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Contents

Conference Organizers	4
Programme Outline	6
Plenary Lectures	7
Parallel Lectures	9
Round Tables	15
Seminars	17
Posters	133
ESSE Doctoral Symposium 2018	136
Index	145

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S66 Shaping the News, Shaping the World

Convenors: Room 200 (1) Sat 10:30–12:30, (2) Sat 15:00–17:00, (3) Sat 17:30–19:30

María José Coperías Aguilar, University of Valencia, Spain
Slávka Tomaščíková, P. J. Šafárik University in Košice, Slovakia

As proved by Fowler (*Language in the News: Discourse and Ideology in the Press*, 1991) over two decades ago, the language used to shape the news and news itself is not something innocent and neuter. By writing news, the media are creating public opinion and thus shaping the world as has been proved once more in the results of some recent elections and referenda across the world. Contributions to this seminar should focus on the analysis of language and/or contents of news in different formats of news outlets: printed or digital newspapers, radio, television and also the digital social networks, to see how they are affecting the way in which our present and future world is being shaped.

Katarzyna Kozak, Siedlce University of Natural Sciences and Humanities, Poland

Inflamers and Make-bates: discrediting political opponents in the early eighteenth century media discourse

The period between the Glorious Revolution and the end of Queen Anne's reign was a time of struggle between political parties. Though at the beginning of the eighteenth century this two-party system was not yet fully visible on an ideological level, nevertheless, the Whigs and Tories were becoming the two most politically influential factions. This rivalry defined the political situation in early eighteenth century Britain and laid the foundation for the development of the ministerial machine of propaganda aimed at discrediting opponents and justifying the policies of the government. Methodically developed, the system was well applied during Oxford's Ministry between 1710-14. This presentation sets out to trace the evolving rhetoric of passions deployed in the early eighteenth century English newspapers as a technique set on discrediting political opponents.

Respondent: Karin Sabolíková

Karin Sabolíková, P. J. Šafárik University in Košice, Slovakia

Reflection of Thatcher's policy in Czechoslovak daily newspapers

We are living in the world of fast communication where media as important social institutions are key presenters of culture, politics and social life. They shape as well as reflect how these are formed and expressed. In other words, they play a key role in transforming social events in the form of news and most of the time it manipulates information according to its own interest. Central to news is the text or language through which social events are described, which is considered not as a way of interpreting reality but as a way of constructing reality. My paper examines depiction of Thatcher's policy as it is reproduced in selected Czechoslovak daily newspaper *Pravda*. The Critical Discourse Analysis of the examined data tries to elucidate how a single news item was presented in the newspaper in order to demonstrate or point out to certain ideological aspects of the newspaper. The dominant definition of the policy was primarily formulated by the authorities of the communist regime and thus, the press uncritically adopted and communicated that policy. I presuppose that the dominant definition at the same time contributed to a manipulated depiction of the Thatcher's policy.

Respondent: Katarzyna Kozak

Elena Pilgun, Belarusian State University in Minsk, Belarus

Communicative tactics of social regulations in crises situations at the example of Brexit

The influence of modern mass media on public opinion, as well as their ability to "edit" information in the context of any crisis is becoming increasingly evident, be the crisis natural, or economic, or political etc. In this research we are having a closer look at the concept of a social crisis and its vivid example – the phenomenon of Brexit. The scientific idea of this research is to reveal the communicative tactics used in modern press, to assess and to compare how Brexit is seen and described in British, French and Russian Mass Media. According to our hypothesis all crisis situations are used for political speculations on the global political arena. Brexit is not the exception. So we presuppose that such communicative strategies of neutralization, ideologisation of mass consciousness and information war are widely used in the global communicative space while discussing Brexit to implement social control. The communicative strategies are represented and implemented through communicative tactics and language modes, the choice of which depends on the genre of newspaper articles. As the result of Mass Media influence the society is suggested behaviour patterns that revive or level the value orientations, creating tension among the population and calling it to aggression, or consolidating and pacifying the negative manifestations, tuning the society behaviour. The results can be used in further linguistic and political studies of mass opinion manipulation, ideologization, and disinformation.

Respondent: Svitlana Shurma

Svitlana Shurma, Tomas Bata University in Zlin, Czech Republic

Manipulation in British and Ukrainian reporting of Mh17 Downing

Media manipulation occurs at the stage of verbal and visual shaping of data received from the site of an event. When manipulation occurs, values and beliefs of the target audience are challenged. In this sense media manipulation can be viewed as a kind of violence act. Even though lie often accompanies manipulation and is associated with it, the former is used as a tool of the latter. The difference between the two lies in their directionality: lie is aimed at another person, but manipulation is targeted at receiving benefit for oneself. Lies may be used in the media, but by structuring the narrative in this or that way, media can still manipulate information without resorting to lying. For instance, British BBC and Ukrainian TSN foreground some agents of action involved in MH17 tragedy and foreshadow other. Visual metaphors and metonymies also play an important role in creation of an intrigue matrix necessary for a successful narrative. And finally, in the news narratives "landscape of action" always dominates over the "landscape of consciousness". However, the BBC would still offer stories where the voices of victims are heard, while TSN would almost exclusively focus on official opinions, in this way trying to cover the guilt for not doing enough to prevent the tragedy.

Respondent: Elena Pilgun