

As racial demographics continue to shift, white Americans are increasingly finding themselves on the verge of becoming a statistical minority, where in some parts of the United States, this has already occurred. This reality, especially for members of the Republican party, has resulted in a racialized paranoia best exemplified by hostile policy choices that seek to curb the political growth and influence of non-white Americans. In what follows, this essay will discuss the highly racialized rhetorical atmosphere that continues to give way to policy debates and choices that are nothing short of retrogressive. Specifically, laws favoring voter identification at the polls, along with changes to hate crime protections to extend to law enforcement be will discussed.

Dr. Donathan Brown is a Associate Professor in the Department of Communication Studies at Ithaca College (NY), where he was also a 2017 U.S. Fulbright Professor in the Department of English and American Studies at the University of Maribor. In addition to his books and articles on race and American politics, Dr. Brown also provides expert analysis for American news outlets such as, Forbes, the Huffington Post, the Washington Post, U.S. News and Word Report, among other outlets in Canada and Slovenia.

Dániel Z. Kádár, Dalian University of Foreign Languages/Hungarian Academy of Sciences

(Im)Politeness in Chinese Political Language - A Brief Introduction

One may be tempted to refer to the style of Chinese political language use in the national media as ‘schematic’, ‘hierarchical’ and – in lieu of any better adjective – ‘boring’. This is particularly the case if one comes from a Western lingua-cultural background. In terms of (im)politeness, the language of politics in Euro-Atlantic media is appealingly diverse: it spans instances of bald on language aggression (see e.g. Kádár 2014 on parliamentary heckling), through interactionally co-constructed (im)politeness in debates (e.g. Bull et al. forthcoming), to carefully designed politeness in diplomatic pleasantries (Chilton 1990). The pragmatic landscape is very different in Chinese media. Chinese news and other media outlets follow prescribed and collectivistic patterns to narrate political events and the words of politicians. In addition, Chinese media completely lacks the dramatic elements – in particular, instances of rudeness – that make Euro-Atlantic politics so interesting to study. If drama and impoliteness is at all present in the seemingly ‘robotic’ language use of Chinese politics, for Westerners such manifestations of impoliteness may sound like ‘saber-rattling’. What further adds to this lingua-cultural difference between Chinese and Euro-Atlantic discourses is the following. The language use of Chinese politics is either reported in the state media – or private media that directly quotes state media – and one has little access to what political stakeholders tell each other. This implies that one can examine Chinese political language use and (im)politeness situated in it mainly vis-à-vis news reports and monologic genres such as public announcements (*gonggao* 公告).

Notwithstanding its seeming ‘boringness’, Chinese political language use and related manifestation of (im)politeness are worth to study. There is of course the standard argument that China is a country of huge global importance and so language use in the Chinese lingua-culture deserves attention. However, in my view there is a significantly more important reason why one should study this theme. That is, despite its seemingly ‘schematic’ nature, the language use of/about Chinese politics and politicians in the media can be intriguingly complex. Native speakers of Chinese are often able to ‘read in between the lines’ of the national media and interpret fine-tuned messages that may miss the eye of those who are outsiders to the lingua-culture. For instance, as the study of Kádár and Zhang (Forthcoming) illustrates, seemingly minute changes of language use such as the presence or absence of deferential language use in a political context reported may imply important messages to the Chinese. Thus, Chinese political language use is an example par excellence for the fundamental interface that may exist between (im)politeness and implicitness in many lingua-cultures in the East Asian region (Kádár and Mills 2013). Note that while the fact that we know very little about the real-time language use of Chinese political stakeholders is regrettable, this lack is not detrimental. Political news and other monologic genres such as the above-discussed *gonggao* represent a complex interactional dynamic between those who release these messages and the recipients (and one may even refer here to Bakhtin’s interpretation of monologue as a form of dialogue).

In the present study I will use Chinese public announcements as case study to illustrate the complex relationship between language use and (im)politeness in the Chinese lingua-cultural context.

Dániel Z. Kádár is Qihang Chair Professor and Head of the Centre for Pragmatics Research at the Dalian University of Foreign Languages. He is also Research Professor at the Research Institute for Linguistics of the Hungarian Academy of Sciences. He is author/editor of 22 volumes published with internationally leading publishing houses such as Cambridge University Press. His areas of research include linguistic politeness, ritual, contrastive pragmatics and historical pragmatics. He has special interest in the pragmatic comparison on English and Chinese languages.

Wafaa Abdulaali and Ghada Mohammad, University of Mosul

Mahmoud Darwish and Tanure Ojaide: Poets of Exilic Consciousness and Representatives of Oppressed Nations

Darwish (1941-2008), the national poet of Palestine, and Ojaide (1948-), the voice of Nigeria, are endowed with a faculty for articulating a message, a vision or an opinion for their nations. They are intellectuals essentially tied to the needs of their people. Both poets belong to countries that witnessed different types of political, economic, and social upheavals. Their poems are battlefields where they resist oppression and reveal their nations' struggle against persecution and imperialism. Darwish experienced many displacements that turned him into an embodiment of exile, as both existential and metaphysical states, beyond the external, and the metaphorical, in his interior relations with self and poetry. His poetry of exile mirrors the socio-political atmosphere under the Israeli occupation. His words are a weapon in his fight to achieve freedom and independence. Similarly, Ojaide's poetry is engaged with the crises of his homeland, the Niger Delta. He belongs to the generation of Nigerian writers, who used their literary productions as a weapon against social injustice and as an instrument in resisting imperialism. To him, there is a direct relationship between literature and social institutions. The principal function of literature is to criticize these institutions and eventually bring about desirable changes in the society. The purpose of this study is to examine Darwish and Ojaide as poets of exile by studying their exilic experiences and investigating certain poems that typically help dive into their external and internal sense of displacement. The study also highlights the concepts of home and homelessness. It brings to light the poets' deep yearning for a sense of belonging and their insistence on regaining the motherland, toward which they show a profound attachment and permanent commitment. They use words as a therapeutic means to compensate for the lack of a physical homeland. The poets inspire the oppressed nations to persist in their strife against the tyrannical regimes which deprive them of their right to live happily and peacefully.

Jernej Amon Prodnik, University of Ljubljana

Is Political Communication Mediatized? Tendencies in the Relationship between the Media and Politics

In the last decade mediatization has become “the key concept” (Lundby, 2014) for many scholars in the field of media and communication studies. The initial focus of this approach was on the mediatization of politics, with the main presumption being that “media have become the most important arena for politics.” (Ampuja et al 2014) In this view, politics has largely lost its autonomy and became “dependent in its central functions on mass media.” (Mazzoleni and Schulz, 1999) Today, mediatization refers to an even more general process of social change, with media playing central role in these transformations. At first glance the validity of the mediatization approach may seem self-evident, but it has major deficiencies that cannot be easily overcome. The purpose of this paper is to scrutinise it both theoretically and empirically. The empirical part is based on in-depth, semi-structured interviews with the key representatives of Slovenian political parties that were asked about the media and their power in setting the framework for politics. This paper looks at different inconsistencies present in the responses of the interviewees, which seemingly point in the direction of blame-shifting; it then relates them to instrumental view on media and communication channels present in the existing social order. This paper builds its critical insights for the analysis of the interviews and critique of the mediatization approach on the approaches of media sociology (e.g. Bourdieu, Schudson), political economy of communication (Smythe, Schiller, Mosco, Sussman) and critical theory (Debord, Kellner).

Zoran Fijavž and Darja Fišer, University of Ljubljana

Corpus analysis of water flow metaphors in Slovene migration discourse in 2015

This article analyzes water flow metaphors identified in the online articles of MMC RTV Slovenija, a public news portal, during the 2015 refugee crisis in Slovenia. The theoretical foundations used are the theory of conceptual metaphor, critical discourse analysis, and corpus linguistics. The thesis also includes a summary of related studies on the effects of metaphorical framing on the evaluation of social issues and on common metaphors in the discourse of migration, as well as a summary of metaphor identification methods. The analysis of 215 online news articles reveals many findings. First, a nearly exclusive metaphorical use of the identified metaphorical expressions, followed by the persistent use of metaphorical expressions through time and among different authors, along with the predominant presence of metaphorical expressions in reported speech. Finally, the relation between the use of metaphoric expressions and the semantic preference of the particular expression used to denote people who migrate was discovered. The results suggest the migration discourse in the study period was metaphorically framed and open up questions about its political impact.

Nina Gorenc, University of Ljubljana

Political communication in post-truth society

“When I use a word,” Humpty Dumpty said in rather a scornful tone, “it means just what I choose it to mean — neither more nor less.” “The question is,” said Alice, “whether you can make words mean so many different things.” “The question is,” said Humpty Dumpty, “which is to be master — that’s all.” (L. Carroll, *Through the Looking Glass*) What was considered fiction in the past is today a model of political communication, characterized by a loss of values and integrity. Words have become a very powerful weapon, so the alternative “words instead of swords” (D. Pehar, *Language and Diplomacy*) no longer applies. States have an important instrument in the arsenal of their weapons of communication, namely public diplomacy, which has undergone drastic changes due to the development of information technologies. Influencing public opinion has become essential for the success of any government. The so-called Society 2.0 has led to the paradox of plenty, namely the abundance of information. This not only allows for a greater accessibility of sources and information, but also exposes the problem of their credibility. Credibility has become an important source of soft power. If policies aren’t credible and sustained by values, they will not be able to produce soft power, but remain limited to the scope of propaganda activities. One of the latest examples are the USA post 9/11 efforts in the Middle East, where substantial sums of money were invested in activities presented as public diplomacy, such as Al-Hurra television, which turned out to be little more than propaganda and state sponsored cultural imperialism, and thus consequently failed to produce the soft power of attraction. (D. Aziz, *The Presumed Influence of US International Broadcasting*)

Dan Han, Dalian University of Foreign Languages

Persuasion in the Chinese Political Arena - A Discourse-based Approach

Persuasion has been widely discussed in many cultures. Yet, little research has been done on this act in the Chinese political arena. This lack is noteworthy if one considers the significant changes in the Chinese political context since the 21st century. Chinese political culture is a noteworthy case to study because of the Chinese norm of interpersonal 'harmony', i.e. the idea that conflicts need to be avoided. This sense of conflict avoidance makes Chinese press conferences different from their Anglo-counterparts. Chinese political stakeholders tend to be aware of the fact that they are being recorded, that their words may have serious consequences considering the hierarchical structure of Chinese political communication, and that conflicts may threaten their own face as representatives if they are featured in media. At the same time, the spokesperson has power over the reporters as he has the access to the knowledge, and also in the Chinese context a conflictive reporter may be discouraged to attend press conferences. Thus, ultimately press conferences in Chinese political settings operate with fine discursive dynamics, in which the spokesperson and the reporter attempt to avoid conflicts. Persuasion plays a fundamental role in this whole mechanism: the two sides engage in persuasive attempts to gain/withhold information in various contexts.

In the present research, I divide persuasion in the Chinese political arena into three types, including: 1) persuasion by repetition 2) persuasion by explanation 3) persuasion by reasoning.

Shibsankar Jena, Dr. Harisingh Gour Central University

Nationalism, group and mob, political media, democracy and citizenship

The rationality of present human subjectivity is counted on the line of what Socrates once criticized democracy as a rationally modified form of crowd which is only a numerical significance of democratic life. The character and importance of crowd in Socrates language has been modified by the media in present situation as 'mob' living with hyper reality and having a mass anxiety which is neither belongs to crowd nor belong to group but polarized through the discursive formation of 'words and counter words' as truth of group identity. In this sense, the numerical sense of democracy has been converted into the fragmented political subjectivity of 'mob' living within a polarized hyper-imaginary life world. Here the term 'hyper-imaginary' refers to the imagination of individual through the line of thinking and practice of mob which combines through pseudo-informative individuals produces by the contemporary political media. In this sense, the question of citizenship is now became an essential academic debate in which the meaning of citizenship itself constructed and reconstructed with a de-linguistified nationalism where the concept collectivism as the essence of nationality is now transformed into illusionary meaning of mass oriented 'mob'. This type of syndicated nationalism is due to spreading of and discussion of different forms of substance less valued loaded 'words' by the media which creates the battleground for the crisis of public sphere. On this background, this research paper is trying develop a theoretical understanding of contemporary Indian political subjectivity as a citizen of 'mob' who forms their fragmented identity through politically constructed 'conflicting words' through different level of media.

Suzana Jurin and Daniela Kružić, University of Rijeka

Cognitive framing through political catchword - Short assessment of Croatian media neutrality

The Croatian political scene undergoes a radical change. Since the 2016 parliamentary race and election loss, the left-wing is gradually losing ground. One of the key roles in the process was (and still is) played by the media who influence the electors and their choices. In this paper we analyzed written texts collected during the 2016 election campaign. Among the most prominent Croatian newspapers two have been chosen – the politically left oriented “Novi list” and the politically right oriented “Večernji list”. Different text genres were found, but our attention was driven towards the text genre political catchword (political phrase, political slogan) and its role in creating political opinions of the electors – the public. The text genre political catchword is an interesting text form and therefore we conducted a text linguistic analysis as well. The analysis will provide data about characteristics on the level of language, mostly on its morphology, syntax and lexicology. These phenomena will be abstracted as communicational-pragmatic and language-stylistic entities which are necessary for a successful cognitive framing of political opinions of the public. In order to create and frame political opinions, the text producer uses subtle persuasive messages. Furthermore, on the content-related level of the text structure analysis, the communicative intention of the producer is shown, while the text function analysis displays the most common text indicators used to transmit the desired content and identifies a potential persuasive message “hidden” in the words. Different text linguistic and text stylistic strategies used to attain the political objectives by the above mentioned newspapers are compared and analyzed. As a result, it is clear to what extent the media in Croatia are neutral regarding politics.

Friderik Klampfer, University of Maribor

Hate Speech: What's the Harm?

Hate speech as a subspecies of speech, which is not to be confused with libel, defamation, offence, racist and homophobic slurs and other categories of legally prohibited speech, has proven notoriously difficult to define and evaluate since the very first attempts in the 1990s. No wonder then that sceptics, both traditional and new, as well as free speech absolutists, have successfully stalled most legislative initiatives aimed at its regulation and/or suppression by law.

Luckily, some progress in what for the most part of the history of this concept has looked like rather frustrating and fruitless conceptual engineering can finally be reported. The emphasis in its analysis has recently shifted away from hatred as a constitutive motive or an intended effect of such speech to damage that is typically done to the reputation, dignity or equal social standing of members of targeted social groups.

In the paper, I set myself two modest aims: first, to assess such dignitarian accounts of the harm of hate speech for their comparative strengths and weaknesses, and second, to reflect on whether this type of intuitively benign, abstract, and non-individualized harm would warrant legal redress.

Žiga Krajnc, University of Maribor

Twitter President: Engaging in Donald Trump's Twitter Discourse

The following paper explores the online discourse of president Donald Trump as displayed on his Twitter platform, @realDonaldTrump. It sets out to explore the level of biased language used by the President in his everyday tweets by using the linguistic model for analysing and detecting biased language proposed by Marta Recasens, Cristian Danescu-Niculescu-Mizil and Dan Jurafsky. The analysis follows the model and applies it to selected tweets by the President in March of 2019 in order to systematically give insight into biased language used by the President. Two types of biased language (epistemological bias and framing bias) were used as well as their subtypes to categorize words and expressions taken from tweets.

Agata Križan, University of Maribor

The Persuasive Mechanism of Monoglossic Propositions in Advertisements

According to appraisal theory, monoglossic and heteroglossic propositions are two interpersonal choices for signalling the presence or absence of other voices within the category of engagement (Martin and White, 2005). Such a view is based on the notion that no utterance works in isolation but is linked to other utterances (Bakhtin, 1986: 69). In this sense, bare assertions are not seen as simply neutral or factual but as “undialogised” or “monoglossic” (Bakhtin, 1981: 427), and as such still not ‘free from subjective presencing of the speaker’ (Thibault, 1997: 53). Thus, the presence of overt engagement elements in propositions defines propositions as heteroglossic, hence dialogistic, whereas the absence of engagement elements, i.e. the absence of overt acknowledgment or rejection of another point of view, defines propositions as monoglossic. Even though monoglossic propositions in advertisements seemingly diminish their interpersonal value by expressing ‘taken for granted’ beliefs and facts unpersuasively through non-dialogistic positioning, their interpersonal value is frequently increased by their highly evaluative nature. The paper illustrates the evaluative charge of monoglossic propositions in advertisements, which may contribute significantly to the overall persuasive rhetoric of advertising texts. The evaluative charge of monoglossic propositions is investigated within the appraisal system (Martin and White, 2005), as one of the three discourse semantic resources for construing interpersonal meanings, focusing primarily on the category of attitude.

Matea Lacmanovic, University of Graz

Instagram as a Tool of Social Activism in the case of Shirley Manson (Garbage)

As a part of my PhD dissertation, I am researching how Shirley Manson, frontwoman of the American-Scottish band, Garbage, is using new media in order to raise awareness, inform and educate her audience on hot topics such as gender rights. The focus will be on the platform Instagram where I will, through participant observation, connect and explain how a performer and artist can practice (digital) social activism through their everyday interaction in the digital world. The topics discussed will be gender rights, ageism and women’s rights while drawing a parallel with the actual performances and interviews done outside the digital media. Although Garbage has a history of raising social awareness from their very beginning (in the middle 1990s), becoming a part of the musical Third Wave feminism, the continuation of this activism is seen by the use of the new media. I will compare the amount of content being posted for entertainment purposes with the one being posted for the purposes of social activism in the selected period, comparing the number of likes, comments and types of comments. With this research, I want to discover the functional use of Instagram in this particular case, comparing it to the social activism on the same topic outside the digital era in the case of Shirley Manson and Garbage.

Nataliya Litynska, Sapienza University of Rome

Hate Speech in the Russian Political Discourse: The Case of the Ukraine Crisis

The Russian-Ukrainian political crisis started at the end of 2013 with anti-government and pro-European protests in Kyiv known as Euromaidan, followed by the Russian annexation of Crimea, and the armed conflict in South-Eastern Ukraine. Events in Ukraine have been widely covered by the Russian mass media, and the Russian-Ukrainian confrontation has led to the exacerbation of verbal aggression in media speech commonly known as “hate speech”. This term, according to the Cambridge Dictionary definition, implies a “public speech that expresses hate or encourages violence towards a person or group based on something such as race, religion, sex, or sexual orientation”. The purpose of this study is to detect and analyze the manifestation of “hate speech” in the Russian mass media discourse concerning Ukraine. The use of ethnophobias (ethnic slurs), verbal labeling, nicknames and offensive epithets towards Ukraine and its citizens as well as the use of confrontational communicative strategies in depicting the events in Ukraine will be analyzed. The study is conducted using the corpus of texts drawn from the official Russian periodicals (Rossiyskaya Gazeta, Moskovsky Komsomolets, Kommersant) for the period of November 2013 through February 2014, that corresponds to the most exacerbated phase of the crisis. The study demonstrates that while covering the Ukrainian events, the Russian media most often use the following strategies: construction of the image of an illusory enemy, delegitimization, denigration, negative presentation. The study reveals the manipulative potential of Russian media texts manifested through the wide use of expressive vocabulary and discrediting communicative strategies which are aimed at creating a negative image of Ukraine and the Ukrainian people in the Russian society.

Dhouha Mabrouk, Faculté des Lettres et des Sciences Humaines de Sfax

Spectacle of violence: hate speech against LGBTQ+ community in Tunisia

Tunisia has gone through major changes over the past seven years. Since the insurrection of 2011, freedom of speech has been spreading exponentially. The frustration of many years of apparent complacency and repression gave birth to an outburst of opinions and to an attack of all that used to be taboo. One of many examples would be the LGBTQ+ as a term and as the people that it represents. The freedom of speech paved the way for nongovernmental organisations that help and deal with the issues faced by the LGBTQ+ community. However, it also brought to focus the concept of hate speech and violence whether verbal or physical towards the LGBTQ+. This disturbing phenomenon has been manifesting itself through miscellaneous forms which we will lay bare through discourse analysis. This paper will attempt to expose the multifarious forms of hate speech against non-heteronormative subjects in Post-uprising Tunisia. This article is manifold: it will divulge the violence aimed at the LGBTQ+ through the 1) legal discourse, 2) political discourse, 3) religious discourse and 4) social discourse. The first part of the article will deal with the legal articles that are not only unconstitutional but also detrimental in more ways than others to LGBTQ+ members. The second part will deal with, albeit inexhaustively, some of the political speeches that explicitly engages in the process of “otherisation” of these citizens. The third part will expose the incitation to violence and sometimes even murder of members of this community by some religious figures. Finally, we will tackle the social hate speech mostly found in public spaces and on social media.

Jasna Mikić, University of Ljubljana

Political correctness in contemporary media discourse

In the last two decades, society has been strongly marked by various struggles for social justice and human rights. Language/discourse has played an enormous role in these struggles, however the recognition of its impact on the reproduction of social inequalities and power relations is still highly neglected. Political correctness (shorter PC) was firstly introduced in the USA as an important strategical element of emancipation policy, which had a potential to achieve an inclusion of all members in society. It was implemented by replacing existing words with new ones in order to reduce discrimination, verbal assaults and hate speech. However, with the popularisation of PC in the early 1990s, the term gained widely negative connotations being interpreted as a censorship and a restriction of freedom of speech and press. New PC expressions became objects of ironic mockery, that emphasized their absurdness in a humorous way. It wasn't until 1990s that Slovenia first encountered PC (in the form of applying non-sexist language in legal documents), but it quickly took over all forms of communication. The questions of how did media incorporate PC and how has the use of PC changed in time (in media) will be the focus of this paper. I will try to identify (possible) differences in the use of political correctness in Slovenian media reporting regarding political themes at two points in time – the year of 1998 and 2018 (in the case of most widely read Slovenian newspaper Delo). Research will be based on critical discourse analysis which provides an insight into the way language/discourse reproduces power relations and social inequalities.

Maruška Nardoni, University of Ljubljana

At the intersection of science and politics

Science and scientific research with its ideal form of knowledge that has a neutral universal truth claim is something that was put into question from the 1970's onwards. The questioning widened in the 90's through the so-called scientific wars. Conversely, science no longer holds the monopoly over truth. The temptation to reduce scientific truth to yet another bureau of political interests ever deepened with the digitization and the internet media. It is not surprising that the public attitudes towards scientific research are cooling off. Now it may seem that journalistic or media facts operate on the same level of truth claims as 'alternative facts' which has become more evident since the Trump elections. The scientific model of truth nonetheless has the potential to defy this relativism of facts: according to Bruno Latour, scientific practices are of course always driven by interest meanwhile facts are never truth ready-mades. The area of investigating public attitudes towards scientific research and innovation is more intimately connected with risk issues (health issues, economy crashes, etc.) that are per example distributed in the commentary sections by the new internet media. Scientific journalism should be able to provide and communicate quality risk evaluation that requires data which needs to be traced back to actual occasions or they cease to be data. In other words: it cannot operate completely arbitrarily as a political force. A small qualitative study concerning Slovenian digital landscapes shall show whether or to what amount this holds true. The study will at the same time have to be able to expose how specific risk issues of the post-truth thought collectives are currently communicated in digital media and in science journalism.

Suzan Nemec, University of Auckland

Indigenous television's role in disrupting discourses of the mass media

The mainstream media within New Zealand, as in other settler colonial nations, continues to support hegemonic discourses of the settler nation. An analysis of this discourse has identified the ways in which settler colonial power and control is maintained through the ongoing marginalisation of the indigenous voice.

This paper specifically disrupts the notion that the mainstream media is a 'neutral actor' in the nation state and looks at the case of New Zealand where the mass media serves the interests of the settler nation and frames many of the nation's historical and contemporary issues and concerns without reference to an indigenous world view and the political discourse of decolonisation. My PhD research analysed the perceptions of different geographically based groups of self-selected recent migrants of New Zealand's indigenous people, Māori. They were asked to compare what they saw as the representation of Māori on Māori Television with the representations of Māori by the mass media in New Zealand. Focus groups viewed Māori Television for two months, both live-to-air and on-demand and discussed their ideas about these differences within their groups through both face-to-face and on-line facebook groups.

Because the mass media represents the views of dominant discourses it is vital to acknowledge the role of indigenous media as serving a role in providing migrants, who wish to call their new country 'home', with alternative views and counternarratives to the mainstream. Such information has the potential to provide migrants with the resources to participate more fully in national debates within their 'host' country that concern all people within the nation. I argue that Māori Television with its mandatory obligation to promote the official language of te reo Māori and Māori culture has demonstrated a pedagogical role for new migrants who wish to engage in a bicultural nation. The research is potentially relevant to other nations founded on biculturalism where migration has the potential to shift the power relations between dominant and marginalised groups.

Tomaz Onič, Michelle Gadpaille, Andrej Kirbiš, Tjaša Mohar and Katja Plemenitaš, University of Maribor

"Thou call'dst me dog before thou hadst a cause": Sensitivity to Hate Speech in Shakespeare in Slovenia and Bosnia and Herzegovina

In recent years, hate speech has gained considerable attention from the media, human rights organizations and scholars, since these have all noted an increase of verbal hostility in global communication. Slovenia and the broader Balkans region is no exception in this regard. Prompted by these findings, the authors of this proposal chose to investigate students' sensitivity to hate speech in certain canonical literary texts from the field of drama, which as a genre bears a relatively close resemblance to real-life situations, as well as hate speech sensitivity in their everyday lives.

The texts selected for the analysis are Shakespeare's plays *The Merchant of Venice* and *Romeo and Juliet*. Their plots include countless quarrels, disputes and other conflict situations that abound in hate speech. Elizabethan plays are rich with text, so the frequent discord will show not only in stage action but also on the verbal level, the audience reaction to which is more easily measured.

An empirical and theoretical study of this issue is planned at the Faculty of Arts, University of Maribor, in parallel with the Faculty of Philology, University of Banja Luka (within the framework of the ARRS Project *The Textual Side of Hostility: Perception of Hate Speech in Shakespeare among Bosnian and Slovene Students*, No. BI-BA/19-20-031). A potential benefit of this simultaneously conducted bilateral research is that it will yield valuable comparable results, since the Bosnian and Slovenian students of English will be of similar age and academic background, yet our study will be able to examine cross-national differences in levels and determinants of hate speech sensitivity, including cultural and other characteristics.

This paper will present the main frame of the planned study as well as the results of a pilot survey on perception of hate speech in selected scenes from *The Merchant of Venice* conducted among the MA students of English at the Faculty of Arts, University of Maribor, in March 2019.

Nina Pejič, University of Ljubljana

The academic discourse of the rise of the superpowers: China

Thirty years after the end of the Cold War we are again witnessing massive changes in the international system. The decline of the so-called "American World Order" and the ascent of new powers in the international community reintroduced a discourse on power transitions into the academic community. The rising number of academic pieces states that there is a renewed desire to interpret these dynamics and establish a framework explaining them among International Relations scholars. This is particularly true when observing the discourse surrounding the rise of China in international relations, the perception of which is marked by its economic achievements but also with its increased engagement in other areas. Scholars wonder how to understand both and with this frame the narrative on China in relation to the current world order. This paper reflects on the academic discourse and the narratives surrounding the rise of China in international relations and tries to conceptually identify the features of the established narratives. It raises a research question of possible categorization of the mentioned theoretical discourse and contributes to the conceptual overview of the narratives created within modern debates on the status of the rising powers in international community and the transfer of power between them.

Benedikt Perak, University of Rijeka

Emotion Categories in Croatian Parliament Debates

This paper presents the analysis of the Croatian Parliamentary debates within a EmocNet project (<http://emocnet.uniri.hr/>) that deals with the development of computer methods of identification and ontological modeling of communication of psychological states in Croatian language. EmoCNet Parliamentary describes the expression of emotions and affective states in the Croatian Parliament with the aim of performing Social Network Analysis tools, creating models for machine learning and identification of affective states in texts. The significance of this project is in interdisciplinary approach that includes cognitive science of emotion, the collection of corpus and computer linguistic methods, and the development of software tools for identifying lexical, metonymic and metaphorical language forms of emotion expression in Croatian. We will present the process of creating the corpus (Perak and Rodik 2018) as well as the knowledge base and tools for classifying affective categories from the structure of language expressions using a number of digital humanities methods for automated retrieval of digital corpus data, modeling, storage, integration, analysis and visualization of semantic-syntactic structures, computer-generated search corpus.

Katja Plemenitaš, University of Maribor

War and Peace: Contemporary American Discourse on War

In the period after the second world war, the main frame of US discourse on foreign policy consisted of Cold War rhetoric. This rhetoric of the postwar period was not an entirely new type of discourse, as it had its historical roots in the traditional values and cultural myths about the US as a rational freedom-loving and peaceful people facing an irrational and aggressive enemy. With the end of the Cold War, this specific rhetorical frame was no longer available, and President Clinton was the first postwar US president who was unable to draw his political discourse on the Cold War frame. It can be observed, however, that the opposition between coercion and freedom, rationality and irrationality have continued to permeate all aspects of contemporary political and media discourse on war in the US. The paper examines in what form these oppositions have continued to frame the political and media discourse on war during the modern period, in particular during the presidency of Barack Obama and Donald Trump. In addition, it looks at the alignment or non-alignment of the US media with the presidential rhetoric on war based on their political leaning.

Nastja Prajnč Kacijan and Tomaž Onič, University of Maribor

Victim Vs. Authority: Verbal Violence and Threat in the Interrogation Scenes in Plays by Jančar and Miller

Struggles for power or attempts by authority to gain dominance over victims has been a permanent theme in contemporary western drama since the 1950s. This paper considers two well-known plays, *The Crucible* by the American playwright Arthur Miller and *Dissident Arnož and His Followers* by the Slovene playwright and novelist Drago Jančar with the aim of identifying such scenes in each play individually as well as similarities between the two plays. These plays were written in response to particular political situations and pressures, and it is hypothesized that external elements may affect the expression of verbal violence in the drama.

The relationship of two unequal partners in terms of power frequently emerges in the interrogation scenes. The analysis of such scenes in which authority's oppression of the victim is present has shown that the latter can manifest itself in a variety of forms and at all social layers to which the characters in both plays belong. This study tries to investigate and categorize such situations according to the verbal repression instruments and methods used in the relevant scenes. The most frequently represented categories are those using strategies such as insults, threats, mockery, repeated questions or statements and false accusations. The paper provides examples to illustrate each category of verbal violence.

Nadine Rentel, Westsächsische Hochschule Zwickau

Persuasive communication on the Facebook account of the "Alternative für Deutschland" Saxony

September 2019 will mark the elections for the state parliaments in three Eastern German federal states. Some surveys that have been carried out in the last months show that the acceptance for the political program of populist parties, such as the "Alternative für Deutschland (AfD), is relatively high amongst inhabitants of the three Eastern German federal states, especially in Saxony. Concerning the actual political situation in Germany, especially the harsh criticism of Angela Merkel's decision during the period when many refugees came to Germany, some political scientists are of the opinion that the results of the elections may have a destabilizing effect on the German government in Berlin. It seems thus relevant to us to have a closer look at the persuasive discourse of a so-called populist party. In her public discourse (both in speeches and face-to-face interaction as in the social media), the AfD takes up fears and concerns of the people who inform themselves more and more often in the social media. The aim of the presentation is to show by which verbal and visual resources the persuasive discourse of the AfD Saxony on their Facebook account can be characterized. For this purpose, we propose a qualitative-oriented, multimodal analysis of selected entries that the AfD has put on her Facebook account between November 2018 and March 2019. The discussed examples cover some topics that are central for the populist political discourse: how should the government deal with minorities, especially refugees? In which way are the government and other political parties criticized? How does the AfD try to convince potential voters that the media are full of fake news (the topic of "Lügenpresse"; enhanced by the "Spiegelgate", with one journalist who, for many years, invented facts and persons in his reports)?

Marko Ribač, Emanuela Fabijan and Mojca Frelj, Peace Institute, Ljubljana

Antagonistic populisms – responses to the refugee crisis (2015-2018) in Slovenia

In our paper we argue that in a situation of “flourishing populism”, and the spread of the populist rhetoric and styles, populist discourses and practices are part of politics en masse. We show that populism is not an isolated feature of a particular part of the political field, but can be found across the political spectrum, however with differences in content as well as style. Our focus is to discuss mobilization of populism as responses to migration, presenting preliminary findings of an empirical study that analyses antagonistic reactions during and after the time of the functioning of the “Balkan migratory route” (or “refugee crisis”) in Slovenia between 2015-2018. We illustrate distinct features of an ethno-nationalist and authoritarian populist discourse, which reinforced the state of emergency situation, perpetuated militarization of migration and contributed to the reproduction of “nationalizing statehood”. We show how parliamentary speeches, party statements, legal and policy documents, which were adopted in that period mainly reproduced a technicist nationalist discourse that presented migration as a “(security) challenge” to the state apparatus. On the other hand the paper explores the notion of “inclusionary populism” and presents how civil society actors developed critical counterarguments (in various published petitions, manifestos, public letters etc.) against exclusions and influenced some legal changes that reframed the migration debate. Finally, the paper evaluates empirical findings - oscillating between empathy and solidarity on one hand and framing migration as a problem to “national security” or a threat on the other – against the theoretical debates, helping us clarify the necessary conceptual dimensions of “populism”.

Jūratė Ruzaitė, Vytautas Magnus University

How do haters hate? A linguistic approach to online hate speech

This presentation reports on one of the initial stages in a larger project, the ultimate goal of which is to develop a system for automated hate speech (henceforth, HS) detection in Lithuanian online discourse. Thus, this study resorts to Lithuanian data, but at the same time it also tackles general issues related to HS detection. The results have been obtained through manual data analysis, which will later lead to a list of surface features used for automated data processing. The dataset consists of high-risk texts, which will be further used as training data when developing the software. It contains 10,667 online comments posted in response to 24 news reports on controversial issues related to one of the target groups of HS, i.e. groups based on race, ethnic origin, religion, disability, gender, age, or sexual orientation/gender identity. In view of some previous research (e.g. Mubarak et al 2017), it was expected that such articles would trigger radical reactions, and thus hate speech would be more recurrent in them. The comments were classified into three broad sets: clean, abusive/offensive, and HS. To use the terms of Fišer et al. (2017), we differentiated between socially unacceptable hate speech (which would include abusive comments) and potentially legally punishable hate speech. The latter category is relatively low in frequency (in support of some previous findings), and abusive comments clearly outweigh the clean ones. Some dominant lexical resources in hateful and offensive comments include not only some conventional slurs, insults, words with a negative connotation, but also a variety of insulting neologisms. In terms of syntax, hateful comments are often formulated with an imperative and sometimes contain an address form. Some other indicative surface features include non-alphanumeric symbols and capitalisation. References Mubarak, Hamdy, Kareem Darwish, Walid Magdy (2017). Abusive Language Detection on Arabic Social Media. Proceedings of the First Workshop on Abusive Language Online, pp. 52–56. Fišer, Darja, Nikola Ljubešić, Tomaž Erjavec. (2017). Legal Framework, Dataset and Annotation Schema for Socially Unacceptable Online Discourse Practices in Slovene. Proceedings of the First Workshop on Abusive Language Online, pp. 46–51.

Elsa Skënderi, University of Maribor

A framing analysis to the debate about foreign waste import in Albania

This paper focuses on an essentially environmental and recurrent debate about foreign waste import in Albania. The aim of this paper is to examine the frames that are used by parties in this debate in order to persuade the public in favor of or against foreign waste import. The representative actors of the foreign waste debate are politicians and environmental activists. Salient fragments of their speeches were collected and divided in two groups (in favor vs. against). Framing analysis is a widespread methodological approach in social sciences and it has had a multifarious conceptualization in various research fields such as in communication studies (Entman 1993), linguistics (Fillmore's semantic frames; Critical Discourse Analysis frames or schemata), psychology (frames in thought), sociology (frames in communication). The theoretical background section of the paper provides an overview of these main approaches in defining, detecting and extracting frames. In the present paper a linguistic approach is employed to detect and reconstruct frames of the debate. Following the methodological technique applied by Touri and Koteyko (2015), the frame packages extracted are: (a) Environmental threat/ damage, (b) Existing own problem with garbage, (c) Mafia, (d) European Union, (e) Economical development. The analysis of how framing works in this debate emphasizes the fact that frames are crucial in understanding how an issue is characterized by the communicators who aim to persuade the public and how frames draw attention to certain aspects of reality by dismissing the other important aspects.

Raya Sulaiman, Open Arab University

Discourse and Emotions: The Construction of Citizenship as a Legitimate Term in the Contemporary Omani Media

Contemporary Omani media uses terms, such as citizenship, patriotism, identity, values, achievements and earnings, which signify the construction of an ideal citizen. This paper aims at investigating the construction of citizenship as a persuasion tool in the contemporary Omani official media. The study raises a number of questions related to the meaning of citizenship, the civic virtues central to citizenship, the categories of citizenship and the sources of citizenship legitimation. The current study uses all news reports, released by Oman News Agency between 2015 and 2018, that used the term citizenship. Study data comprises of 18 press reports of 5019 words and employs computer-assisted critical discourse analysis tools. AntConc 3.4.3w is used to analyse keyword lists, concordances and collocations, and aspects of van Leeuwen's discursive construction of legitimation (2008) were used for content analysis. Study concludes that the term citizenship is huge and lacks focus. The term is used within the context of a nation-pride aiming at citizens' emotions. Identity, ruling, belonging and upholding, which collocate with citizenship, imply patriotic feelings. Citizens' rights are subject to fulfilling their responsibilities. Abstraction is the main Source of the construction of citizenship as a legitimate practice and is used in the contexts of school research practices, environmental practices national music and festivals, school competitions and services sector. Study findings indicate that the use of citizenship as a persuasion tool by media is in line with media strategy in promoting the country's policies. Finally, the study recommends future research in the construction of citizenship in the Omani school textbooks.

Nada Šabec, University of Maribor

Name-calling and Nicknames in US Politics

Name-calling and nicknames have always been a part of US politics. However, the frequency and intensity with which the current president of the US resorts to them, using them as tools of verbal harassment often bordering on bullying, are unprecedented. The paper focuses on the most salient cases of these phenomena, examining both the name-calling and nicknames used by Donald Trump to either directly or indirectly refer to his opponents (both politicians and other public figures) as well as the nicknames created by others to refer to him. The analysis focuses on the structure of the nicknames and the predominantly disparaging semantic attributes on which they are based (e.g. Homeric epithets, hypocoristics, wordplay, rhyme). Furthermore, they are analyzed in terms of their contribution to the spreading of discrimination such as racism and sexism, hatred, humiliation and falsehoods. Finally, the paper discusses the use of name-calling and nicknames as a powerful propaganda technique with a strong social and cultural impact, manifested in the current coarsening of US political and public discourse. The implications of such a shift in discourse on a local and also global level are addressed - in other words, has Trump and his Twitter new "normal" permanently lowered the bar for political discourse or is the damage repairable?

Andraž Teršek, European Faculty of Law/University of Primorska

Free speech: 'those' people are simply and clearly wrong!

Any kind of public authority in a constitutional democracy needs to hold an element of distance and self-limitation towards the fundamental freedom of public communications. At the immediate moment when the state becomes a strict censor and in consequence receives the role of a prosecutor and punisher against the population due to its content or certain methods of communication. At that specific moment, freedom of expression loses its value and instantly becomes a myth. Not only does it lose its instrumental but also its intrinsic value. In the public sphere, including the academic sphere, there has been a stagnating force in terms of the teachings of the principles of freedom of expression. In recent years, many political parties, interest groups, media and individuals – on the s.c. "left" - have made regular attempts to target and limit freedom of speech, which is contrary to modern legal knowledge and judicial precedents. These groups, individuals and organizations have made attempts to limit free speech via criminal legal acts or administrative legal acts concerning free speech - aiming to punish individuals for the substance of speech solely, which aren't needed in a functioning democratic society. However this brings a far greater threat to a democratic society than certain cases of indecent or unethical forms of public expression, that besides creating certain indignating and disapproving feelings do not cause harm to public life. Not because this certain form of expression is correct and favourable, but because it is the core component of constitutional democracy and constitutional protection of freedom. And freedom to hold, express and convey opinions comes first. Ethics and the culture of public communication are undoubtedly important societal topics. One of the more profound problems of today's society is the lack of tolerance and solidarity towards others, excessive insulting, limiting the right to the freedom of dignity, work and personal privacy. Hatred towards others is also a profound issue. But the syntagm "hate speech" in the public sphere has become a handy call for the criminal prosecution or administrative punishment of people, groups and parties that have different opinions and communicative tactics. A disapproval or public "conviction" of people who use offensive, laughable, humiliating, degrading, hateful, unintelligible, uneducated and stupid expression in public is understandable. However it is basically different when criminal procedures or administrative acts, aiming to criminal or administrative punishment, are put in place for these specific acts.

Branislava Vičar and Boris Kern, University of Maribor, Fran Ramovš Institute of the Slovenian Language

Transgender Representation in Slovenian Media

The aim of this article is to analyze the discursive representations of transgender people in Slovenian print and broadcast media between 2013 and 2018, using Critical Discourse Analysis. In the past five years the transgender community in Slovenia has gained increased media attention which helped to improve visibility on the one hand, but contributed to the utilization of negative stereotypes and reinforcement of ideological assumptions of hetero- and cisnormativity on the other. Drawing from poststructural perspectives on gender, it was found that the discursive strategies employed by the journalists included trivialisation of trans expressions as dress-up, and through the voices of experts, trans people were pathologized. While some recent articles on transgender issues indicate a more positive trend, they too reinforce cisnormativity through relating transgender people to binary norms.

Recently a public and very polemical debate was taking place between Slovenian linguists and general public which was focused on the usage of underscore as a means for non-binary transgender representation in language. Unfortunately this debate has shown not only some basic misunderstandings of the need of introducing alternative and inclusive language practices, but also run-of-the-mill transphobia.

Alen Vugrinec, University of Maribor

Persuasive Communication as a Means of Deception in an Online Environment

Nowadays in a world where the influence of social media and online interaction grows stronger day by day, people use these features of the media to obtain information about almost everything. Nevertheless, information shared in an online environment (e.g. news, articles) can still be identified as “fake” in some cases even though the message of the author tries to persuade us about the opposite. Not only the content of these kinds of messages can be identified as “fake”, but also the authors of such messages could be identified as “fake” because it is not impossible to successfully hide your identity in an online environment. My recent master’s thesis/research paper deals with the influence of certain usernames on the perception of gender in online communication. The theoretical part discusses language on the internet in general and the possible differences between the language of men and women online. The empirical part focuses on the experiment conducted for the purposes of this research paper. 10 participants (5 males and 5 females) between 24 and 26 years of age were recruited. The experiment took place over a period of two weeks, from June 18th to June 30th 2018. The first aim was to identify possible differences between the language of men and women. The second aim was to establish how certain usernames influence the perception of gender in an online environment with made-up usernames and consequently how participants use certain elements of communication in order to hide their real identities and even persuade others that they are of the opposite gender.

Malgorzata Waśniewska, University of Warsaw

Dehumanisation as shield and weapon in political power struggles

The proposed paper is devoted to explicit forms of animalistic and mechanistic dehumanisation and their linguistic symptoms observed in political discourse. In the scope of social psychology, dehumanisation can be defined as the denial of full humanness to others, which results in a perceived asymmetry between those who possess human qualities and those who lack them (Volpato and Andrighetto 2015). According to the framework put forward by Albert Bandura (1999), dehumanisation is also a condition necessary to achieve the state of moral disengagement from another person or group and thereby justify immoral conduct towards them. These same dehumanising strategies are often effectively used in political discourse, especially in moments of power struggles between political parties or singular candidates, with the view of stripping the opponent of their humanity and thereby, undermining their credibility and putting their agency into question. The process of dehumanisation is facilitated through various linguistic means, such as the employment of carefully selected conceptual metaphors, the usage of euphemisms and dysphemisms, palliative comparison, as well as other techniques of labelling and distancing. The process is especially visible in political campaigns when candidates tend to hold nothing back and employ overt forms of dehumanising language to discredit their adversaries. The aim of the proposed paper is to identify and examine the linguistic techniques of dehumanising others in political discourse based on the example of campaign materials and rally speeches before the US midterm elections held on November 6, 2018, based on the animalistic/ mechanistic dehumanisation framework put forward by Nick Haslam (2006).

Helena Worthington, Masaryk University

Discourse Analysis of the United States Foreign Policy Rhetoric towards Middle East

The aim of this study is to demonstrate and analyse how discourse can play a powerful role in the presentation of policy in international affairs. The main target is to show how specific language is intentionally employed in order to have a profound and considerable impact on the promotion and justification of a nation's foreign policy and interests. In this case, the particular focus is on the United States' involvement in military and political conflicts in the Middle East. The U.S. as a superpower seems to pursue different foreign policies towards the various countries in the region in terms of who it sees as allies and foes. It follows that the present study shall preoccupy itself with the analysis of U.S. rhetoric with regard to the use of linguistic devices mainly from the perspective of the persuasive and justification processes related to its military actions and the diplomatic treatment of conflict situations featuring the U.S. and the Middle Eastern countries of Syria, Iraq, Iran, and Egypt in specified time period, while documenting the fact how a language can be used as a very powerful strategic tool in achieving the U.S. goals in relation with the Middle East. The main aim is to present the outcomes of the examined U.S. foreign policy rhetoric and to point out the expected results that it is being used selectively and strategically. The study uses a qualitative content analytical research method and applies principals of the Critical Discourse Analysis (CDA) and Systemic Functional Linguistics (SFL). These disciplines provide the guidelines of the research method as well as supportive theory for the researched arguments.

Liu Yin and Janny Leung, University of Hong Kong

Harmonized: Chinese commercial media's coverage of migrant workers over time

This corpus-driven and discourse-based research inquires into Chinese commercial media's abrupt change of tone in their portrayal of migrant-worker-related issues, against the backdrop of the recent tightening of free speech in China. Four corpora, which contrasted in temporality (commercial media reports before and after 2016) and genre (state vs. commercial media vs. internet forum discussion threads), were compiled for a diachronic and synchronic study of discourse on migrant workers in the public sphere. Our observation of the data was based on lexical items, concordances, and discourse stretches. Keyword analysis suggests that commercial media's reportage before 2016 was more likely to use semantically-unfavorable lexical items to foreground problems migrant workers encountered, such as life risks, wage arrears and discrimination. However, N-gram analysis shows a considerable turnabout. Semantically-favorable lexical items began to dominate this type of reports since 2016, showcasing government's actions and achievements in raising migrant workers' income, helping them to 'return home', improving their skill training, etc. Incongruence as such was further exposed, as we situated the isolated lexical items into the 'co-textualized' concordances. There is a dramatic change of collocation from lexical items that point to migrant workers' abominable life conditions and the extreme acts taken by them, for instance, "roof-jumping", to ones that highlight government's policies and achievements as discussed above. We make sense of our findings by juxtaposing the diachronic and synchronic data. Putting different voices into contestations, we raise questions about the truthfulness and the accuracy of the commercial reports about migrant workers since 2016. We find support in our thesis in official documents available online, which also allow us to trace the power relationships and ideologies that underlie the observations.

Louise Zamparutti, University of Wisconsin-La Crosse

The Basovizza Monument: A Battlefield of Public Memory

The Foiba di Basovizza monument in northeast Italy, which stands about three kilometers from the Slovenian border, commemorates victims of mass killings instigated by Tito's communist partisans at the end of World War II. These killings are known as "foibe" in the Italian literature, a word that has come to signify the "ethnic cleansing" of Italians by Yugoslavians, despite evidence indicating that the majority of victims of these killings were from Slovenia and Croatia (Dežman 2008; Ferenc 2008; Mihevc 2011; Podbersič 2016) and that the killings were politically motivated. Since the Foiba di Basovizza was designated a national monument in 2007, the narrative of "ethnic cleansing" has been accepted throughout Italy as a legitimate version of history. Yet nationalistic comments made by European Parliament president Antonio Tajani at the annual commemoration of the monument on 10 February 2019 sparked international outcry, revealing that the site is a vortex for longstanding discursive battles over territorial rights and victimhood contests.

Existing scholarship on the Basovizza monument challenges its validity by showing how it makes claims that lack scientific research and evidence (Cernigoj 2012, 2018; Kersevan 2006; Volk 2008; Knittel 2015). My paper, however, argues that evidence is rendered moot through rhetorical strategies that summon a notion of "pure" Italian identity and that use mystery – the very lack of evidence – as proof. I apply established and current theories on memory, identity, and public spaces (Halbwachs 1950; Ricoeur 2004; Dickenson et. al. 2010; Landsberg 2004) to show how the Basovizza memorial is a material enactment of public discourse that outmaneuvers obligations to historical and scientific accuracy and argues for a skewed understanding of history. As research and evidence are increasingly shunned by populist leaders who seek to manipulate history to serve their political agendas, this analysis could provide strategies for recognizing and countering both obvious and insidious manifestations of such discourse.

Panagiotis-Fanourios Zaradoukas and Georgios Michalakopoulos, Ionian University

“Siz beni bırakın Cumhurbaşkanı... (Enough about me, my President...)” * : a discourse analysis of texts related to the coup attempt of 15 July 2016 in Turkey through their political-ideological aspect

The uninterrupted governance of AKP in Turkey has been marked by many victories in internal politics and also by important developments in every level of the political, economic and social sphere. Such a development was manifested on 15 July 2016 and it is precisely this development that will be examined, albeit briefly, as far as its discursive-communicative and ideological aspects are concerned. This paper focuses on the change regarding the concept of “national interest” in Turkey as it was expressed over time by the secular elites and, on the other, in terms of its association with the interests and aspirations of the ruling Muslim-oriented AKP government elite. The point of reference of our analysis is the attempted coup d'état of 15 July 2016 in Turkey, which has led to the further fermentation of some political and social, mainly, processes that had already emerged before the coup. To this respect, the study material focuses on specific speeches and statements made by the Turkish President Recep Tayyip Erdogan before and after the coup attempt. The core-speech of our analysis was that of 7 August 2016 in Yeni Kapı, which vividly depicts the ideological shift of President Erdogan. Our study is based on the Critical Discourse Analysis (CDA) method and on the theories of Van Dijk, Fairclough and Chilton, and their relation between discourse and ideology, which sometimes touches religion as well. The writers' main target is firstly to show that at that time the interests of the ruling government elite were aligned with those of the citizens in order to fulfill the basic aim of power, i.e. its reproduction and perpetuation through ideology. Secondly, to better understanding the relationship between discourse and ideology, as reflected in the political discourse of Turkey, a country that keeps intact its oriental identity. * From Recep Tayyip Erdogan's speech in Yeni Kapı (7 August 2016). This phrase was said by a president's supporter, who was seriously injured in the coup. Although he was wounded, he wanted to know about the health of his president. (<https://www.tccb.gov.tr/konusmalar/353/49925/demokrasi-ve-sehitler-mitinginde-yaptiklari-konusma.html>).