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**Communication**

**Bachelor's paper**

**THE WAR IN UKRAINE 2022 IN WESTERN MASS MEDIA**

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Допущено до захисту»

Протокол засідання кафедри англійської філології

та міжкультурної комунікації

Протокол № 10 від 29.05.2023

Зав. кафедри \_\_\_\_\_ д. філол. н., проф. Алла БЄЛОВА

**KYIV - 2023**

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## INTRODUCTION

The **relevance of the research.** On February 24, 2022, Russia invaded and occupied parts of Ukraine in a major escalation of the Russian-Ukrainian war that began in 2014. The invasion resulted in tens of thousands of deaths on both sides and triggered the biggest refugee crisis in Europe. About 8 million Ukrainians were internally displaced by June, and more than 8.1 million fled the country by March 2023.

Despite the restrictions imposed by the war, free and independent media have been working in Ukraine all this time, doing their work qualitatively, and not engaging in propaganda.

Media discourse is a coherent text combined with extralinguistic, pragmatic, sociocultural, psychological factors, etc., it reflects not only communicative and informational but also political, economic, and cultural moods and trends of modern society.

The study of the problems of media discourse has become relevant in modern linguistics due to the significance of the political, social, philosophical, and cultural, trends reflected in it, and the discourse orientation of linguistic studies. A thorough analysis of this topic has led to the emergence of a number of works that are aimed specifically at studying the structure, trends, functions, methods, classifications, and various approaches to the interpretation of the term "media discourse". Not only domestic but also foreign scientists [25, 26, 27], still aim to "build" a solid, thorough basis for further study of the peculiarities of media discourse as an active element of the information and communication space.

**The purpose of the research is** to study the ideological contexts of the war in Ukraine and to make a comprehensive analysis of the political and cognitive aspects of news by applying the interdisciplinary approach where the language is considered a social practice.

**To achieve this goal, the tasks are:**

1. To study the theoretical scientific literature that defines media discourse in modern linguistics and reveals its distinctive features;

2. To investigate the communicative strategy of polarization in the media discourse on the war in Ukraine; to study discursive sub-strategies and tactics of polarization that are the components of the mass media political discourse and are applied in the British and American media on the war in Ukraine and the linguistic means of their realization;

3. To explore the discourse strategies that are the components of the mass media political discourse and form the image of the Ukrainian refugees in the British and American media, to trace their implementation, and to analyse textual biases and implicit assumptions.

4. To investigate the construction of meaning by analysing the combination of verbal and non-verbal correlates.

**The object of the study is** the linguistic image of the Russian-Ukrainian war and its main actors in the British and American media discourse.

**The subject of the study is** discursive strategies and sub-strategies applied in the British and American mass media discourse on the war in Ukraine and the linguistic means of their verbalization.

**Research material.** The Language material was generated from open-access newspapers and magazines published in the USA and Great Britain (Daily Mail [36, 38, 48], The Irish Times [50], The Guardian [34, 35, 37, 39, 40, 41, 43, 45, 46, 51, 55, 61], The Telegraph [33, 42, 44, 53, 58], NYTimes [57], The Times [54], The Sun [47, 49, 54, 59, 60] and Washington Post [52] in the period 2015-2022 that are open-access. The number of analyzed pages is 75.

**Research methods.** The research was conducted in the context of Discourse and Critical discourse analysis where language is considered a social practice [13,16, 17,19]. The theoretical basis of the study is also Multimodal discourse analysis. In this work, the concept of multimodality is interpreted as a verbal-visual tool that reveals the semiotic relations between language and image [14, 15].

The methods of information search, content analysis, and continuous sampling were used to form an array of illustrative material.

**The theoretical meaning** of the conducted research lies in the specific contribution to further investigation of media political discourse.

The **practical value** of this study is in its potential to contribute to the development of language teaching and learning materials. The results of the research are of practical relevance and may be applied in theoretical and practical courses and seminars.

**Description of the work structure.** The work consists of an introduction, two chapters and their conclusions, general conclusions and a list of the used sources (65 titles). The total volume of work is 56 pages.

# I. THEORETICAL FOUNDATIONS OF THE MEDIA DISCOURSE STUDIES

## 1.1 Media discourse in Modern Linguistics

Media discourse refers to interactions that take place through a broadcast platform, whether spoken or written, in which the discourse is oriented to a non-present reader, listener, or viewer. The Ukrainian researcher O. Kucherova understands the concept of "discourse" as a "minimum communicative unit" and proves that the formation of discourse depends on what combinations arise during the interaction of its components related to communication partners, the topic, the subject of communication, the speech situation [4]. O. Krizhko understands the communicative situation as "the conditions for the formation of speech communication at a certain moment in time and under certain circumstances" and includes a number of non-verbal components as internal (means of non-verbal communication, non-verbal elements participating in the processes of generation) among the components of the communicative situation text and its implementation), as well as external ones (place, time, social conditions, the presence of the environment). The researcher considers external non-verbal components to be components of discourse and the communicative situation as a whole, and internal components to be components of the text [5].

The analysis of scientific literature makes it possible to say that the definition of the theoretical foundations of media linguistics, the study of mass media text, its structure and typology, and methods of its study were carried out in the works of domestic and foreign linguists, psycholinguists, mass media theorists: Reah [21] and Bednarek [11], Norman Fairclough [16], T. A. van Dijk [13], Балабан О. [1], Бутова І. [2], Шевченко І. [3], Кучерова О. [4], Крижко О. [5], Шугаєв А., [6], Ковальчук О., [7], Попович М. [8], Селіванова О. [9], Філіпс Л., Йоргенсен М. [10]. However, as the analysis of the works presented above shows, it is advisable to systematize and clarify the basic concepts of "media discourse", "media text" and their constitutive features.

Reah [21] conducted a comprehensive analysis of newspapers, focusing on a detailed examination of newspaper headlines and their production process, including what is included, what is excluded, and how words are ordered. Reah's research sheds light on the formation and manipulation of meaning in newspaper headlines and their impact on the audience. Reah identifies that the choice of words, word order in headlines, and newspaper discourse play a significant role in the information conveyed and how it is perceived by the audience. This approach helps better understand how newspapers shape a navigational map for their readers and influence the formation of public opinion. Overall, Reah's study provides important insights into the linguistic influence of newspapers on the formation and manipulation of meaning. It contributes to a better understanding of the role of newspapers in society and their impact on the audience.

Bednarek [11] presents a corpus study of evaluation in newspapers based on a corpus of 100 newspaper articles with a corpus of 70,000 words from both tabloid and broadsheet media. Bednarek's work is quantitative, and she provides detailed explanations and justifications for her scoring system and newspaper bias.

Combined with corpus linguistics, it offers a very powerful tool for analyzing how newspaper texts frame themes over time.

Language is connected with social life through being the primary domain of ideology, and through being both a site of, and a stake in, struggles for power. Ideology has been called the basis of the social representations of groups, and, in versions of CDA developed by Teun A. van Dijk [28], there is assumed to be a sociocognitive interface between social structures and discourse structures. The historical dimension in critical discourse studies also plays an important role.

Norman Fairclough [16] discussed the term CDA in his book *Language and Power*. Fairclough introduced the concepts that are now viewed as vital in CDA such as "discourse, power, ideology, social practice and common sense." He argues that language should be analyzed as a **social practice** through the lens of discourse in both speaking and writing.

Norman Fairclough [17] developed a three-dimensional framework for studying discourse, where the aim is to map three separate forms of analysis onto one another: analysis of (spoken or written) language texts, analysis of discourse practice (processes of text production, distribution and consumption) and analysis of discursive events as instances of socio-cultural practice. Particularly, he combines micro, meso and macro-level interpretation. At the micro-level, the analyst considers various aspects of textual/linguistic analysis, for example syntactic analysis, use of metaphor and rhetorical devices. The "level of discursive practice" involves studying issues of production and consumption, for instance, which institution produced a text, who is the target audience, etc. At the macro-level, the analyst is concerned with intertextual and interdiscursive elements and tries to take into account the broad, societal currents that are affecting the text being studied.

T.A. van Dijk's [13] approach to Critical Discourse Analysis combines cognitive theories with linguistic and social theories. Van Dijk uses cognition as the middle layer of a three-layer approach consisting of discourse, cognition and society. By integrating a cognitive approach, researchers are better able to understand how larger social phenomena are reinforced through popular, everyday discourse. Critics of this practice point out that his approach focuses on the reproduction of ideologies rather than the transformation.

The second half of the 20th - the beginning of the 21st century was characterized by the rapid growth of mass communication and new information technologies. The dynamic development of traditional mass media and the spread of the influence of the Internet network contributed to the formation of a single information space woven together by the aggregate of many media flows. The Internet network and its related technologies acquire the status of a leading means of mass communication, an important information resource that ensures the functioning and distribution of large information arrays. Of course, the growth of the means of mass communication in a geometric progression could not but affect the peculiarities of the spread of the word and the nature of language changes.

The active study of the linguistic features of media language has led to the emergence of a new discipline known as media linguistics. This field of study focuses on analyzing the language used in media texts. By examining the specific characteristics and strategies employed in media language, media linguistics aims to understand how language is used to shape and convey meaning in various forms of media, such as newspapers, television, radio, online platforms, and social media. Media linguistics investigates the unique linguistic features, including lexical choice, syntax, discourse patterns, and rhetorical devices, that are employed in media texts to capture the attention of the audience, convey information, and influence public opinion. It explores how media language constructs narratives, frames events, creates persuasive messages and shapes overall communication in the media landscape.

Through the study of media linguistics, scholars and researchers gain valuable insights into the ways in which language is used within media contexts and how it affects the interpretation and reception of information. This interdisciplinary field draws on theories and methodologies from linguistics, communication studies, sociolinguistics, discourse analysis, and media studies to provide a comprehensive understanding of the language of media texts. In summary, media linguistics serves as a crucial discipline in analyzing and interpreting the language of media texts, shedding light on the intricate relationship between language, media, and society. It enables us to critically examine the linguistic strategies employed by media outlets and enhances our understanding of the complex ways in which media language influences and shapes our perceptions, attitudes, and behaviours. The rapid development of information and communication technologies and the formation of a single information space as a virtual environment of text communication contributed to the formation and scientific understanding of the mass media language, the study of its functional and stylistic features and internal structure.

The concept of media discourse is derived from the general concept of discourse and is a set of processes and products of speech activity in the field of mass communication in all the variety and complexity of their interaction. Mass media

discourse uses texts created by journalists and/or disseminated through the press, radio, television, and the Internet [48].

This is a special type of mass communication, "a social phenomenon, the main function of which is to influence the mass audience through meaningful and evaluative information transmitted by mass media channels, ... a mechanism for updating information with the help of various communication tools of the mass media institute" [11].

In modern linguistics, there are two approaches to defining the concept of mass media discourse. According to the first approach, mass media discourse appears as a specific speech-thinking type of activity, characteristic exclusively for the informational mass media space. In view of this understanding, mass media discourse should be distinguished from other types of discourse, such as political, religious, scientific, etc. The difference between them is determined by the modification of discourse parameters - the use of different language practices and communicative situations of its implementation. The second approach interprets media discourse as any kind of discourse implemented in the media space and produced by mass media. Hence, we can talk about political, religious, and scientific media discourses, believing that for their implementation these types of institutional discourse require the presence of a set of relatively stable rules for the formation, interpretation, and transmission of mass information. By considering the presentation of information, such as through various media channels or platforms, you acknowledge that the methods of broadcasting play a fundamental role in shaping mass media discourse. This suggests that the mode of communication, the choice of language, visual elements, and other factors influence the impact and reception of the information conveyed through mass media. This perspective implies that studying mass media discourse requires an understanding of the contextual factors that shape and influence it, including sociocultural influences, thematic focuses, and the specific methods employed in disseminating information. By analyzing these elements, researchers or practitioners can gain insights into the production, reception, and effects of mass media discourse, as well as its role in shaping public opinion and influencing society.

That is, the central concept of mass media discourse is not socio-political processes, but methods of their description and information transmission. In this case, mass media discourse carries out mediating activity. Processes of converting information into meaning (construction of knowledge), the transition of knowledge from one level (institutional) to another (every day), a fusion of any type of information (political and entertainment, events and advertising), etc. take place in media discourse.

Thus, the analysis of media discourse is aimed, on the one hand, at highlighting the essential elements of the process of creation and broadcasting of meanings during mass communication, and on the other hand, to determine the role of the media context in meaning-making. Mass media discourse is understood as the unity of content and form, activity, tool and result and has a normative, regulatory effect on the communicative situation. That is, in media discourse as a communicative-cognitive, speech-thinking activity, subjects of mass communication form the norms of description and thematization of reality. However, not only the topic determines the content and method of description in the media space, but also the choice of the topic itself is determined by the media discourse as a "mode of knowledge production".

Modern media discourse is a sphere of language functioning, in which intensive development and a steady trend towards new transformational processes are observed. Responding to any innovative processes taking place in society, media discourse indicates the development of society, its positive and negative changes in a certain period of time. The choice of a certain language unit, grammatical form or construction not only indicates the language taste, language preferences and habits of individuals, but also signifies the language skills of certain classes and social groups, that is, the entire society of a certain historical period.

At the same time, mass media effectively influence the cultural and social context of personal opinion formation and individual decision-making. Media discourse is integrated into social, personal and professional relations and can be used to achieve the appropriate illocutionary effect. Media discourse appears as a leading type of discourse that permeates all types of institutional and everyday

communication. That is, the language of media texts becomes a means of exercising social power and a means of shaping the worldview and worldview of the addressees.

Distinctive features of media discourse include:

- 1) group relatedness (the addressee shares the views of his group);
- 2) publicity (openness, orientation towards a mass addressee);
- 3) dissent orientation (creating a contradiction with the following discussion);
- 4) staging and mass orientation (influence on several groups at the same time).

Media texts are discrete units of media discourse that divide information flows into separate fragments. That is why the study of media discourse is impossible without analyzing the concept of media text.

The phenomenon of media text arises in the social conditions of a new communicative stage, transferring the semantic features of text structures to the plane of the media space. At the same time, the value of the communicative background increases significantly in accordance with the expansion of the system of text parameters, since in the media space the text has a different way of production, distribution channels, principles of construction, language components, creative methods and the number of recipients. Therefore, the concept of media text is understood as a message presented in any genre of media (newspaper article, television program, video clip, film, etc.). The media text simultaneously appears as a universal semantic unity, and a socially functioning symbolic structure, and an object of mass communication, and a fixed segment of objective reality, and the result of creative activity. Scientists consider the purpose of creating a media text to be social regulation. Mediatext is a type of text that belongs to mass information, characterized by a special type of author (principle coincidence of the creator of the speech and the subject), as well as a specific textual modality (open speech, various manifestations of the author's "I") and which is aimed at a mass audience.

In contrast to a text, a media text is a work of mass information activity and mass communication, the essence of which is specific information expressed in speech to influence public opinion and persuasion. The media text represents the personality of the author, his worldview and outlook, intellectual level and cognitive

ability. At the same time, the representation of events in the media text implies the presence of a subtext in it, a kind of fragment of the events described in the media text. The communicative task of a media text is to describe the text with an amendment to the author's vision, that is, as the journalist believes. Just like the text, the media text is characterized by the logical completeness of the statement, communicative intention and pragmatic attitude. However, above all, media texts involve the presence of a journalist as a creator and have such universal features as words, sound, visuality, by which they can be divided into radio, television, newspaper and Internet texts (a communication phenomenon). Therefore, the most important characteristic modern mass media text, which distinguishes it from the text in general, is its multidimensionality (in the works of various authors it is denoted by the terms multifaceted, polyphonic, heterogeneity or integrality), which should be understood as a combination of various verbal, visual, auditory, audiovisual or other components in a single semantic space of the text. Also, a distinguishing feature of media texts is their linguistic specificity, caused, first of all, by the fact that it is addressed to a mass audience. From the standpoint of media linguistics, the text is considered not only as a linguistic phenomenon, but also as a cultural phenomenon: it is a source of obtaining information about spiritual impulses and material sphere of human activity.

Thus, one of the key provisions of media linguistics is the relationship between the concepts of "media discourse" and "media text". Media discourse is a coherent text of the totality with extralinguistic, pragmatic, sociocultural, psychological factors, etc. Media discourse provides a comprehensive understanding of speech activity in the field of mass media, as it covers numerous extralinguistic factors associated with the peculiarities of creating a media message, culturally determined methods of encoding and decoding, as well as socio-historical and political-ideological context. That is, media discourse is a kind of holographic image that provides a comprehensive idea of the object.

The media text plays a significant role in understanding media discourse. Media text is a specific concept in relation to media discourse since it is the concept

of a media text that allows us to organize the movement of the media flow in modern society. Media text, as a discrete unit of media discourse, is a type of text designed for a mass audience, characterized by a combination of verbal and media units, and also has a pragmatic orientation. Hence, the media text functions in a speech in the form of media discourse, which is characterized by the categories of actual membership, presupposition, subjective modality, etc. In the media discourse state, the media text reveals the nature of dialogic through the language components that correlate with cognitive processes in speakers' minds. Regarding the prospects of further scientific research, we consider it expedient to consider the structure of media discourse, as well as to analyze the linguistic component of media texts in terms of the perlocutionary effect, which consists of the implementation of informational and manipulative influence on the addressee.

Mass media is a means of mass information and communication. Printed publications, periodicals, photographs, sound recordings, radio, cinematography, television, video, and multimedia computer systems, including the Internet. By means of which information of various types is transmitted.

The concept of media text does not coincide with the linguistic definition of the text, since its content goes beyond the verbal sign system and requires a separate approach to its analysis. For media texts, as well as for the media industry in general, there is a fundamental ambiguity in the definition of this term. The leading features of media texts can be considered: media (text-embodiment using certain media, one aspect of the channel of its determination and technical capabilities); mass (as in the creation and consumption of media products); integrability, or a large number of code texts (unification of different semiotic codes into a single communicative whole); openness of the text. With the advent and development of the Internet, "a new direction in the theory of journalism is the study of the Internet text, its hybrid forms created with the help of integrated technologies." Some researchers emphasize the importance of one of the criteria for the classification of media texts - the distribution of communication. This allows us to pay attention to the technical and technological determinisms of media texts, the quality and degree of multimodality of which

depend on the possibilities of their transmission. In particular, these channels include the press, radio, television, and the Internet. Media texts listed on this basis are divided into newspaper/printed texts, radio and Teletext, Internet texts, hypertexts, etc. The classification of media texts can be based on such features as feedback, which takes into account the effectiveness of communication (communicatively successful/unsuccessful texts), contact (distance / interactive communication), forms of creation and dissemination of information (oral/written texts and their variants), formality/informality of communication, etc.

It is impossible to imagine mass communication in modern society without the use of various technical means, both established and widespread, and new multimedia developments that enrich the communication process. Participants of communication, possessing means of personal communication (direct media), are simultaneously a mass audience for communicators and communicators, which contributes to the spread of a virtual form of mass communication. At the same time, there is a tendency to decrease direct contacts (personal meetings, household correspondence), the sphere of which is also being actively penetrated by virtual communication.

## **1.2. Distinctive features of modern media discourse**

The second half of the 20th - the beginning of the 21st century is characterized by the rapid development of media and new information technologies. The dynamic development of traditional mass media and the spread of the Internet contributed to the formation of a single information space, a conglomerate of many media streams. The Internet and related technologies are classified as a leading means of mass communication and an important information resource for the processing and distribution of large amounts of data. As a result, mass media strongly influence the linguistic behavior of communicators.

The essence of the media text as a product of mass information activity and mass communication is the expression of specific information with the aim of influencing public opinion and beliefs. Its main characteristics are logical completeness of statements, pragmatic attitude and communicative intention.

Mass communication specialists have described a significant number of factors that influence the perception and related effectiveness of mass media. These factors include the phenomenon of selectivity - the listener singles out information that is interesting or necessary for him, or objective, in his opinion. In the modern theory of mass communication, the problem of the effectiveness of mass media influence on the audience is one of the leading ones.

The most important characteristic of the modern mass media text, which distinguishes it from the text in general, is its multidimensionality, which should be understood as a combination of disparate verbal, visual, auditory, audiovisual or other components in a single semantic space of the text. Scientists emphasize the evolution of the semantic plane of mass communication texts.

The end of the 20th - the beginning of the 21st century, the mass media became a kind of "lexical boom" for the language: there was a quantitative and a certain qualitative modification of the vocabulary, the flexibility and democratization of norms mostly due to the increase in variability and synonymy, there was an active search for new expressive and figurative means of speech in the conditions competition between various mass media to win the readership, viewing and listening audience.

Global changes associated with the continuous development of mass communication capabilities affect the media text and now, the semantic load of each element of the message is becoming more complicated: a transition is being made from local, linear meanings to multidimensional ones, which require the addressee to be able to think in several spaces at the same time. As for the linguistic component of modern media, the following changes should be noted:

- 1) simplification of content based on its perception by a wide target audience;
- 2) the structural and compositional simplicity of the texts, caused by the fact that the recipient must decide after one look whether he needs this or that information;
- 3) transformation of the language of communications, which reduces the use of a number of linguistic norms.

### 1.3. Strategic organization of modern media discourse

Van Leeuwen [30] concluded a classification of discourse categories, which includes foregrounding/backgrounding, passivation/activation, personalization/personalization, individualization/assimilation, and functionalization. The pattern proposed by KhosraviNik, Majid [19] suggests that newspapers give more space to in-group members, but quote out-group members only when they are indecipherable, extremist, illogical or threatening. Van Dijk [27-29] emphasizes the tendency of intragroup framing as a positive self-presentation and a negative representation of "others".

Trends in the development of the Ukrainian communication science segment indicate the tangible progress in the establishment of objective knowledge in the field of social communication, focusing attention primarily on the scientific aspects of current problems. However, the development of communication models of the media remains outside of a significant amount of work, as it deprives such research context analysis of the prospects of social practice and the definition of social values - including the analysis of the potential possibilities of the valuable relation of audience to the considered type of communication.

The trend can be explained by the fact that researchers avoid outlining the key strategic parameters of modelling media issues. The development of media models is based on a system of scientific theories that are methodological in nature: a complex problem of typology (media, structures, its genres, content characteristics of publications, the audience); a complex problem of media management ideology (canonical structures of classical editions, technology financing tricks); a complex problem of journalistic practice technology (the boundaries of creative skills of the journalist, the level of individual journalistic skills, ethics, relationships within the publishing houses). In this regard, as the basic characteristics of scientific research would be worth offering two research platforms of any theoretical problems chosen for the analysis of contemporary issues in communication science: firstly, the strategy of journalism, and secondly the impact on them of the "third wave" of technological revolution, a key basis of structural transformations. The combination of the

technological ideas of Elvin Toffler and the complex of foundations in a specific field of applied research will make research interesting and useful for modern social communications.

Elvin Toffler's theory takes into consideration the importance of communication and technological transformations in social communication. In such conditions, it is difficult to talk about a particular strategy of technological change in journalistic practice, which is defined by a single, separate factor in the modern media market. That's why you can talk about innovation as the internal function of a particular media representative: it generates technological changes - that's why there is a problem of individual strategy, the individual pattern of behaviour, and individual innovative disposition of media, with the help of which, the strategic player runs in its own target field, is rarely targeted by strategies imposed by competitors.

Media strategy is a manifestation of the level of support for specific interests not only at this stage of certain social relations. We outline future trends, a strategic window, resources for the implementation of plans, self-organization and mobility - characteristics of strategic media players. Media strategy is an admissible model of journalistic competence in the context of mass media orientation towards social practice.

#### **1.4. Methods of research**

To achieve the goal of the research, we used the following research methods:

The analysis of potential threats of mass media influence allows us to assert that its effectiveness depends on the general capabilities of the mass media and on the choice of discursive strategies and tactics, and the nature of linguistic influence – destructive or non-destructive – is determined by the goals of the subject of influence. In the conditions of an information war, it is important to be aware of the danger of using various communication strategies and mass media tactics for the purpose of informational aggression, open or covert, against a country, an individual or a certain structure.

Critical discourse analysis is a kind of discourse analysis developed by Norman Fairclough [16], according to which discourse is only one of many aspects of any

social practice. Critical discourse analysis borrowed a number of concepts from the social sciences, in particular from theories of power and ideology.

For critical discourse analysis, the main area of interest is the study of discourse changes that occur through intertextuality, the mechanism by which a single text draws on elements and discourses of other texts. The combination of elements of different discourses leads to the change of a certain discourse and, therefore, to the change of the socio-cultural world.

Critical discourse analysis is critical in the sense that it is aimed at identifying the role of discursive practice in maintaining the social order, including social relations with unequal distribution of power. The purpose of critical discourse analysis is to promote social change and at the same time a more equal distribution of power in communicative processes and society as a whole.

Critical discourse analysis does not position itself as a coherent theory or methodological approach; rather, it is a critical perspective or research agenda that can be combined with other approaches in a range of disciplines related to linguistics and the social sciences.

Critical discourse analysis is based on the analysis of obvious and non-obvious structural relations of dominance, discrimination, power and control through their manifestations in language. Unlike other approaches of discourse analysis and text linguistics, critical discourse analysis focuses not only on the study of written or spoken texts but also analyzes the social processes and structures that these texts produce.

## **CONCLUSION TO CHAPTER I**

It is impossible to imagine mass communication in modern society without the use of various technical means, both established and widespread, and new multimedia developments that enrich the communication process. Participants of communication, possessing means of personal communication (direct media), are simultaneously a mass audience for communicators and communicators, which contributes to the spread of the virtual form of mass communication.

Global changes associated with the continuous development of mass communication capabilities affect the media text, and now the semantic load of each message element is complicated: there is a transition from local, linear values to multidimensional ones that require the addressee to be able to think in several spaces at the same time.

Media strategy is a manifestation of the level of support for specific interests not only at this stage of certain social relations. We outline future trends, a strategic window, resources for the implementation of plans, self-organization and mobility - characteristics of strategic media players. Media strategy is an admissible model of journalistic competence in the context of mass media orientation towards social practice.

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## II. DISCURSIVE STRATEGIES AND THEIR ACTUALIZATION IN MEDIA DISCOURSE

### 2.1 Polarization on the War in Ukraine 2022

Over the past decades, the role of the mass media in shaping the country's image has significantly increased, and public opinion and the influence of the press on the mass consciousness have grown dramatically. Since the start of the Russian invasion of Ukraine on February 24, the media's political discourse about the war in Ukraine has dominated world news. Mass media play a decisive role in covering the main events, discussing the prospects for the continuation of the Russian-Ukrainian war and a peaceful settlement.

Contemporary political media discourses tend to become more polarized, creating two opposing sides [18], with polarization being “the result of strategic polarizing actions taken by actors in order to establish control in their communities of interest/practice” [22], forms of discourse related to social practices, since society is not only shaped by discourse, but it also shapes that discourse [17]. Thus, CDA concerns the deciphering of ideologies that influence the nexus of discursive and social practices [16, 20, 25, 26] according to the "ideological square" [27] of the positive Self and the negative Others - presenting or highlighting the positive practices of the Self and diminishing the positive aspect of the Other. In other words, “...the polarization strategy – a positive description of the in-group and a negative description of the out-group – thus has the following abstract evaluative structure, which we can call the “ideological square”:

1. Emphasize our good qualities/actions.
2. Emphasize their bad properties/actions.
3. Mitigate our bad qualities/actions.
4. To soften their good properties/actions" (van Dijk) [28].

Stylistic figures play a key role in the construction of images in political discourse [16]. According to Lakoff, metaphors are crucial in the "construction of social and political reality" and enable political actors to demonstrate their political positions and achieve goals, as well as influence the value judgements we make. The

importance of metaphors as conceptual devices has been emphasized in many studies [12, 23, 31].

### 2.1.1 The strategy of evidentiality

Evidentiality is mentioning evidence using data from public official sources, and eyewitnesses, which helps to instil confidence in views and opinions and can significantly influence readers' mental models of positive in-group activities and negative out-group activities, which allows readers to easily visualize and has power, to be easily imagined as episodic mental models [29]. The following example demonstrates the mentioning of Ukrainian government officials, albeit modified by the indefinite pronoun "some", which inspires and supports Ukrainians:

*"Some government officials in Kyiv announced Ukraine's desire to liberate all territories occupied by Russia, including Crimea" [24].*

Therefore, the reference to the capital's "government officials" provides guarantees of true information from the first hand, which makes the recipients believe. At the same time, the evidence in the above example negatively portrays the Russian army as invaders and occupiers. The Guardian quotes the address of the mayor of Kyiv Vitaliy Klitschko to the people of Kyiv in the first days of the war, who courageously defended and saved the capital, and represents the Russian army with the evil phrase "bring the capital to its knees" and the verb "destroy":

*"Mayor of Kyiv Vitaliy Klitschko stated that the city has entered the "phase of defence". He added: "There are shots and explosions, and saboteurs have already entered Kyiv. The enemy wants to bring the capital to its knees and destroy us" [40].*

"Guardian" depicts war, a critical situation with light, which was in winter:

*"Thanks to our military, they knocked out all the missiles fired at Kyiv yesterday," says Klitschko. "But it was only two weeks ago we came close to a total blackout. Then the temperature was above freezing but imagine the same situation if it happened now when it is close to -10 outside and with no electricity water, or heating. The consequences would be disastrous [34].*

«Guardian» depicts the Russian attack on a polyclinic in Dnipro, which took the lives of two people, referring to the words of the regional governor, Serhiy Lysak:

*The missile that landed on the Dnipro clinic killed a 69-year-old passerby, according to the regional governor, Serhiy Lysak, who said another man's body had been found in the rubble [35].*

«Guardian» describes Volodymyr Zelenskyi's tweet on Twitter:

*“Another missile attack, another crime against humanity as such,” Zelenskiy said on Twitter. [35]*

### 2.1.2 The strategy of labelling

Labelling or tagging a person, a group, or a country can have either positive or negative colouring, depending on the social attitude associated with people, nations, or groups.

"Guardian" depicts how the Russians destroy the civil infrastructure of our cities using indirect speech, the terms «genocidal», and «terrorism».

*“We never expected that they would try to destroy the civilian infrastructure of our cities. It is genocidal. It's terrorism,” says the mayor. “They want to freeze the civilian population. They want to kill us, want to have a Ukraine without Ukrainians” [34].*

The term «crime against humanity», as Zelensky called it, describes the Russian missile strike:

*A Russian missile strike on an outpatient clinic in the city of Dnipro has killed two people and injured 30, in what President Volodymyr Zelenskiy described as a crime against humanity [35].*

This photo (Appendix A) shows Putin, who is wanted as a war criminal. The photo depicts Putin - the dictator of Russia, who is waging a full-scale war in Ukraine. As written on the poster – Wanted War Criminal. The International Criminal Court in the Hague has issued an arrest warrant against Russian President Vladimir Putin.

### 2.1.3 The strategy of number game

A numbers game is used to emphasize objectivity and convince news recipients. Figures, unlike opinions and views, count because they represent accurate data and demonstrate accuracy and truthfulness [27]. The Guardian news reports on the number of killed after Russian attacks combining number game and victimization strategies (1, 2), where magnifying “at least” and “rises to” are used to focus on the huge number of people killed even by a single attack, thus implying the cruel and criminal actions of the Russian army on the Ukrainian civilians:

*“Russia-Ukraine war: Zaporizhzhia nuclear plant temporarily disconnected from grid; death toll from Russian strike on rail station rises to 25 – as it happened.”* [43].

Based on the information provided, the conclusion that can be drawn is that the ongoing Russia-Ukraine war has escalated, leading to significant developments. Firstly, the Zaporizhzhia nuclear plant was temporarily disconnected from the grid. This action may have been taken as a precautionary measure to ensure the safety and stability of the nuclear facility amidst the conflict. The disconnection highlights the potential risks and concerns associated with armed conflicts in regions where critical infrastructure, such as nuclear power plants, are located. Secondly, the death toll from the Russian strike on a rail station has risen to 25. This tragic event underscores the devastating consequences of the conflict, resulting in the loss of innocent lives, including children. It highlights the urgent need for a peaceful resolution to the war and for measures to protect civilian populations. These developments emphasize the gravity of the Russia-Ukraine war and the impact it is having on various aspects of life, including infrastructure and human lives. The situation calls for increased international attention, diplomatic efforts, and humanitarian aid to address the conflict and its consequences.

*“At least 25 people have been confirmed dead after a Russian rocket strike on a Ukrainian train station on Wednesday. Russian forces attacked a train in the village of Chaplyne, Dnipropetrovsk oblast on Wednesday. The deputy head of the president’s office, Kyrylo Tymoshenko, reported on Telegram that two children were killed in the attack. Russia has since confirmed it was behind the attack.”* [43]

Based on the information provided, the conclusion that can be drawn is that a tragic incident occurred in Ukraine, where a Russian rocket strike targeted a train station in the village of Chaplyne, Dnipropetrovsk oblast. The attack resulted in the deaths of at least 25 people, including two children. The deputy head of the president's office, Kyrylo Tymoshenko, reported the casualties on Telegram. Furthermore, it has been confirmed that Russia was responsible for the attack. The confirmation of Russia's involvement adds a significant dimension to the incident, potentially indicating an escalation of the ongoing conflict between Russia and Ukraine. This conclusion underscores the severity of the situation and highlights the human cost of armed conflicts. It also emphasizes the need for international attention and efforts to de-escalate the conflict, protect civilian lives, and promote peaceful resolutions to such disputes.

By contrast, the number game creates the negative mental model of the foe presenting the out-group:

*“Vladimir Putin has signed a decree to increase the size of Russia’s armed forces from 1.9 million to 2.04 million, Reuters has cited the Russian state-owned news agency Ria as saying.” [43].*

Based on the information provided, the conclusion that can be drawn is that Vladimir Putin, the President of Russia, has signed a decree to increase the size of Russia's armed forces. The decree will reportedly expand the armed forces from 1.9 million to 2.04 million personnel. This decision indicates a significant move by Russia to bolster its military capabilities. Increasing the size of the armed forces suggests a strategic decision to enhance Russia's military strength and potentially reinforce its position in regional and global affairs. The decision to expand the armed forces can have various implications, including the ability to deploy more personnel for potential military operations, strengthen defense capabilities, and exert greater influence in geopolitical dynamics. This development underscores the importance Russia places on its military and the significance it attributes to maintaining a strong military presence. It may also contribute to heightened tensions or concerns in regions where Russia is involved or has interests.

It is important to note that the impact and consequences of this decision will depend on how Russia employs its expanded armed forces and the responses it elicits from other countries and international actors.

The following news from The Wall Street Journal sheds light on the number of victims indicated in the report of the Ukrainian president, which is a demonstration of the combined discursive theories of the game of numbers and evidence with reference to the highest official, thus applying the strategy of negative Other representation and construction of the mental modality of Russia as " aggressor", guilty of the death of innocent people:

*"Ukrainian President Volodymyr Zelenskyi said his country suffered 137 deaths and 316 wounded on Thursday as Russian forces expanded their offensive."* [59].

The number «70» describes the exact number of missiles shot down by our military.

*"Yesterday there were 70 missiles and almost every one was shot down. But just today I was talking to our military partners and I asked them same the question you are asking me* [34].

Based on the information provided, the conclusion that can be drawn is that there has been recent military activity involving missile launches, with 70 missiles being fired. Furthermore, it is mentioned that almost every missile was shot down, indicating a successful defense against the attack. Additionally, the statement suggests that the person speaking had a conversation with military partners, during which they were asked a similar question regarding the missile activity. While the conclusion is limited by the available information, it can be inferred that there is an ongoing military situation or conflict where missile attacks are taking place. The successful interception of a significant number of missiles implies a robust defense system or strategy in place. The specific context, locations, and parties involved in the military activity are not provided, making it challenging to ascertain the broader implications or causes of the situation. Further details would be necessary to gain a more comprehensive understanding of the events and their significance.

### 2.1.4 The strategy of personalization

The strategy of personalization is in assigning human qualities to non-humans, which helps recipients to relate to the image, creating a model of consciousness, vividly and vividly showing positive and heroic actions of Ukraine, which come to the fore, attract the attention of readers, evoke a feeling of emotional support, presenting them as wonderful actions, while the enemy is implicitly presented in a negative way:

1. *"Ukraine gave us all a lesson in moral courage."* [51]
2. *"Ukrainian cities are undergoing mass destruction."* [52]
3. *"After the first few days of shock when Putin's war began, an overwhelming effort is now under way to prepare as best as possible for a potential Russian drive to the heart of the Ukrainian state. Emptied of many civilians and fortified with these amateur barricades, Kyiv waits for the Russians."* [45]

In the above examples, both from the British and American press portray Ukraine as a political actor that teaches lessons to the international community (1). The strategy of personalization combined with the strategy of victimization presents Ukrainian cities as actors who «see large-scale destruction» and «wait for the Russians», and Ukrainian cities are represented by metonymic personification, and Kyiv is represented by a metaphor («the heart of the Ukrainian state»). Deploying a discursive strategy of personalization, the authors aim for a positive in-group presentation, emphasizing the generalized idea of unification and heroism, where the agents of action are the city and the country, implying that these traits are characteristic features of most civilians.

Numbers 25 out of 31 is used to reveal a negative connotation in the context of the huge number of drones that can pose a danger as an uncontrolled disaster or disaster. The example demonstrates the combination of the strategy of personalization and number game for the enhanced effect on the readers:

*Ukrainian air defence also claimed to have shot down 25 out of 31 Iranian-designed Shahid drones aimed at Kyiv* [35].

### 2.1.5 The strategy of analogy

The strategy of analogy is a method of comparison to find some common features between historical events by actualizing similarities and creating a mental model by association:

1. *"The crisis raises four historical parallels between Ireland and Ukraine."*  
[50]

2. *"The last time our capital experienced something similar was in 1941, when it was attacked by Nazi Germany. Ukraine has defeated that evil and will defeat it."*  
[39].

3. *"Will Putin's troops cause another Chernobyl disaster?"* [36]

The term "a play on Holodomor" in a Guardian article reveals the large number of people killed by the Holodomor in the early 1930s:

*Ukrainians have coined a word of what Russian is attempting, Holodomor – mass death by freezing – a play on Holodomor, the portmanteau word used to describe Joseph Stalin's human-made famine in Ukraine that killed millions in the early 1930s* [34].

Ukrainians have coined a word, "Kholodomor," to describe what they perceive as Russia's attempts or actions. This term is a play on the word "Holodomor," which refers to the human-made famine orchestrated by Joseph Stalin in Ukraine during the early 1930s, resulting in the deaths of millions of people. By using the term "Kholodomor," Ukrainians are drawing a parallel between the historical tragedy of the Holodomor and what they believe to be Russia's current actions or intentions. It implies that Ukrainians see similarities or perceive Russia's actions as leading to a mass death or suffering, possibly involving freezing conditions or other forms of harm. This conclusion highlights the significant impact of historical events and collective memory on the present perception and interpretation of geopolitical dynamics. It also underscores the depth of emotions and grievances associated with historical traumas, which shape the way people conceptualize and express their experiences.

This photo (Appendix B) shows a caricature, like a comparison between Putin and Stalin. They show on the map of Ukraine how Ukrainians will be killed during the invasion.

## **2.2 Ukrainian refugees in the war in Ukraine 2022**

The study of immigrants depicted in mass media discourse from a Critical Discourse Analysis (CDA) perspective is a significant area of focus for many researchers. CDA operates on the principle that language serves as a tool for discursive influence, allowing power to manifest and exert its control within society. CDA is an analytical approach that investigates the ways in which social power, abuse, dominance, and inequality are enacted, reproduced, and encountered through textual and conversational practices in social and political contexts. This perspective enables researchers to explore the influence of mass media on the construction of the image of migrants and refugees in society. The conclusion highlights the importance of understanding how language, particularly as used in mass media discourse, contributes to the portrayal and perception of migrants and refugees. It suggests that the media plays a crucial role in shaping public opinion and attitudes towards these groups by employing specific discursive strategies that either reinforce or challenge existing power dynamics and societal inequalities. By applying a CDA framework to the study of immigrant discourse, researchers can uncover hidden biases, stereotypes, and power structures within media representations. This analysis can contribute to a more nuanced understanding of the complexities surrounding migration, foster critical thinking, and potentially lead to more inclusive and equitable public discourses and policies concerning migrants and refugees [7].

### **2.2.1 The strategy of impersonification**

A thorough analysis of news materials related to the war in Ukraine reveals the presence of hidden content and discursive strategies employed by the authors. By examining the structure, explicit and implicit semantics, and extralinguistic context, we can uncover the underlying messages conveyed in these texts. One notable

discursive strategy is the portrayal of Ukrainian refugees as a threat to society. This strategy is often executed through the use of personification techniques, where refugees are depicted using numerical data, general nouns, and metaphors. By employing these linguistic devices, authors shape the narrative to evoke a sense of fear or concern among the readership. It is important to approach these representations critically and consider the potential biases or intentions behind such portrayals. By analyzing the language and discursive techniques utilized in news articles, we can gain insights into the broader narratives being constructed and the ways in which certain groups or individuals are framed within the context of the war. To foster a more nuanced understanding of the situation, it is essential to engage with a variety of news sources, consider multiple perspectives, and be aware of the potential influence of language and framing techniques on our interpretation of events. By critically evaluating the discursive strategies employed in news reporting, we can strive for a more comprehensive and balanced understanding of the complexities surrounding the war in Ukraine.

The exodus, the escape of Ukrainians is often compared with the "exodus" - the allusion used in "the second book of the Bible, which tells about Moses and the exodus of the Israelites from Egypt":

*On the Exodus West, Ukrainians Flee Hardship for an Uncertain Future [57].*

This allusion conveys the movement of a huge group of people, "...the movement of a large number of people from a place", as defined by the Cambridge Dictionary [32].

### **2.2.2. The strategy of victimization**

The newspapers consistently use adjectives like "desperate," "inhuman," "upset," and "shameful" to evoke strong emotions and highlight the distressing and challenging circumstances faced by Ukrainian refugees. These adjectives emphasize the vulnerable and dire situation of the refugees and seek to generate sympathy and compassion from readers. The metaphor of a "bureaucratic nightmare" continues to be employed, suggesting a complex and frustrating administrative process that hinders families from hosting a child or delays visa approvals. This metaphor

underscores the difficulties and obstacles faced by refugees and their families, while also implying criticism towards bureaucratic inefficiencies. Hyperbole is used in phrases such as "walk miles to safety" to exaggerate the physical and emotional hardships endured by refugees during their journey. This hyperbolic language aims to emphasize the extreme nature of their experiences and elicit empathy from readers. Idioms, such as "left in limbo," are used to convey a sense of uncertainty and lack of progress in the situation, implying that Ukrainian refugees are stuck in a state of helplessness and without clear resolution.

1. 'Bureaucratic nightmare' preventing families from hosting child ...[54]
2. Furious families to protest over visa delays for Ukrainian refugees [65].
3. Ukrainian refugees trying to get to UK left in limbo by missing emails [60].
4. UK branded 'inhumane' over Ukrainian refugees with just 50 visas approved so far [64].
5. Distressed men and women still in the war zone are just told they must wait. It is a disgraceful way to handle this emergency... [61].

The conclusion highlights the newspapers' consistent use of these language devices to support victimization strategies, portraying the Ukrainian refugees as deserving of sympathy, while criticizing perceived delays, bureaucratic inefficiencies, and inadequate support.

Idioms "that Ukrainian refugees are currently facing a disproportionately high level of structural barriers", «not suitable for sustainable» rebuilding of lives in an article from The Guardian, which tells about Ukrainian refugees whose houses are not suitable because they are not designed for sustainable rebuilding of lives:

*“This research makes it clear that Ukrainian refugees are currently facing a disproportionately high level of structural barriers in accessing the private rented sector. People are having to settle for properties that are clearly not suitable for sustainable rebuilding of lives, as reflected in the percentage reporting damp and mould, and unaddressed disrepair”* [41]

Ukrainian refugees are encountering significant structural barriers when attempting to access the private rented sector. The research indicates that these barriers are disproportionately high, suggesting that Ukrainian refugees face greater challenges compared to other groups in securing suitable housing. The conclusion highlights that Ukrainian refugees are compelled to settle for properties that are not suitable for the sustainable rebuilding of their lives. This implies that the available housing options do not meet their basic needs or provide a conducive environment for long-term resettlement and integration. The research findings also reveal issues related to the quality of housing. The percentage of refugees reporting dampness, mould, and unaddressed disrepair suggests that the housing options they are able to access may not meet adequate living standards. This raises concerns about the well-being and living conditions of Ukrainian refugees and indicates that the housing available to them may not be in satisfactory condition. Overall, the conclusion emphasizes the existence of structural barriers that hinder Ukrainian refugees from accessing appropriate and suitable housing within the private rented sector. The research highlights the need for attention to be given to improving housing opportunities and addressing the challenges faced by Ukrainian refugees in securing safe and adequate accommodation.

Ukrainian refugees need to find housing:

*“Often the council tells them they need to find and rent their own flats, knowing that they can’t do it. They feel abandoned” [41].*

Based on the statement provided, we can conclude that the authors create the image of Ukrainian refugees as victims that often experience a sense of abandonment and frustration when local councils inform them that they need to find and rent their own flats, despite knowing that they may face significant challenges in doing so. The conclusion highlights the disconnect between the expectations placed on Ukrainian refugees by local councils and the practical realities they encounter. The refugees may lack the necessary resources, knowledge, or support networks to navigate the rental market successfully, making it difficult for them to secure suitable housing independently. The statement implies that Ukrainian refugees feel abandoned by the

council, suggesting a perceived lack of support or assistance in finding appropriate accommodation. This feeling of abandonment can further exacerbate their sense of vulnerability and contribute to their overall hardship and distress. The conclusion underscores the importance of providing adequate support systems and resources to assist Ukrainian refugees in their housing search. It indicates the need for coordinated efforts between local councils, community organizations, and relevant stakeholders to ensure that appropriate assistance and guidance are available to help refugees find safe and suitable housing options.

This photo (Appendix C) compares the cartoon by Priti Patel with Ukrainian refugees.

People gathered to support Ukraine with the inscription Stand With Ukraine.

People are in the political caricature gallery in London. Namely at the Border Control of Great Britain. This caricature shows that the whole world supports Ukraine in this war.

### **2.2.3. Positive presentation strategy**

The strategy of positive presentation is implemented by adjectives with positive connotation, and ungradable adjectives praising the native country of the newcomers:

*The courage shown by the Ukrainian people in the face of devastation caused by the invasion of their great country is nothing short of remarkable [54].*

The Ukrainians trying to escape from their country in wartime are considered to be legal immigrants, professionals with good skills that can help save the economy of the hosting countries, unlike the immigrants from other countries.

The British newspaper The Telegraph verbalizes the urge to "turbocharge the economy" with the verbal metaphor and hyperbole of "any country", adding to the expressiveness of the report:

*Ukrainian refugees will turbocharge the economy of any country [44]*

Ukrainian refugees are portrayed as ideal refugees who are "skilled and skilled" and can contribute to the local workforce and economy:

*A third of firms believe that hiring Ukrainians will increase their workforce diversity, while more than 27 per cent said the main benefit to the company was access to skilled and qualified candidates [49].*

A positive and favourable attitude towards Ukrainian war refugees is demonstrated in comparison with refugees fleeing the wars in Afghanistan and Syria, who are nominated as "...refugees from other countries except Ukraine", and Ukrainians are welcomed. This approach creates a kind of "hierarchy" of refugees, migrants and asylum seekers", demonstrating a biased attitude towards them:

1. *Some of Britain's largest insurers have changed their policies to allow homeowners to take in refugees — but only if they are fleeing Ukraine.*
2. *Let's be honest: we don't treat all refugees equally [54]*
3. *Hillingdon Council told householder she would lose her single person's discount if she took in refugees from countries other than Ukraine [33]*

Previous editions of The Daily Mail highlight the less-than-hospitable reception of refugees from Muslim countries, implicitly conveying the idea of sending the new arrivals home, where the adverb "even" evokes implicature:

*IAN GALLAGHER: Even liberal Denmark is sending its refugees home to Syria now 'it's safe' [38].*

The publication reminds that refugees will become a burden for citizens as taxpayers:

*Revealed: Every Syrian refugee accepted into Britain will cost taxpayers up to £23,420 a year [48],* while in the news about the refugees from Ukraine, The Sun calls the houses of the Brits hosting Ukrainian refugees "second home", the hosts are "generous" and promises tax discounts:

*A COUNCIL tax discount worth as much as £1,000 will be handed to generous families throwing open their second homes to fleeing Ukrainians [60].*

Approval and admiration for the friendly presentation of newcomers and the desire to support the British are demonstrated by the following examples, where the used idioms ("open heart"), positive adjectives ("charity", "fantastic"), the oxymoron ("second home") create a positive connotation:

1. *It has been fantastic to see the surge of support across British society for hosting refugees, with tens of thousands of people ready, willing and waiting to do so.*
  2. *The hosting of the Ukrainian refugees is regarded as a "mercy mission".*
  3. *Councillor on mercy mission to match Ukrainian refugees with hosts.*
  4. *Cornwall opens its heart and its second homes to Ukrainian refugees*
- [54]

The phrase "to open hotels" has the meaning of hospitality and sympathy for Ukrainians, for whom hotels can become a home:

*Dalata opens its hotels to Ukrainian refugees [54].*

The idiom "with open arm" in the title of an article from The Times, which tells about the large number of Ukrainian refugees who have been accepted in Ireland, sheds light on the warm reception of the new arrivals:

*Ireland threw its arms open for 27,000 refugees [54].*

Based on the provided statements, the conclusion that can be drawn is that the phrases "to open hotels" and "with open arms" are used metaphorically to convey a sense of hospitality, sympathy, and warm reception towards Ukrainian refugees. The phrase "to open hotels" signifies a gesture of welcoming and providing accommodation to Ukrainian refugees. By using this metaphor, it implies that hotels are not just places to stay temporarily but can also serve as a home for those in need. It reflects a sense of empathy and support from organizations or individuals offering their resources to assist the refugees in finding shelter and a sense of stability. Similarly, the idiom "with open arms" used in the article title from The Times suggests a warm and enthusiastic reception of Ukrainian refugees by the people of Ireland. The phrase conveys a sense of acceptance, kindness, and willingness to embrace and support the newcomers. Both the metaphor of *opening hotels* and the idiom of *open arms* highlight the positive and compassionate attitudes towards Ukrainian refugees. They emphasize the readiness of individuals, organizations, and countries to provide assistance, shelter, and a welcoming environment to those seeking refuge.

The positive image of Ukrainian refugees is created by encouraging and stimulating measures of the government regarding their reception and accommodation in Great Britain, charitable actions of famous personalities. Specific examples of celebrities donating to Ukrainian refugees (with names and numbers), such as the famous professional soccer player Keylor Navas, should inspire the British to help with his enthusiastic, so-called "amazing gesture" (reference strategy):

*Keylor Navas buys 30 beds to home Ukraine refugees in movie theatre at his luxury mansion in Paris in amazing gesture [47].*

The Guardian shows them as "those who so urgently need help", "those seeking sanctuary", "those who need safety", "people coming in fear of their lives", "desperate Ukrainians" calling for welcoming, offering safety and good will to support:

*We warmly welcome the introduction of a way in which communities in the UK can open their doors to welcome those who so urgently need help. We have seen that, when communities come together to welcome those seeking sanctuary, they can make a huge impact, transforming the lives of so many whilst offering safety to those who need it [62].*

Prime Minister of Great Britain Boris Johnson, emphasizing the "open hearts", "generous hosts" who welcome refugees from the war from Ukraine in Great Britain, emphasized the good desire of the British to "open their hearts" to "disappointed Ukrainians" who can inspire others to follow examples:

*This is a country overwhelmingly generous to people coming in fear of their lives. Households across the UK have shown that they are willing to open their hearts to desperate Ukrainians [62].*

The articles from The Guardian highlight the positive impact and personal fulfillment experienced by individuals who have hosted Ukrainian refugees:

*Eight in ten people in the UK who took in Ukrainians fleeing the war said they had a positive experience of hosting the refugees, while most of the public think the UK should continue to take in people from war zones, according to a study [46].*

The first statement mentions a study indicating that eight out of ten people in the UK who provided shelter to Ukrainian refugees reported having a positive experience. This suggests that the act of hosting refugees has been rewarding and beneficial for the hosts themselves. It implies that hosting refugees has fostered positive interactions, cultural exchange, and a sense of satisfaction for those involved.

*«As this research shows, for the overwhelming majority of hosts, over 95% of whom had never been involved in supporting refugees before, the experience has been an immensely positive and enriching one. Despite the natural ups and downs of sharing their houses with strangers, hosts are proud to have done their bit and many would do so again» [46].*

The second statement, also from The Guardian, reinforces the idea that hosting refugees has been an overwhelmingly positive and enriching experience. It emphasizes that the majority of hosts, who had no prior experience supporting refugees, have found the experience immensely rewarding. Despite the challenges of sharing their homes with strangers, the hosts express pride in their contribution and many are willing to do it again.

The conclusion highlights the positive perceptions and attitudes towards hosting Ukrainian refugees, as depicted in The Guardian articles. The use of the collocation "positive experience" underscores the overall favorable impact on hosts, including personal growth, cultural understanding, and a sense of fulfillment derived from helping those in need.

## **CONCLUSION TO CHAPTER II**

In the second chapter, polarization as considered.

Media discourse has a number of prerequisites for manipulating public consciousness. Its manipulative potential is due, first of all, to the intentional setting of this type of discourse. The task of mass media discourse is to influence the formation of public opinion. Achieving the goal and task is ensured by the fact that mass media discourse is a communicative phenomenon, and any communication is a purposeful influence. Journalists act as mediators in mass media discourse. Since the

population is distanced from most events and cannot directly observe this or that process, journalists model the virtual world and offer it as a real one. So, the journalist depicts in the media text not only the event itself, but its mental image, describing, on the one hand, its objective data, and on the other, emphasizing a certain aspect thereby forming public opinion about the event being described.

The role of mass media in modern society is difficult to overestimate. They have a powerful influence on the state of public consciousness, since people get most of their ideas about the world from newspapers, magazines, and TV and radio broadcasts. Distinctive features of mass media are their publicity, that is, an unlimited circle of consumers; indirect, separated in space and time interaction of communicators; unidirectional influence from the communicator to the recipient, the impossibility of changing their roles. At the same time, mass media are created not only for the transmission of information, but also "are themselves active participants in socio-political and economic processes in society - participants who create situations, shape attitudes and opinions". They implement social control of the masses. An inherent property of mass media is their ability to influence the audience, exercise ideological, political, economic, or organizational influence on people's assessments, opinions, and behavior.

In recent decades, the mass media has significantly increased their the role in forming the image of the country, public opinion and influence of the press on mass consciousness has greatly evolved. With the beginning of Russian invasion in Ukraine on February 24, media political discourse on the war in Ukraine dominates the world news. The media play a crucial role in covering the main events, discussing the prospects for the continuation of the Russian-Ukrainian war and a peaceful settlement.

Main strategies: the strategy of evidentiality, the strategy of labeling, the strategy of number game, positive presentation strategy.

Linguistic means were used: idioms, metaphor, hyperbole, positive adjective, oxymoron.

The analysis of the British press reveals a multifaceted portrayal of Ukrainian war refugees. They are depicted as both a threat to European security and as victims of the military conflict in their homeland. Additionally, they are portrayed as heroic individuals who risk their lives for safety. Hosting countries face challenges in accommodating the refugees, either due to the influx of people or the need for governmental and community support.

## CONCLUSION

The assigned tasks were completed:

1. Media discourse addresses society as a whole. This leads to the use of a commonly evaluative vocabulary, the analysis of mass media texts highlights the importance of socially significant and fixed linguistic means and socio-political terminology. The classification of media texts is based on the predominance of either informative or analytical functions. Informative media discourse focuses on conveying facts and events, while analytical media discourse involves interpreting and analyzing those facts. The content of information media discourse centers around transmitting factual information, while analytical media discourse involves interpreting, analyzing, and generalizing the facts. Overall, understanding the classification and characteristics of media texts helps us recognize the different functions and purposes they serve in delivering social information.

Media text plays a significant role in the understanding of media discourse. Media text is a specific concept in relation to media discourse, since it is the concept of media text that allows us to organize the movement of the media flow in modern society. Media text, as a discrete unit of media discourse, is a type of text designed for a mass audience, characterized by a combination of verbal and media units, and also has a pragmatic focus. Hence, the media text functions in speech in the form of media discourse, which is characterized by the categories of actual membership, presupposition, subjective modality, etc. In the media discourse state, the media text reveals the nature of dialogicity through the set of language components that correlate with cognitive processes in the minds of speakers.

Critical discourse analysis does not position itself as a coherent theory or methodological approach; rather, it is a critical perspective or research agenda that can be combined with other approaches in a range of disciplines related to linguistics and the social sciences.

Critical discourse analysis is based on the analysis of obvious and non-obvious structural relations of dominance, discrimination, power and control through their manifestations in language. Unlike other approaches to discourse analysis and text

linguistics, critical discourse analysis focuses not only on the study of written or spoken texts, but also analyzes the social processes and structures that produce these texts.

2. The discursive substrategies of polarization used in the British and American media discourse about the war in Ukraine and the linguistic means of their implementation are studied.

The applied discursive strategies in the British and American media discourse of the war in Ukraine are: the strategy of evidentiality, the strategy of labeling, the strategy of analogy, the strategy of impersonation, the strategy of victimization, referential strategy, positive presentation strategy, demonstrating the war in Ukraine.

3. The strategy of evidentially, strategy of labelling, strategy of number game, strategy of personalization, strategy of analogy, the image of Ukrainian refugees in the British press and the linguistic means of their verbalization have been studied.

The analysed language data demonstrated the wide usage of the following linguistic means: metaphor, hyperbole, lexical unit, personification, epithet.

4. Multimodal discourse analysis has as its research object communication in all its forms, but preference is given to texts that represent the integration of two or more semiotic resources (modes of communication) in order to achieve the communicative function of the text.

## SUMMARY

**The purpose of the research is** to study the ideological contexts of the war in Ukraine, and the political and cognitive aspects of news by applying the interdisciplinary approach where the language is considered a social practice.

**The object of the study is** the linguistic image of the Russian-Ukrainian war and its vision in the British and American media discourse.

**The subject of the study is** discursive strategies and tactics applied in the British and American mass media discourse on the war in Ukraine and linguistic means of their verbalization.

### **The results:**

1. Informative media discourse focuses on conveying facts and events, while analytical media discourse involves interpreting and analyzing those facts. The content of information media discourse centers around transmitting factual information, while analytical media discourse involves interpreting, analyzing, and generalizing the facts.

Media text is a specific concept in relation to media discourse, since it is the concept of media text that allows us to organize the movement of the media flow in modern society. Media text, as a discrete unit of media discourse, is a type of text designed for a mass audience, characterized by a combination of verbal and media units, and also has a pragmatic focus. Hence, the media text functions in speech in the form of media discourse, which is characterized by the categories of actual membership, presupposition, subjective modality, etc. In the media discourse state, the media text reveals the nature of dialogicity through the set of language components that correlate with cognitive processes in the minds of speakers.

Critical discourse analysis does not position itself as a coherent theory or methodological approach; rather, it is a critical perspective or research agenda that can be combined with other approaches in a range of disciplines related to linguistics and the social sciences.

Critical discourse analysis is based on the analysis of obvious and non-obvious structural relations of dominance, discrimination, power and control through their manifestations in language. Unlike other approaches to discourse analysis and text linguistics, critical discourse analysis focuses not only on the study of written or spoken texts, but also analyzes the social processes and structures that produce these texts.

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APPENDICES

APPENDIX A



<https://www.google.com/amp/s/www.bbc.com/news/world-60690688.amp>



<https://theweek.com/political-satire/1010519/7-cartoons-about-putins-invasion-of-ukraine?amp>

APPENDIX C



<https://www.theguardian.com/commentisfree/picture/2022/mar/08/steve-bell-on-priti-patel-and-ukrainian-refugees-cartoon>

## APPENDIX D

## Polarization

The strategy of evidentially: *The missile that landed on the Dnipro clinic killed a 69-year-old passerby, according to the regional governor, Serhiy Lysak, who said another man's body had been found in the rubble.*

The strategy of labelling: *A Russian missile strike on an outpatient clinic in the city of Dnipro has killed two people and injured 30, in what President Volodymyr Zelenskiy described as a crime against humanity.*

The strategy of number game: *"Vladimir Putin has signed a decree to increase the size of Russia's armed forces from 1.9 million to 2.04 million, Reuters has cited the Russian state-owned news agency Ria as saying."*

The strategy of personalization: *Ukrainian air defence also claimed to have shot down 25 out of 31 Iranian-designed Shahed drones aimed at Kyiv.*

The strategy of analogy: *"The crisis raises four historical parallels between Ireland and Ukraine."*

## APPENDIX E

