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FRIEND :: ENEMY OPPOSITION IN MODERN ENGLISH

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АНОТАЦІЯ

Антонюк А. О. Опозиція ДРУГ :: ВОРОГ в сучасній англійській мові (на матеріалі англійської мови). – Кваліфікаційна робота освітнього ступеня «бакалавр».

Дослідження присвячено аналізу опозиції ДРУГ :: ВОРОГ у сучасній англійській мові, з особливим акцентом на її прояв у засобах масової інформації. Актуальність теми зумовлено значним впливом даної дихотомії на формування суспільних відносин і політичних наративів у сучасному світі. Ця опозиція не лише відображає міжособистісну взаємодію, а й активно використовується в засобах масової інформації для формування громадської думки.

Об'єктом дослідження є опозиція ДРУГ :: ВОРОГ у провідних британських та американських виданнях, а предметом – мовні засоби, за допомогою яких вона реалізується в медіатекстах.

Мета представленої роботи полягає у виявленні мовних та когнітивних механізмів, що лежать в основі дихотомії ДРУГ :: ВОРОГ, та проаналізувати її репрезентацію у сучасних медіа Великої Британії та США.

Методи дослідження, використані в цій роботі, включають методи когнітивної лінгвістики, семантичного та прагматичного аналізу. Зокрема, використання описового та кількісного методів дозволило детально дослідити, як медіа конструюють дані концепти та які семантичні та прагматичні стратегії вони використовують.

За підсумками даного дослідження можна зробити висновок, що ЗМІ не лише відображають, а й активно формують суспільні уявлення про "друзів" та "ворогів", використовуючи різні мовні засоби для впливу на аудиторію. Спостерігається значна роль ЗМІ у використанні емоційно забарвленої лексики, а також у маніпулюванні фактами для створення

бажаного образу. Такі дії мають важливі наслідки для міжнародних відносин та внутрішньополітичних процесів.

Важливим внеском цієї роботи є систематизація підходів до вивчення когнітивних опозицій у медійному дискурсі та визначення напрямів для подальших досліджень у цій сфері. Вплив медійних наративів на формування мовних стереотипів та ідентичності проаналізовано на прикладі опозиції ДРУГ :: ВОРОГ.

Ключові слова: *концепт, друг, ворог, когнітивна опозиція, людське пізнання, конотація, медіа дискурс.*

ABSTRACT

Antoniuk A. O. FRIEND :: ENEMY Opposition in Modern English (based on English). – Bachelor's degree qualification paper.

The research is devoted to the analysis of the FRIEND :: ENEMY opposition in modern English, with a special focus on its manifestation in the mass media. The relevance of this paper is determined by the significant influence of this dichotomy on the formation of social relations and political narratives in the modern world. This linguistic opposition not only reflects interpersonal interactions but is also actively used in the media to shape public opinion.

The object of the study is the representation of the FRIEND :: ENEMY opposition in leading British and American publications, and the subject is the linguistic means by which this opposition is realised in media texts.

The aim of the study is to reveal the linguistic and cognitive mechanisms behind the FRIEND :: ENEMY dichotomy and analyse its representation in contemporary media in the UK and the USA.

The research methods used in this paper include the methods of cognitive linguistics, semantic and pragmatic analysis. In particular, the use of the descriptive method, as well as quantitative methods, allowed us to examine in detail how the media construct these concepts and what semantic and pragmatic strategies they use.

Based on the results of the study, it can be concluded that the media not only reflect, but also actively shape public perceptions of “friends” and “enemies”, using various linguistic means to influence the audience. There is a significant role of the media in using emotionally coloured vocabulary, as well as in manipulating facts to create the desired image. Such actions have important consequences for international relations and domestic political processes.

An important contribution of this paper is the systematisation of approaches to the study of linguistic opposition in media discourse and the identification of

areas for further research in this area. The influence of media narratives on the formation of linguistic stereotypes and identity is analysed on the example of FRIEND :: ENEMY opposition.

Keywords: *concept, friend, enemy, cognitive opposition, human cognition, connotation, media discourse.*

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INTRODUCTION

In the contemporary landscape of communication, the nuanced delineation between 'friend' and 'enemy' plays a pivotal role in shaping interactions and perceptions within diverse linguistic contexts. The ubiquity of these terms transcends mere personal relationships, extending into the realms of media, politics, and social discourse, where they are employed both explicitly and subtly to influence and reflect societal dynamics. This linguistic dichotomy, embedded deeply in the fabric of modern English, offers a rich field for exploration due to its profound impact on public and private realms.

Significantly, the discourse surrounding 'friend' and 'enemy' has been a focal point of study among linguists globally. Such prominent linguists as G.Lakoff, N.Arutyunova, and E.Nida have extensively explored this opposition in their works, examining its conceptual and linguistic dimensions [1][23]. In addition, scholars like J. Stepanov and A. Wierzbicka have contributed significantly to understanding the semantic and pragmatic implications of these terms [10]. Moreover, the examination of how “friend” and “enemy” are portrayed in media and political discourse has been undertaken by researchers such as G.Lakoff and M. Johnson, who have focused on the cognitive and metaphorical framing of interpersonal and international relations [23]. Despite such scholarly attention, there remains a discernible gap in comprehensive linguistic analyses that integrate cognitive, semantic, and pragmatic dimensions with the actualization of these concepts in modern mass media. This paper aims to bridge this gap by examining the FRIEND :: ENEMY opposition in modern English, highlighting how these terms are conceptualized and operationalized across different communicative platforms.

The **relevance** of this research is underscored by the need to understand how linguistic representations of 'friends' and 'enemies' influence and are influenced by cultural and social developments. Therefore, the **aim** of this paper

is to dissect the linguistic and cognitive mechanisms underpinning the FRIEND :: ENEMY dichotomy and to analyze its portrayal in contemporary British and American media. In order to achieve this, certain **tasks** have to be accomplished:

1. To analyze the conceptual frameworks of 'friend' and 'enemy' as cognitive and linguistic constructs.
2. To investigate the semantic and pragmatic nuances of these terms in everyday language and media discourse.
3. To examine the representation of these concepts in major media outlets, such as The Times, The Guardian, The New York Times, and USA Today.

The **object** of this study is modern British and American media publications in which the FRIEND :: ENEMY dichotomy can be traced. The **subject** of the paper is the linguistic representation of this dichotomy and its peculiarities.

The material of the research includes articles from The Guardian [40], The New York Times [41], The Times [42], and USA Today [43], covering a period from 2015 to 2023. The total volume of processed material approximately comprises examples from 27 different articles.

Methodologically, the study will employ descriptive method, qualitative analysis, including discourse analysis and media content analysis, to uncover the underlying patterns and implications of these portrayals.

The **theoretical value** of this thesis lies in its contribution to understanding the linguistic construction and societal implications of key relational concepts, enhancing the discourse in cognitive linguistics and media studies. On the other hand, its **practical value** consists in providing insights that could help in more effective communication across various platforms and contribute to the nuanced understanding of language in social contexts.

The present paper consists of the introduction, two chapters, conclusions to each chapter, general conclusion, references and appendices.

CHAPTER 1.

CONCEPTUAL WORLDVIEW IN LINGUISTICS

1.1. Concept as a fundamental notion of cognitive linguistics

As science and education develop, the need for languages and language studies is growing. This, in turn, requires the study of several fields and theories related to language. A striking example of this is the fact that more and more specialised research is being conducted in a number of fields, including linguistics, cognitive linguistics and cultural studies, etc. One of these fields and theories is the notion of 'concept', which is analysed in cognitive linguistics. Cognitive linguistics is one of the most interesting and controversial branches of linguistics that studies mental processes and their linguistic reflection in everyday life. Cognitive linguistics is the reaction of modern linguists to conditional-truth (objectivist) semantics and generative grammar, which have been the dominant approaches to the study of linguistic meanings and grammatical forms since the middle of the last century [15, p. 365].

In cognitive linguistics, the notion of a "concept" is foundational and is treated as a mental representation or cognitive structure that shapes how individuals perceive, process, and categorize the world. The analysis of dictionary definitions is an important and necessary stage of studying the conceptual component of the concept structure [6, p. 103]. Concepts facilitate the understanding and usage of language, enabling speakers to encode and decode meanings efficiently. Every linguistic expression, whether it be a single word, phrase, or sentence, is anchored to one or more underlying concepts.

The field of cognitive linguistics posits that language is both a product of mental processes and a tool for shaping thought. This perspective contrasts sharply with more traditional linguistic theories which often divorce language structure from cognitive processes [34, p. 106]. In cognitive linguistics,

however, language is seen as deeply intertwined with cognition; linguistic structures reflect the ways people conceptualize the world. For instance, the concepts of "friend" and "enemy" represent more than just relationships between individuals. They encapsulate a broad spectrum of emotions, histories, social norms, and expectations that are universally recognized and understood through linguistic expressions. These concepts are not static; they evolve based on personal experiences and cultural contexts, influencing how they are expressed and understood in various languages.

So, in modern cognitive linguistics, the notion of "concept" has become a key one and is increasingly used by researchers as a term to address the problems of cognitive expression in language. It has been explored by various linguists and cognitive scientists, each providing unique perspectives that enrich the understanding of how language and cognition are intertwined. According to the Russian scientist J. Stepanov, "concepts are just phrases, fragments of conversation <...>, but they are subtle phrases that force our minds create such content, as if it has been familiar for us for a long time" [10, p. 248]. Thus, Stepanov's view emphasizes the dynamic nature of concepts, highlighting how they are both formed by and formative of language, acting as catalysts that enable our minds to organize and process information in familiar ways. On the other hand, according to N. Arutyunova, concepts form "a kind of cultural layer mediating between man and the world" [1, p. 3-6]. N. Arutyunova within the framework of the logical-philosophical direction treats the concept as a notion of practical philosophy, which is the result of interaction of such factors as national tradition, religion, life experience, images of art and value system. N. Arutyunova believes that the concept functions as an intermediary between a person and the surrounding reality: "People are constantly interacting with each other and with nature, but they comprehend this interaction through their relations with abstract concepts that receive symbolic significance [...]" [1, p. 3-6].

Moreover, the way concepts are verbalized can reveal much about how individuals and societies think. For example, metaphorical language is a powerful tool in cognitive linguistics, offering insights into how abstract concepts like "friendship" or "hostility" are conceptualized. Metaphors allow complex and often abstract concepts to be communicated in more concrete terms, reflecting underlying cognitive patterns and cultural values.

Thus, understanding the role of concepts in cognitive linguistics provides profound insights into the intersection of language, thought, and culture. It emphasizes the significance of mental representations in linguistic expressions and highlights the cognitive mechanisms that underlie the communication of complex ideas such as those encapsulated in the conceptual dyad of "friend" and "enemy".

1.2. Conceptualization of FRIEND :: ENEMY Opposition

The conceptualization of the opposition between "friend" and "enemy" in language reveals intricate layers of human cognition and social interaction. This dyad is not only prevalent in daily communications but also deeply embedded in cultural narratives and personal identities. Understanding this opposition provides insights into how individuals and societies categorize relationships and emotional states, and it influences behavior and interaction patterns on multiple levels.

At the heart of the "friend-enemy" conceptualization is the recognition of in-group and out-group dynamics. Friends are typically perceived as part of an in-group, characterized by trust, loyalty, and mutual support. They are the ones with whom we share our private thoughts, celebrate our successes, and seek comfort during difficult times. The language surrounding friendship often involves positive emotions and terms that connote support, warmth, and closeness, such as "*companion*," "*confidante*," and "*ally*", for instance, "*Western **allies** are taking too long to make key decisions on military support for Ukraine*" [40].

Conversely, enemies are categorized as part of an out-group, often evoking feelings of distrust, betrayal, and conflict. The language used to describe enemies is laden with negativity and often involves metaphors of war and physical distance, such as "*opponent*," "*rival*," or "*foe*". These terms not only signify someone standing in opposition but also reflect societal attitudes towards conflict, competition, and social hierarchy.

The linguistic expressions of "*friend*" and "*enemy*" are also context-dependent and can vary significantly across different cultures and linguistic communities. In some cultures, the concept of an enemy is intertwined with historical conflicts and longstanding rivalries, whereas, in others, it might be more aligned with competition and personal challenges.

Moreover, the friend-enemy dyad is often used metaphorically to describe internal conflicts, psychological struggles, or moral dilemmas. For example, one might describe an internal conflict as "*being one's own worst enemy*" or speak of "*befriending one's fears*" as a method of overcoming them. Such uses demonstrate the flexibility of these concepts and their capacity to frame not only interpersonal relationships but also internal psychological experiences.

In literature and media, the friend-enemy opposition is a central theme, often driving the narrative and character development. Literary and cinematic works frequently explore the complexities of this dyad, highlighting its fluidity how friends can turn into enemies and vice versa examining the factors that influence these transitions, such as betrayal, forgiveness, and changing circumstances.

Overall, the conceptualization of friends and enemies encapsulates a fundamental aspect of human social life, reflecting both the cooperative and adversarial dynamics that define human relationships. By studying how these concepts are verbalized and vary across contexts, linguists can gain deeper insights into the cognitive underpinnings of language and the intricate ways in which language shapes and is shaped by human thought and culture.

1.3 Linguistic Approaches to FRIEND :: ENEMY Opposition

1.3.1. Semantic analysis

Linguistic approaches to the opposition FRIEND :: ENEMY provide a rich domain for semantic analysis, offering insights into how language embodies and communicates the complex dynamics of these social relationships. Semantic analysis examines the meanings of words and phrases related to friendship and enmity, exploring how these meanings are constructed, interpreted and used in different contexts.

The semantic fields of *'friend'* and *'enemy'* are rich and versatile, each covering a wide range of connotations and associations. The word *'friend'* usually evokes ideas of trust, loyalty, support and commitment. It suggests a positive, cooperative relationship characterised by mutual care and understanding. This positive connotation is reinforced by various synonyms and related terms such as *'ally'*, *'companion'*, *'confidant'* and *'partner'*. Each of these terms adds shades of meaning, enriching the semantic field of friendship. For example, *"ally"* conveys a sense of strategic partnership, often used in a political or military context, while *"confidant"* emphasises the aspect of trust and intimate sharing of personal matters.

In contrast, the word *"enemy"* has negative connotations such as hostility, conflict, opposition and threat. It implies an antagonistic relationship marked by distrust and hostility. This negative semantic field is widened by synonyms and related terms such as *"enemy"*, *"adversary"*, *"opponent"* and *"rival"*. Each of these terms highlights different aspects of enmity. For example, *"enemy"* often has a narrative or historical relevance, evoking epic struggles and deep conflicts, while *"rival"* suggests competition that may not always be as deeply antagonistic as outright hostility, but still implies opposition.

Semantic analysis of the opposition FRIEND:: ENEMY also includes the study of collocational patterns and phraseological units related to these terms. Collocations refer to the habitual pairing of a particular word with others, influencing and reflecting its meaning. For example, common phrases for “*friend*” include “*best friend*”, “*close friend*”, “*trusted friend*” and “*friend for life*”, each phrase adding layers of meaning about the depth, reliability and duration of the friendship. Similarly, “*enemy*” often appears in phrases such as “*sworn enemy*”, “*mortal enemy*”, “*common enemy*” and “*formidable enemy*”, reinforcing the degree of hostility and opposition.

Idiomatic expressions further enrich the semantic fields of friend and enemy. Idioms such as “*a friend in need is a true friend*”, “*friends for life*” and “*fair-weather friend*” embody cultural wisdom and attitudes towards friendship, emphasising the value of loyalty, the durability of true friendship and the superficiality of unreliable friends, respectively. On the other hand, idioms such as “*the enemy within*”, “*the enemy at the gate*” and “*know your enemy*” reflect a deeply rooted perception of enmity, emphasising the danger posed by hidden threats, external aggressors and the strategic importance of understanding one's adversaries.

Metaphors and other types of stylistic devices also have a crucial role in the semantic construction of the opposition FRIEND:: ENEMY. Metaphors such as “*a friend is a rock*” or “*a shoulder to lean on*” portray friends as a source of stability and support, while “*friendship is a journey*” underlines the evolving nature of the relationship. In contrast, metaphors such as “*the enemy is a snake*” or “*enmity is war*” evoke images of deception, danger and conflict, reinforcing the negative connotations of enmity.

The semantic analysis of this opposition applies to the consideration of antonyms and contrastive pairs. The binary nature of “*friend*” and “*enemy*” as direct opposites represents a fundamental dichotomy in human social relations. This dichotomy is often reflected in the language used to portray complex social

dynamics. For instance, political discourse frequently uses friend-enemy opposition to distinguish between allies and adversaries, shaping public perceptions and political decisions. In literature and the media, this opposition is a common trope that drives narratives and character development, as seen in countless stories of betrayal, loyalty and redemption.

A semantic analysis of the opposition FRIEND:: ENEMY is deeply fuelled by the contributions of various linguists and scholars who have examined the nuanced ways in which language encodes and reflects our social relationships. Famed linguist George Lakoff's theories on metaphors in cognitive linguistics provide a framework for understanding how language portrays conceptual relationships such as friendship and enmity. According to Lakoff and Johnson in their fundamental work *Metaphors We Live By*, metaphors not only form our communication, but also structure our perception and interaction [24, p. 188].

The complexity of the dichotomy of FRIEND :: ENEMY concept can also be viewed through the lens of prototype theory, proposed by Eleanor Rosch. It suggests that some members of a category are more central than others, which may account for why certain attributes are more easily associated with the concepts of friend and enemy [32, p. 192-201]. For example, trust and loyalty are prototypical traits that we typically associate with the concept of friend, while betrayal and hostility are similarly associated with enemy.

Semantic field theory, another important linguistic concept introduced by Jost Trier, allows us to examine how related words in a language form a network around a central meaning. The semantic fields of friend and enemy contain a range of related terms, each of which adds a layer of meaning to the central concept [36, p. 78-107]. This can be seen in the way synonyms such as “ally” and “companion” enrich the semantic field of friendship, whereas “adversary” and “rival” broaden our understanding of enmity.

Phraseology is another critical aspect of semantic analysis, and the work of linguists such as Anatol Stefanowitsch and Stefan Gries gives an understanding of how phraseological patterns can reveal deep cultural and social norms [34, p. 210-242]. For example, idiomatic expressions such as “*a friend in need is a friend*” or “*keep your friends close and your enemies closer*” embody collective cultural wisdom and reflect strongly held social attitudes.

In addition, scholars such as Anna Wierzbicka, who is known for her work on semantic primitives and cultural keywords in language, have made significant contributions to linguistics. Her research delves into how different cultures encode key concepts and emotions in language, which is particularly important for understanding the dichotomy of FRIEND :: ENEMY. Wierzbicka's approach, as seen in her book *Understanding Cultures Through Their Key Words* (Oxford University Press) [38], explores how specific words in Russian and other languages have unique cultural meanings that shape interpersonal relationships and social behaviour.

In general, the semantic analysis of the opposition FRIEND :: ENEMY in modern English reveals a rich diversity of meanings and associations shaped by cultural, social and contextual features. By examining the linguistic expressions of these concepts, it provides a deeper understanding of how language reflects and influences our understanding of friendship and enmity, highlighting the complex interplay between language, thought and social interaction.

1.3.2. Pragmatic perspectives

A historical overview of pragmatics usually begins with the classic definition provided by philosopher Charles Morris in 1938, who described it as the study of the relationship between signs and their interpreters. Specifically, Morris defined pragmatics as “the study of the relation of signs to interpreters” [39]. Thus, Morris's definition emphasises the central concern of pragmatics - how language users understand and perform communicative acts in specific contexts. This perspective laid the foundation for further developments in the field, influencing various theoretical and methodological approaches [39].

Morris's focus on the relationship between signs and their interpreters opened the way to a deeper understanding of how meaning is negotiated in interaction, rather than simply derived from the linguistic code itself [39]. This evolution of pragmatic theory has significantly contributed to approach to the study of communicative acts, especially in the analysis of dynamic concepts such as FRIEND and ENEMY in linguistics. Based on this, pragmatic perspectives have broadened to explore how language users not only comprehend but also actively use language to construct and negotiate social relations. The opposition of FRIEND :: ENEMY is a compelling example for pragmatic analysis because it involves a range of communicative strategies that people use to define or redefine their relationships.

One of the main concepts of pragmatics related to the FRIEND :: ENEMY dichotomy is the concept of implicature, proposed by the philosopher G.P. Grice. Implicature concerns what is implied in a statement, even if it is not explicitly stated [23, p. 22-40]. For example, when someone says: *“He helped me when no one else would”*, the speaker may be implying that the person they are referring to is a true friend, without explicitly labelling them as such. This concept allows us to understand how subtle cues in language can signify deep

trust or distrust, placing someone as a friend or enemy based on what is said or not said.

Politeness theory, another key area of pragmatics, also sheds light on this opposition. Scholars such as Penelope Brown and Stephen Levinson have shown how different politeness strategies can signal different degrees of social distance and intimacy [30, p. 312-320]. For example, using formal language and maintaining a respectful distance can be a way of marking someone as an “*enemy*” or a rival, while using informal language and sharing personal anecdotes can indicate closeness and friendship. Moreover, the use of indirect speech acts, a concept further developed by John Searle, is particularly relevant in understanding the FRIEND :: ENEMY dichotomy. For example, saying “*It's a bit chilly in here, isn't it?*” instead of directly asking someone to close a window can be a way of maintaining politeness or social harmony, aligning more closely with the communicative habits expected among friends. In contrast, direct and possibly confrontational speech might be more common in communications with an enemy or in adversarial situations.

Furthermore, discourse strategies that involve the use of inclusive or exclusive language significantly affect how friend and enemy are construed. Using inclusive terms such as “*we*” or “*us*” can create a sense of belonging and collective identity, often indicative of friendship or alliance. On the other hand, exclusive language that emphasizes “*they*” or “*them*” can establish a clear distinction between groups, frequently casting the out-group in the light of an enemy. This strategic use of language in political rhetoric and media highlights the power of pragmatics in shaping public perception and social dynamics.

To sum up, the FRIEND :: ENEMY opposition exemplifies the complex interplay of linguistic strategies such as implicature, politeness, indirect speech acts, and discourse strategies, each contributing to how relationships are defined and redefined in communicative acts. Pragmatics enables a deeper insight into the subtleties of language that influence social distance, intimacy, and

ultimately, the categorization of others as friends or enemies. It highlights the indispensable role of pragmatic understanding in navigating and shaping the social world, demonstrating that our interpretations and responses to language are as critical as the words themselves in forming and understanding social bonds and divisions.

1.4 Cognitive Perspectives

First of all, cognitive linguistics is an interdisciplinary branch of linguistics, combining knowledge and research from cognitive science, cognitive psychology, neuropsychology and linguistics [31, p. 3-8]. Models and theoretical accounts of cognitive linguistics are considered as psychologically real, and research in cognitive linguistics aims to help understand cognition in general and is seen as a road into the human mind.

The cognitive perspectives on the FRIEND :: ENEMY opposition look at how language reflects thought processes, cultural influences, and conceptual metaphors that humans use to perceive and categorize their social environments. Cognitive linguistics explores how these concepts are embedded in our cognitive and social structures in the context of FRIEND :: ENEMY opposition. The categorization of “friend” and “enemy” affects how people process relationships. The linguistic categorization is similar to the mental structures that help people organize and interpret information. Personal experiences, cultural narratives, and historical contexts are some of the factors that influence cognitive schemas related to friends and enemies. Changes in social contexts can lead to the evolution of these schemas. For example, the notion of a “friend” in one cultural context might be associated with attributes of loyalty and support, while in another it might emphasize shared values or mutual benefits.

In this field one of the most influential figures is Olena Paducheva, who investigated how temporal and aspectual categories in language are related to cognitive processes. Her research, such as that published in *"Dynamic Constructions and Verb Semantics"* (1996) examines how verb forms in Russian not only convey temporal information, but also guide the listener's expectations and assumptions about unfolding events, which can be directly applied to understanding narratives, attracting friends and enemies. Further contributions come from scholars such as Vyvyan Evans and Melanie Green in

their book “*Cognitive Linguistics: An Introduction*” (2006). They discuss how cognitive linguistics integrates the analysis of linguistic structure and meaning with the mental operations that underlie speech and comprehension [17, p. 340-358]. This involves studying how specific words and phrases associated with the concepts of “*friend*” and “*enemy*” activate mental schemas organized clusters of typical knowledge about the world that then influence how we interpret social interactions and respond to them.

Another important aspect is the work on embodiment in cognition, which has been explored by linguists such as Benjamin Bergen examined in “*Louder Than Words: The New Science of How the Mind Makes Meaning*” (2012). He discusses how understanding language involves simulating in our minds what it would be like to experience the things that language describes [12, p. 22-298]. This perspective can be applied to how we understand terms like “*friend*” and “*enemy*,” where cognitive modeling helps us navigate the emotional and social nuances associated with these concepts.

These cognitive approaches provide a framework for understanding not only the linguistic manifestations of friendship and enmity, but also the underlying cognitive structures that govern these manifestations. By examining how these concepts are processed cognitively, linguists can gain insight into the universal and culture-specific aspects of how people think about and categorize their social relationships.

CONCLUSION TO CHAPTER 1

The study of concept as a fundamental concept in cognitive linguistics offers a deep understanding of how language and thinking interact to shape human cognition and social behaviour. This research emphasises the significant role of cognitive structures in influencing how we perceive, classify and communicate about the world, in particular through the linguistic conceptualisation of relationships such as those denoted by the words “friend” and “enemy”. Cognitive linguistics, which emerged as a response to traditional semantic and grammatical paradigms, emphasises the deep integration of language with mental processes, demonstrating that linguistic expressions do not simply reflect thought but actively shape and are shaped by it.

This interaction is clearly evident in the way concepts are imagined and linguistically expressed, influencing every aspect of human interaction. As the field evolves, the study of concepts such as friend and enemy continues to offer valuable windows into the universal and culturally specific ways in which people navigate their social worlds. The insights gained from cognitive linguistics not only improve our understanding of the cognitive basis of language, but also enrich our approach to communication, education, and even artificial intelligence by showing that language is indeed a central component of the human cognitive landscape.

Thus, integrating cognitive understanding with linguistic analysis provides a solid foundation for exploring the complexity of human language and cognition. According to researchers such as J. Stepanov and N. Arutyunova, concepts are dynamic and deeply embedded in cultural and philosophical contexts, acting as bridges between the individual and the world.

Overall, “the ultimate result of conceptualization is the emergence of a concept, which is considered a simple cognitive structure of the representation of knowledge” [19, p. 108] and understanding these dynamics helps linguists

and cognitive scientists to understand the subtle ways in which our minds work to make sense of complex social cues and relationships, confirming the important role of cognitive linguistics in the broader field of humanistic research.

CHAPTER 2.

FRIEND-ENEMY OPPOSITION IN MODERN MASS MEDIA

2.2 FRIEND-ENEMY opposition's actualization in British media

2.1.1. The Times

Media in its modern form possess an ideal mechanism for creating vivid images, including the verbalization of the dichotomy. This is achieved through the publication of news materials containing a particular image of the world, taking into account accurate interests and opinions of the recipients. The image of political and ideological FRIEND :: ENEMY opposition in media space is formed through using various linguistic means that are determined by both cultural and political characteristics of a particular country. Let us consider FRIEND :: ENEMY opposition's actualization in the British media "The Times".

In the analyzed material, we can identify the following thematic blocks of FRIEND :: ENEMY opposition's implementation, in which the basis for the division into "friends" and "enemies" are the signs of generally accepted ideas: "Great Britain vs a foreign state" and "West states vs terrorist states".

In the thematic block "Great Britain vs a foreign state", lexical units correlated with "friends", includes lexemes denoting democracy, tolerance and other values of democracy and freedom. These are such words and their derivatives as *democracy/democratic, liberal, freedom/free, tolerance, human rights, electorate, voters, referendum*, etc. Let's consider the examples [42]:

*By standing firm in support of Ukraine, the UK can demonstrate its commitment to upholding **the values of democracy and freedom**.*

*By comparison with other modern states, Britain is a strikingly successful multifaith **democracy**.*

Yet an attack on a **nation's elected** leader is an attack on **democracy** itself.

Jews should still feel safe in Britain, as it is now one of the most **tolerant** countries in the world.

<...> in a more Islamist direction over the past decade, Turkey remains one of the most **tolerant** countries in the region.

I also believe firmly that this is one of the most **welcoming, tolerant** countries in the world.

We think this is a **human rights** issue.

Polling by CT Group found Britons believed **global security** would become less stable and only a quarter of people believe Ukraine will win the war.

It's not just about freedom in Ukraine. It's about **freedom of democracy** at large.

Values of **freedom of speech, democracy, respect for human rights, the rule of law.**

<...> while prolonging the war so that he does not have to face the **electorate** at the ballot box.

<...> surprise in government circles, and indeed in those of opponents to the **referendum**, when the **electorate voted** to keep the Seanad.

<...> with Slovakia's western-leaning professionals rather than the majority of the nation's **voters**.

In this thematic block, vocabulary associated with “enemies” includes lexemes denoting anti-democratic principles. These are the following words and phrases: authoritarian /authoritarianism, hegemony, communist, imperialism, autocracy, militarism, expansionist/expansionism, dictatorship/dictator, nationalism/ nationalist, totalitarian, racism, Nazi/Nazism, (religious) fundamentalism/ fundamentalist, etc. For example [42]:

<...> demonstrated the ineffectiveness of US sanctions on countries that remain neutral or are pivoting towards **authoritarian** powers such as Russia and China.

*This is Putin's new imperium: a **militarised authoritarian** Russia looking to wage a global political, diplomatic and economic war on the West.*

*China once believed that the irresistible power of the market would force its **Communist** rulers to abandon **authoritarianism** and reconcile themselves.*

*And the right thing to do is to resist **militarism, imperialism, dictatorship.***

*<...> we are interested in shifting the balance of advantage away from Putin's **aggressive autocracy** towards the establishment of a stable, democratic and prosperous Ukraine.*

*<...> to defend the rule of international law in a world under threat from **expansionist authoritarian** powers.*

*<...> **hegemony** over all of the South China Sea and its physical attempts to consolidate its **expansionism** with **military installations** on reefs and artificial islands.*

*Officially, the talks were brokered by Alexander Lukashenko, the Belarusian **dictator**.*

*But the left calls him a would-be **dictator**, a narcissist who heeds no one and ignites revolt with cruel reforms.*

*Fico, who admires Viktor Orban's brand of **populist nationalism** in Hungary, has said he simply has Slovak interests at heart.*

*Mao's China were once united in their **totalitarianism** and **anti-imperialism**.*

*There are strong signs that the SNP's **centralism** is a first step to **totalitarianism**.*

*<...> he said it was "increasingly difficult" to shield his children from **racism** after he was targeted with Islamophobic graffiti near his Dundee home.*

*Wagner mercenary group, bringing together Yevgeny Prigozhin, its future leader, with Dmitry Utkin, a **neo-Nazi** who became his second-in-command, in 2014.*

*His opposition to **religious fundamentalism** and **extremism** made him a target for the killers.*

In British media, it is common to use the words “democracy/democratic” and “liberal” in the phrases “western democracy”, “western liberal values”, “liberal western democracy”. Using such phrases is aimed at underlining the statement that “Western society is democratic”, while “Authoritarian states are terroristic” [42]:

*He said it was important that **the West** “does not blink” because Russia would be unable to keep up operations indefinitely.*

*<...> the TBI’s executive chairman declares that **western democracy** has “lost its sense of mission”.*

*<...> and strike a blow against the Kremlin, as well as defend what he described as **western liberal values**.*

In the thematic block “West states vs terrorist states”, lexical units correlated with “friends” includes lexemes denoting ensuring global peace and security, such as *support, aid, help, security interests, stability of Europe, international community, standing with, a peace treaty, international organisations*. The examples below illustrate it [42]:

*The majority of Britons back the government continuing **to support** Ukraine against Russian aggression even if the war continues for another year.*

*Most people favour the government continuing **to support** Ukraine in the war even if conflict continues for another year.*

*It is clear from our research that Britons recognise that their **own security interests** are inexorably linked to the **stability of Europe** and the broader **international community**.*

*Our research should serve as a sobering reminder of the precarious state of **global peace and security**.*

*Some 51 per cent thought the government has done enough to support the country and back sanctions as the most popular way **to aid** Ukraine.*

Only 26 per cent expect Ukraine to win the war and 31 per cent expect international organisations will end up facilitating **a peace treaty** between Ukraine and Russia.

And, critically they believe that **standing with** Ukraine <...>.

Estonia's prime minister has urged Nato allies to follow her government's lead and send more **help** to Ukraine.

Last week's operation **to defend** Israel was a case in point.

<...> the Johnson government mobilising the Joint Expeditionary Force of Nordic and Baltic nations **to help** Ukraine.

Defence spending increase to put Britain 'on a war footing'.

How British veterans **are helping** drive Russia out of Dnipro delta.

In this thematic block, vocabulary associated with "enemies" includes lexemes denoting attributes of a dictatorial regime. These are the following words and phrases: *threats, war, terror, conflicts, attacks, extremists, aggressors, dangerous, invasions, bombardment, murder, rape, kidnappings, etc.* [42]:

In a speech on Monday the prime minister said the coming five years were set to be among the "most **dangerous**" and included independence supporters in a passage on **threats** such as Russia, Iran and North Korea.

Sunak listed a number of growing **threats**, including **war, terror** and authoritarianism promoted by countries like Russia and Iran. He also said "**extremists**" were exploiting **conflicts**.

<...> it had lost 80 per cent of its generating capacity as a result of **Russian attacks**.

<...> sends a message to all **would-be-aggressors** that the international community will fight back if other nations are invaded.

Britons back Ukraine support – fearing more **invasions** if Putin wins.

<...> the Kharkiv region, which is suffering under Russian **bombardment**.

*It comes as Grant Shapps, the defence secretary, said the Russian leader was “bluffing” his way through the **war** in Ukraine.*

*“**Hamas’** leaders are oppressive dictators guilty of launching **mass murder, mass rape, and mass kidnappings** of men, women, children.*

*<...> the Ukraine drags on we are starting to experience for ourselves the real threat that **Russian aggression** poses.*

*<...> it had lost 80 per cent of its generating capacity as a result of **Russian attacks**.*

*Russian **artillery strikes** Ukraine flood victims and rescuers alike.*

*Some of the soldiers stationed here told us that when there was **bombing**, Ebrahim Raisi, the Iranian president, has been **killed** along with his foreign minister after a helicopter crash on Sunday.*

The results of FRIEND :: ENEMY opposition’s actualization in “The Times” are presented on Figure 1:

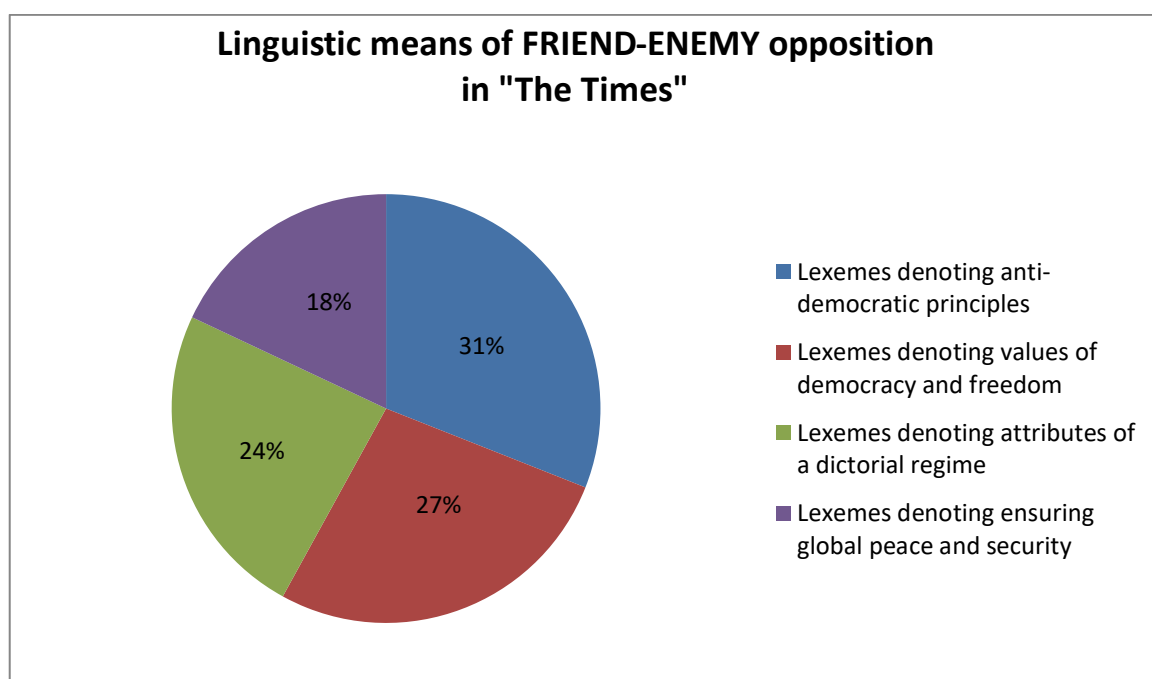


Figure 1. Linguistic means of “FRIEND-ENEMY” opposition’s actualization in “The Times”

Therefore, among the linguistic means of FRIEND :: ENEMY opposition’s actualization in “The Times”, lexemes denoting anti-democratic principles are

most often used (31%). Lexemes denoting values of democracy and freedom (27%), lexemes denoting attributes of a dictatorial regime (24%), and lexemes denoting ensuring global peace and security (18%) showed lower representativeness.

1.1.2. The Guardian

Let's consider FRIEND :: ENEMY opposition's actualization in "The Guardian". The characteristic features of this British media is the wide use of political terminology. In the thematic block "Great Britain vs military enemy", we observe the following political terms correlated with "friends" [40]:

*Western **allies** are taking too long to make key decisions on military support for Ukraine.*

*The **international community** stands by as families, women and children have their lives destroyed.*

*I am grateful to all leaders in all **Nato countries** for very practical and unprecedented support.*

*The **G7** had just unveiled a **joint declaration** in which the leading economies all agreed to "ensuring a sustainable force capable of defending.*

*Rishi Sunak has promised the UK's largest ever **military support package for Ukraine** as he warned that Vladimir Putin would "not stop at the Polish border" if Russia won the war.*

*<...> as a **community of nations**, to deliver **security across the globe**.*

*"The United Kingdom will always play its part at the forefront of European security, defending our national interest and standing by our **Nato allies**."*

*Grant Shapps, said: "This record **package of military aid** will give **President Zelenskiy** and **his brave nation** more of the kit they need to kick Putin out and restore peace and stability in Europe.*

*US, UK and Australia forge **military alliance** to counter China.*

*Our **party** was foundational in forming the **postwar alliance**, which – as Ukraine shows – remains essential today.*

*Prime Minister Clement Attlee played a vital role in bringing together this unprecedented **alliance of democracies**.*

*The UK will use a series of **international summits** this year to call for a comprehensive strategy to combat Russian disinformation.*

It should be noted, in the analyzed media lexical units correlated with “friend” are characterized as close partnerships based on mutual trust, support, common political interests and views, etc. Let’s give the following fragments [40]:

*As well as **cooperation on naval technology**, the **partnership** will involve **closer alignment** of regional policies and actions, and greater **integration of the militaries** and **the defence industries** of the three **allies**.*

*British diplomats plan to use four major summits this year – **the G7, the G20, Nato** and **the European Union** – to try to deepen the **alliance against Russia** hastily*

*A **cross-party alliance in parliament** has developed which sees the question of Russian corruption no longer through the prism of finance, but instead as a security and foreign policy threat.*

*It’s hard to persuade even your **closest allies** to take tangible measures with impact if we’re not prepared to sacrifice some of the Russian investment in our own country.*

*The crucial thing is to keep **the alliance** together.*

*Morrison said teams from the three countries would draw up **a joint plan** over the coming 18 months for assembling the new Australian nuclear-powered submarine fleet.*

*Speaking from London, Johnson said the three countries were “**natural allies**” even though “we may be separated geographically” and said **the alliance** would create “a new **defence partnership** and driving jobs and prosperity”.*

In the thematic block “Great Britain vs military enemy”, we can notice a large number of military terminology correlated with “enemies”. For instance [40]:

Ukraine says last Russian **cruise missile ship** in Crimea destroyed.

Russia's defence ministry on Sunday said Ukrainian forces had attacked Crimea with **Atacms missiles**.

"It's 24/7, their **infantry** keeps coming, we keep **fighting their attacks**.

Russian **forces** have started **military drills** near Ukraine simulating the use of **tactical nuclear weapons**, Pjotr Sauer reports.

David Cameron, said Ukraine had the right to use **weapons supplied** by Britain **to target sites** in Russia.

<...> she waits to be transferred to a safer location during the Russian **military offensive** in the Kharkiv region of Ukraine.

Armed forces of neighbouring Nato countries could intercept incoming Russian **missiles** over Ukrainian territory.

<...> is waiting for the delivery of **F-16 fighter jets**.

<...> was negotiating with international partners to use their **weapons to strike** Russian **military hardware**.

They must be able to strike Russian territory, **supply lines**, and **military units** preparing to attack Ukraine.

Western **military trainers** should return to Ukraine to speed up the **training of new forces**, Landsbergis said.

<...> by deploying **anti-aircraft defence elements** in the Baltic states and then convincing other allies to manage **rotations** there.

The use now of immensely **powerful glide bombs**, capable of creating craters as deep as nine-storey buildings, adds another layer of tension.

<...> **troops** must be able **to strike** in Russian territory: once they can do this, they will be able **to destroy the systems** from which these **weapons are launched**.

<...> they claim shootdown of Russian **SU-25**.

In some cases, such military lexemes are used in combination with tropes (epithets and metaphors), for example [40]:

Ukrainian soldiers fighting in the Kharkiv region near Vovchansk say the *situation is “hotter”* than it was around fallen Bakhmut, but now they have *the shells to fight back*.

Moscow’s *hard-line leadership* won’t see a rally on the streets of Britain as a reason to pull its *tanks* from Ukraine’s borders.

In consequence, Ukraine’s military risks being left short, as what may be a crucial phase in Vladimir Putin’s *brutal, illegal war* begins.

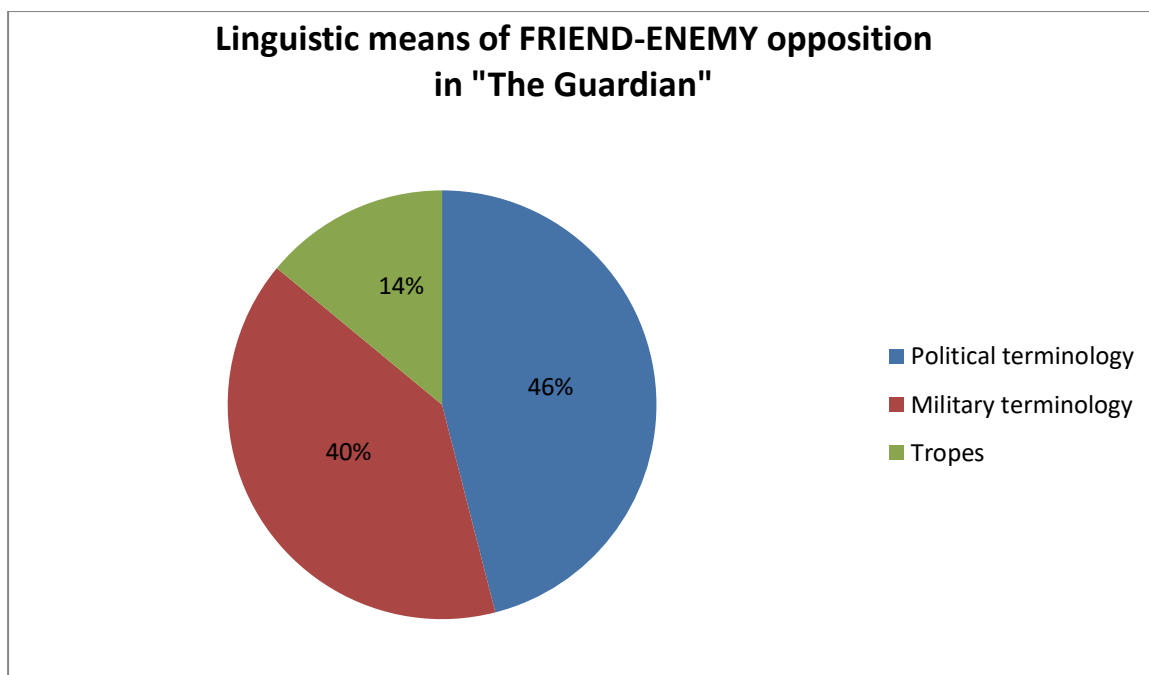
As *relentless Russian aerial barrages* have become *bigger and more sophisticated*, limited resources are forcing Ukrainian commanders to choose between defending urban centres and crucial infrastructure.

The prospect of a *bloody and unjust war* looms over Ukraine.

But to condemn Nato is to condemn the guarantee of democracy and security it brings, and which our allies in eastern and central Europe are relying on, as the *sabre-rattling from Moscow* grows ever louder.

<...> *brave soldiers have the ammunition, air defence, the infantry, fighting vehicles, the mine-clearing equipment.*”

Therefore, the results of FRIEND :: ENEMY opposition’s actualization in “The Guardian” are presented on Figure 2:



*Figure 2. Linguistic means of FRIEND :: ENEMY opposition's
actualization in "The Guardian"*

Thus, among the linguistic means of FRIEND :: ENEMY opposition's actualization in "The Guardian", political terminology appeared to be the most frequent one (46%). Military terminology is used rarer (40%). Tropes make relatively small part of all the examples (14%).

1.2. FRIEND-ENEMY opposition's actualization in American media

2.2.1. The New York Times

In the modern American political communication, the constants “enemy” and “friend” form one of the basic opposition. The significance of the first member of the opposition is explained by the fact that the definition of the image of the “enemy” is, firstly, an essentially political act and, secondly, necessary for the emergence of a political community as such.

In “The New York Times”, the creation of a general image of the enemy is carried out by correlating it with one of the stable associative groups in media “civilians vs terrorists”, within which one can distinguish terrorists and their accomplices, as well as the “terrorist regime”, which is manifested in textual expression. The linguistic construction of “enemy” category is traditionally carried out through using negative evaluative nominations of subjects included in this group, as well as nominations of their activities. In the analyzed media, such lexical units are *terrorists, terrorist groups, terrorist enemies, designated foreign terrorist organizations, killers, violence and terror, terror groups, Iranian proxy groups, violation, militants, suicide bombing attack*. Let's give the examples [41]:

*Ms. Buskila, who was 27 when she was abducted, called her family on the morning of the attack, whispering to them that she was “surrounded by **terrorists**”*

*U.S. Designates Houthis a **Terrorist Group**.*

*The State Department on Friday designated the Houthis as a **terrorist organization**, following through on a mid-January warning to crack down on the Yemen-based **militant group**.*

*Explosions shook Erbil, a city in northern Iraq, and at least four civilians **were killed**, local officials said.*

A statement by the elite Revolutionary Guard Corps said that the missile strike in Erbil had been aimed at “the destruction of **espionage headquarters** and places that **anti-Iranian terrorist groups**” used to plan a **suicide bombing attack** in Kerman, Iran, that **killed** 86 people this month.

The action officially labels the Houthis as a **Specially Designated Global Terrorist group**.

Last month, Mr. Blinken announced the State Department’s intent to return the Houthis to its **terrorism** list, but delayed the action for 30 days.

new sanctions from the United States that will punish anyone who provides support to the **militants**.

The strike in the city of Erbil **killed** at least four civilians.

As they have in northern Gaza, he said, **Hamas fighters** have used human shields as protection, and operated out of mosques, hospitals and schools.

But neither American military action nor the **threat of a terrorist** designation has deterred the Houthis.

Some Republican hawks have criticized President Biden for not placing the Houthis in a different official category, known as a **Foreign Terrorist Organization**.

The Trump administration designated the Houthis as a **foreign terrorist organization** as well a **Specially Designated Global Terrorist**.

Iran Launches Missile Strikes in Iraq and Syria, Citing **Terrorist Attacks**.

The attacks occurred as **Iranian-linked groups** have been targeting U.S. bases and camps in Iraq and Syria, and **Iranian proxy groups** like **the Houthi militants** in Yemen have been attacking commercial shipping in the Red Sea amid Israel’s war against Hamas.

Those attacks have heightened tensions in the Middle East, and raised the risk that an already **dangerous situation** would flare into greater regional **violence**.

*the Iranian attack, which it described as “a **blatant violation** of the sovereignty of the Kurdistan region and Iraq and the federal government.”*

To express verbal friendliness, specialized lexemes are widely used, which allow politicians and journalists to create the necessary semantic field, characterized by positive connotations, to differentiate friends and enemies. In the given thematic group, the image of “friend” is represented mostly by lexemes denoting government and army representatives. And although these are words with a neutral connotation, they have a positive meaning in the context of counter-terrorism. The examples below illustrate it [41]:

*Israeli **forces** have recovered the bodies of three Israeli hostages who were taken captive as they fled a music festival during the Hamas-led attack on southern Israel on Oct. 7.*

*Olaf Scholz, the German **chancellor**, publicly mourned her death, saying at the time that it “shows the full barbarity behind the Hamas attack – who must be held accountable.”*

*In a statement, **Prime Minister** Benjamin Netanyahu of Israel mourned the “terrible loss” of the three hostages.*

*Israeli **soldiers and intelligence officers** recovered the bodies of the hostages during a mission based on intelligence obtained from interrogating detained Palestinian militants.*

*The attacks at the memorial and at the police station were seen as signs of Iran’s vulnerability to infiltration by extremist groups despite its formidable **intelligence service and police capabilities**.*

*The U. S. **officials** strongly condemn Iran’s attacks in Erbil today and offers condolences to the families of those who were killed.*

*In a statement, **the council** said that “Erbil is a stable region and has never been a threat to any party”.*

*The Kurdish region’s **security council** called on the international community to condemn the Iranian attack.*

*But Mr. Gallant indicated that Israeli **officials** were taking American concerns seriously.*

*But that is all the more reason, Mr. Austin told Israeli **commanders** in their closed meetings, that they must be as precise and disciplined as possible as they dismantle Hamas and its infrastructure, a **senior Pentagon official** said.*

*Mr. Austin is deeply familiar with the painful lessons the American **armed forces** learned in the past two decades <...>.*

*<...> the **chairman of the Joint Chiefs of Staff**. And the **top U.S. commander** in the Middle East, Gen. Michael E. Kurilla, met with **senior Israeli officers** last Friday, the **Pentagon's Central Command** said.*

FRIEND :: ENEMY opposition is also formed at the morphological level. Vivid markers of the “enemy” are pronouns *they (that/those)*, the semantics of which contain a distancing component and serve the pragmatic purpose of the opponent’s separation. While pronouns *we, our* (correlated with “friend”) are an indicator of demonstrating the unity and shared values of the American people and the U. S. authority. For example [41]:

*The U. S. State Department said: “**We** oppose Iran’s reckless missile strikes, which undermine Iraq’s stability.”*

*The Revolutionary Guard said that the attack targeted several sites of Iranian opposition groups. Unfortunately, **they** always use baseless excuses to attack Erbil.”*

***We** have continued our work despite criticism from the military and the government.*

*“**They** were fired at – so of course, **they** must have been terrorists,” said the soldier whose identity like that of many of **our** witnesses **we** have kept anonymous to protect his safety.*

*From home invasions to checkpoints, patrols to arrests, **we** eventually stopped seeing Palestinian civilians as real, living people. I quit asking myself: What do **they** feel? What do **they** think?*

*Her family was looking in from the other room, too scared to enter and calm her down. **These** people weren't suspects. **They** just lived next door to the house **we** needed.*

The results of FRIEND :: ENEMY opposition's actualization in "The New York Times" are presented on Figure 3:

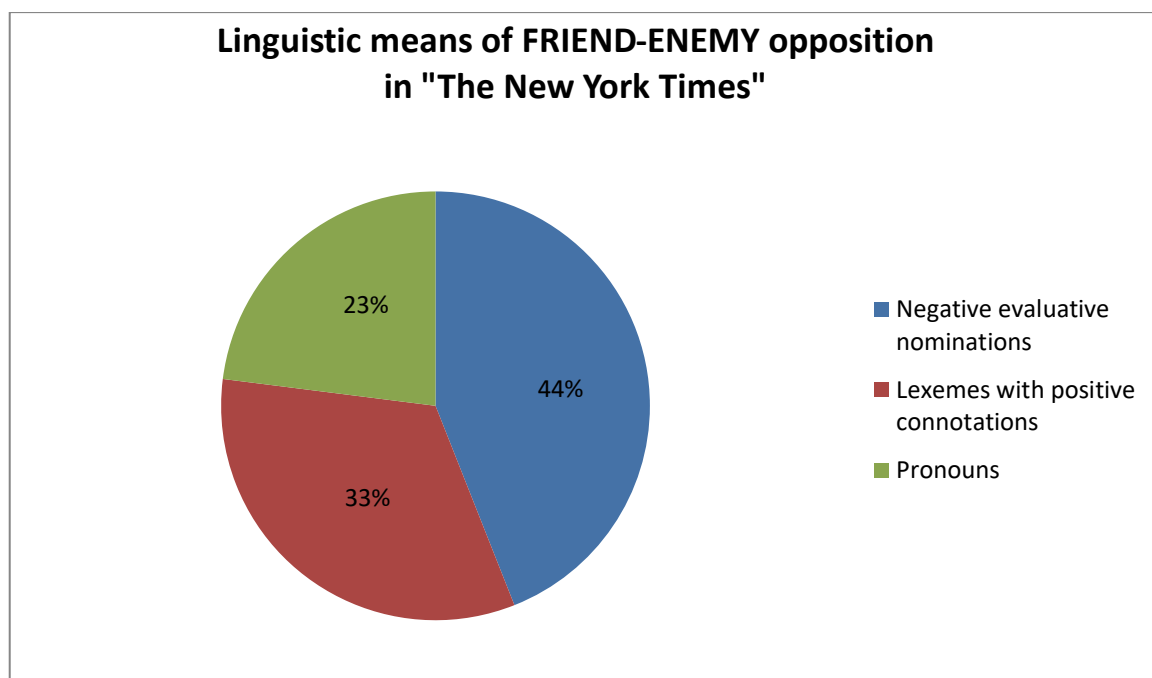


Figure 3. Linguistic means of FRIEND :: ENEMY opposition's actualization in "The New York Times"

As we can see, among the linguistic means of "FRIEND-ENEMY" opposition's actualization in "The New York Times", negative evaluative nominations are most often used (44%). Lexemes with positive connotations (33%) and pronouns (23%) showed much lower representativeness.

2.2.2. USA Today

Let's consider FRIEND :: ENEMY opposition's actualization in "USA Today". In this media, we can distinguish the thematic block "American nation vs other nations". In this case, "enemies" mean nations that do not share the ideology and policies of the United States and its allies. Vocabulary associated with "enemies" is represented by emotional-expressive lexemes with negatively colouring, for instance [43]:

*China launched what it called "**punishment**" military drills around Taiwan on Thursday in response to "**separatist acts**" following the inauguration of the self-ruled island's new leader, President Lai Ching-te.*

*The drills come three days after Lai, who Beijing has described as a "**dangerous troublemaker**," was sworn in.*

*In his speech Monday, Lai said called on China "to cease (its) **political and military intimidation** against Taiwan".*

*He urged Beijing to "choose dialog over **confrontation**, exchange over **containment**, and under the principles of parity and dignity."*

*Chinese officials reacted **angrily**.*

*Chen Binhua, a spokesperson for the government, said Lai's address demonstrated he was "**a traitor** to mainstream public opinion on the island and a **disruptor of peace and stability** across the Taiwan Strait".*

*China's Foreign Minister Wang Yi said Lai's words were a "complete **disgrace**."*

*Taiwanese officials have condemned China's drills and called them "**irrational provocations**."*

*'It's **cheating**:' Biden to combat China's '**unfair trade practices**' with higher tariffs.*

*"Bottom line: I want fair competition with China, not **conflict**," Biden said.*

Chinese President Xi Jinping and Russian President Vladimir Putin condemned what they cast as increasingly **aggressive U.S. behavior** on Thursday.

In a statement to the Financial Times in September 2023, Carlson called the concept of a Russian partnership “**completely absurd.**”

<...> in the first visit by a senior Biden administration official to the **war-torn country.**

In Russia, **repression** over decades has driven highly educated workers from the country, taking their skills, ideas and capital with them to launch some of the world’s leading startups not from Russia but from the United States and other jurisdictions.

China and Russia struggle because of **authoritarian rule.** Now, Russia’s **brutal and unjust war** against Ukraine is further **damaging** its economic outlook, with its people and businesses **bearing the economic costs.**

Affixes are involved in creating an obvious positive assessment of “friend” and a negative assessment of “enemy”. The extreme degree of opposition between “friends” and “enemies” can be expressed through the affix *anti-*, which correlates with the concept of aggression, actualizing the conceptual attribute “enemy”, for instance [43]:

Biden condemns **antisemitism**, stresses support for Israel at Holocaust Remembrance Ceremony.

State Department issues 'worldwide caution' for travelers, warns of **anti-LGBTQ+** violence.

What does it mean to be **antisemitic**? We explain the term and why it's part of the debate over protests.

Asked about supporters who believe **anti-white racism** now represents a greater problem than **anti-Black racism.**

I think there is a definite **anti-white feeling** in this country and that can't be allowed.

<...> as she ramped up **anti-Trans** rhetoric with her now-infamous June 2020 tweets that many deemed as anti-Trans.

<...> she called for her own arrest in Scotland's **anti-hate** crime law.

To nominate “friends”, phrases are used that express adherence to U. S. democratic principles, such as *to support democracies, to believe democratic system, democratic norms and institutions, rules-based international order, democratic pillars, regard for the democratic process and human rights, the rule of law, independent institutions*. There are also seen lexemes for denoting the power and exclusivity of the American nation, its unique history. And the American people are presented as the bearer of the ideas of justice, democracy and freedom. The examples below illustrate it [43]:

Democracy matters in and of itself. I believe this deeply. But I also believe deeply that a strong democracy is critical to building and sustaining a strong economy.

***My conviction is rooted in the United States. I believe our democratic system**, however imperfect, is central to our economic strength as the largest economy in the world, with the deepest and most liquid capital markets and the global reserve currency.*

*But **democracy is now under threat**. At home, years of attacks on our **democratic norms and institutions** reached an unprecedented extreme on Jan. 6, 2021, with the attempt to block the peaceful transition of power that is at the heart of our (and any other) democracy.*

*Russian President Vladimir Putin’s authoritarian regime continues to devastate Ukraine’s future and undermine the **rules-based international order**. We see democratic backsliding and repression increasing around the world.*

*In **robust democracies**, **free speech and free elections** means of voicing demands between elections – from **public comments** to **protests** and the **free press** – hold government accountable.*

Freedom to participate in the labor force drives growth by bringing more people into the economy, while the free flow of knowledge and ideas drives entrepreneurship and innovation.

And the **rule of law**, upheld by strong and **independent institutions**, gives individuals and firms the predictability and confidence they need to invest and grow their businesses.

<...> **the American spirit** that has overcome every challenge throughout our long and storied history.

In authoritarian regimes, the absence of these **democratic pillars** undercuts economic growth.

America bounced back quickly, with a recovery that was both historically fast and historically inclusive, reaching communities that for too long had been left out of *America's economic success*.

And that same **commitment to democracies** that deliver has shaped our diplomacy and foreign assistance around the world.

I feel immensely fortunate to have been born and spent my life in America and to have benefited from the opportunities American democracy provided me. But there are too many people across this country and around the world who have not had such opportunities. That is not reason to question **the value of democracy**.

The results of FRIEND :: ENEMY opposition's actualization in "USA Today" are presented on Figure 4:

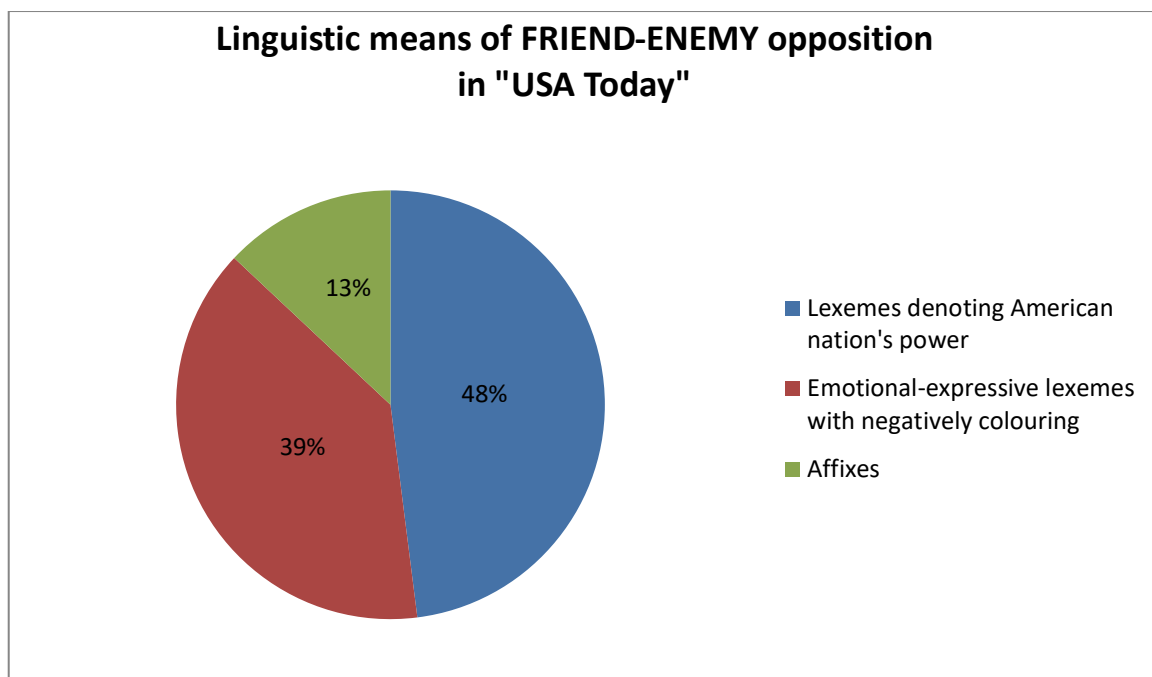


Figure 4. FRIEND :: ENEMY opposition's actualization in "USA Today"

Thus, among the linguistic means of FRIEND :: ENEMY opposition's actualization in "USA Today", lexemes denoting the power of the American nation appeared to be the most frequent one (48%). Emotional-expressive lexemes with negatively colouring are used rarer (39%). Affixes make relatively small part of all the examples (13%).

CONCLUSION TO CHAPTER 2

In this paper, we selected articles of British and American media covering current political, economic and other areas, namely statements by political leaders and journalists as for relations with other countries and the geopolitical situation in the world.

The results showed that the media in its modern form are a powerful and effective tool for creating and representing the image of an “enemy” and a “friend”. It is noteworthy that authors of articles write screaming headlines, which are sometimes more intriguing than the main text of the article. A fairly noticeable trend is the expressiveness of politicians’ speech, which becomes even more relevant during verbal battles in the media.

The image of “enemy” and “friend” is largely formed by the politicians themselves (and they often use the media as a platform for criticizing enemies), while the task of journalists is to conduct a competent and prudent PR campaign for a particular speech of a politician. Furthermore, a distinctive feature of modern media discourse is its open and direct nature, which is especially emphasized by using by influential political leaders emotional and evaluative vocabulary with negative connotations towards their enemies.

The concepts of “friend” and “enemy” are closely interrelated, and this is also reflected in the analyzed media. Firstly, to create and maintain identity, a person needs oppositions and contrasts. Secondly, when getting information from the media, the reader, passing it through certain filters, creates classifications and makes value judgments. These assessments function as guidelines; they guide people's actions and help them make decisions. It should be noted that assessing the world by means of one’s own psychological and cultural images is a normal consequence of socialization and familiarization with culture. This means that it is natural that there are such categories of

perception as “friend” and “enemy”, and that different people (and, accordingly, the media) fill them with different content.

CONCLUSION

As our research shows, among the linguistic means of FRIEND :: ENEMY opposition's actualization in "The Times", lexemes denoting anti-democratic principles are most often used (31%). Lexemes denoting values of democracy and freedom as well as lexemes denoting attributes of a dictatorial regime, and lexemes denoting ensuring global peace and security showed lower representativeness (27%, 24% and 18% accordingly). In "The Guardian", political terminology appeared to be the most frequent ones (46%). Military terminology and tropes make relatively small part of all the examples (40% and 14% accordingly).

Among the linguistic means of opposition's actualization in "The New York Times", negative evaluative nominations are most often used (44%). Lexemes with positive connotations and pronouns showed much lower representativeness (33% and 23% accordingly). In "USA Today", lexemes denoting the American nation's power appeared to be the most frequent one (48%). Emotional-expressive lexemes with negatively colouring are used rarer (39%). Affixes make relatively small part of all the examples (13%).

The analysis demonstrated that British media are more neutral and argumentative, characterized by a high degree of diplomacy and conservatism. American media are more emotional, speech of politicians and journalists is often pathetic, they actively use words that appeal to the emotional component of a reader. Using negative evaluative nominations as well as emotional-expressive vocabulary with negative connotations helps to create a colorful image of the enemy and emotionally influence the audience. These linguistic means convey negative qualities and are aimed to intimidate, to depict something in "dark colors".

РЕЗЮМЕ

Представлене дослідження присвячено аналізу когнітивної опозиції ДРУГ :: ВОРОГ у сучасній англійській мові з акцентом на її втілення у засобах масової інформації Великої Британії та США. Актуальність теми полягає у великому впливі цих категорій на мовленнєві практики та культурні ідентичності, які активно формують публічний дискурс у сучасному світі. Розуміння мовних репрезентацій "друга" та "ворога" важливе для аналізу культурного та соціального розвитку, який формує глобальні міжособистісні та міждержавні відносини.

Об'єктом дослідження є сучасні британські та американські медійні публікації, де можна прослідкувати дихотомію ДРУГ :: ВОРОГ. Предметом дослідження є лінгвістичне представлення цих категорій та їхні особливості у медійному контексті.

Матеріали дослідження включають статті з таких видань як The Times, The Guardian, The New York Times та USA Today, опубліковані протягом останніх років. Ці матеріали дозволяють виявити способи мовного втілення та концептуалізації "друга" і "ворога" у політичному та соціальному дискурсах.

Методологія дослідження ґрунтується на використанні описового методу, дискурс-аналізу та аналізу медіа-контенту, що дозволяє виявити притаманні мові патерни вживання та їхній вплив на аудиторію. Такий підхід допомагає зрозуміти, як мовні структури використовуються для маніпулювання громадською думкою та формування соціальних стереотипів.

Метою даної роботи є вивчення того, як концепти "друг" і "ворог" відображені у мові та як вони використовуються у ЗМІ для створення потрібних образів та значень. Це включає аналіз семантичних та прагматичних аспектів цих термінів, їхню роль у медійному дискурсі та

вплив на сприйняття аудиторії. Мета роботи зумовила виконання низки таких завдань:

- проаналізувати концептуальні рамки "друга" і "ворога" як когнітивних і лінгвістичних конструктів.
- дослідити семантичні та прагматичні нюанси цих термінів у повсякденній мові та медійному дискурсі.
- Дослідити та проаналізувати репрезентацію цих концептів у провідних ЗМІ, таких як The Times, The Guardian, The New York Times та USA Today.

Результати дослідження демонструють, що медіа активно використовують образи "друга" і "ворога" для маніпуляції громадською думкою, часто застосовуючи їх для легітимації політичних дій або дискредитації опонентів, адже при аналізі британських та американських ЗМІ особливо помітним є використання емоційно забарвленої лексики, яка впливає на емоції читачів та їхнє сприйняття світових подій.

Різниця у подачі цих концептів у британських та американських ЗМІ також підкреслює важливість культурного контексту в аналізі медіа-дискурсу. Британські ЗМІ, як правило, схильні бути більш стриманими та дипломатичними у використанні мови, в той час як американські ЗМІ частіше вдаються до патетичної та емоційно забарвленої риторики. Такі мовні стратегії не лише відображають різні підходи до журналістики, але й створюють різні способи впливу на громадську думку.

Отже, за результатами дослідження можна зробити висновок, що глибоке розуміння мовних механізмів є ключем до розкриття того, як сучасні ЗМІ впливають на суспільні настрої та політичні рішення. Це, в свою чергу, підкреслює важливість лінгвістичних досліджень у засобах масової інформації, а також підтверджує необхідність критичного підходу до аналізу медійних матеріалів.

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APPENDICES

Pie Charts Demonstrating Statistical Details of the Study

Figure 1: Linguistic means of “FRIEND-ENEMY” opposition’s actualization in “The Times”

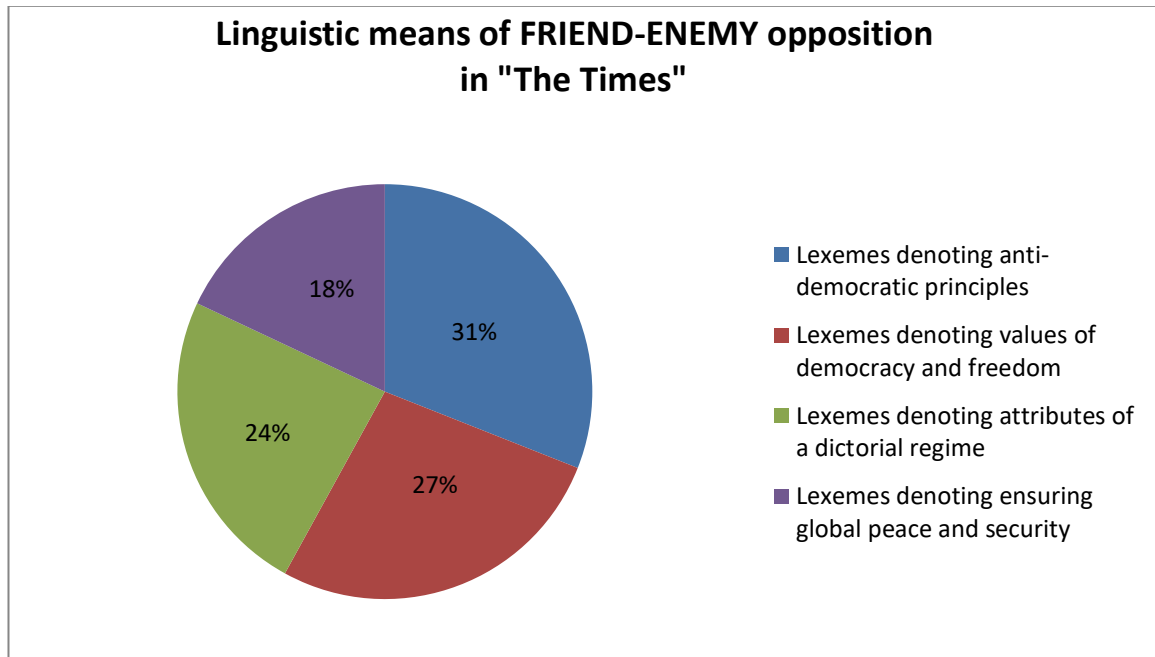


Figure 2: Linguistic means of FRIEND :: ENEMY opposition’s actualization in “The Guardian”

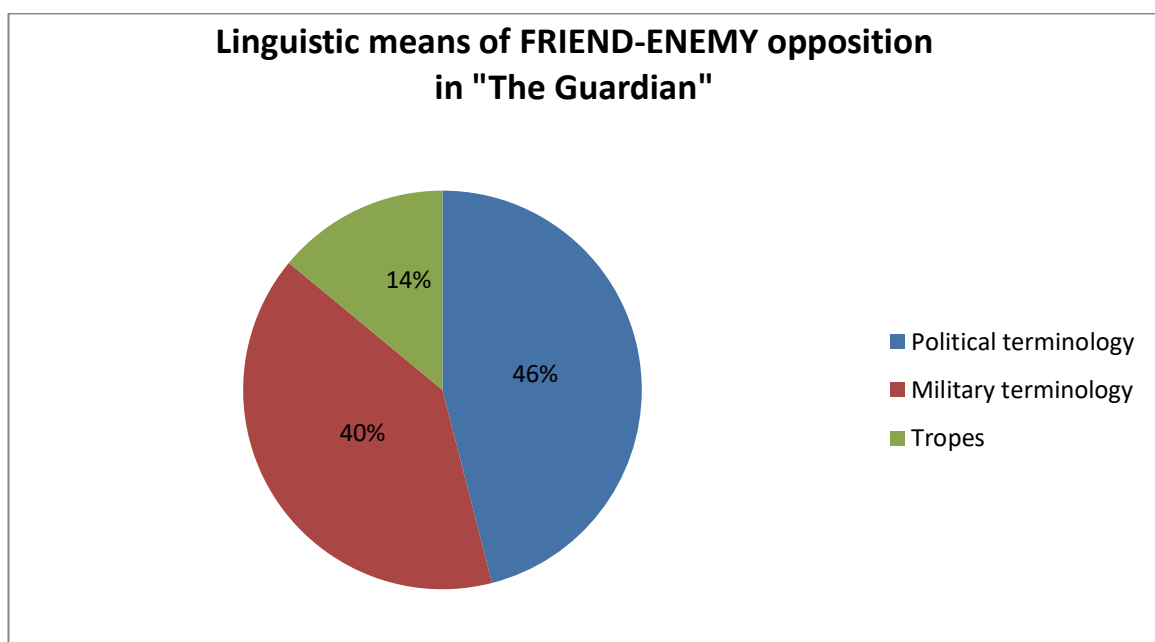


Figure 3: Linguistic means of FRIEND :: ENEMY opposition's actualization in "The New York Times"

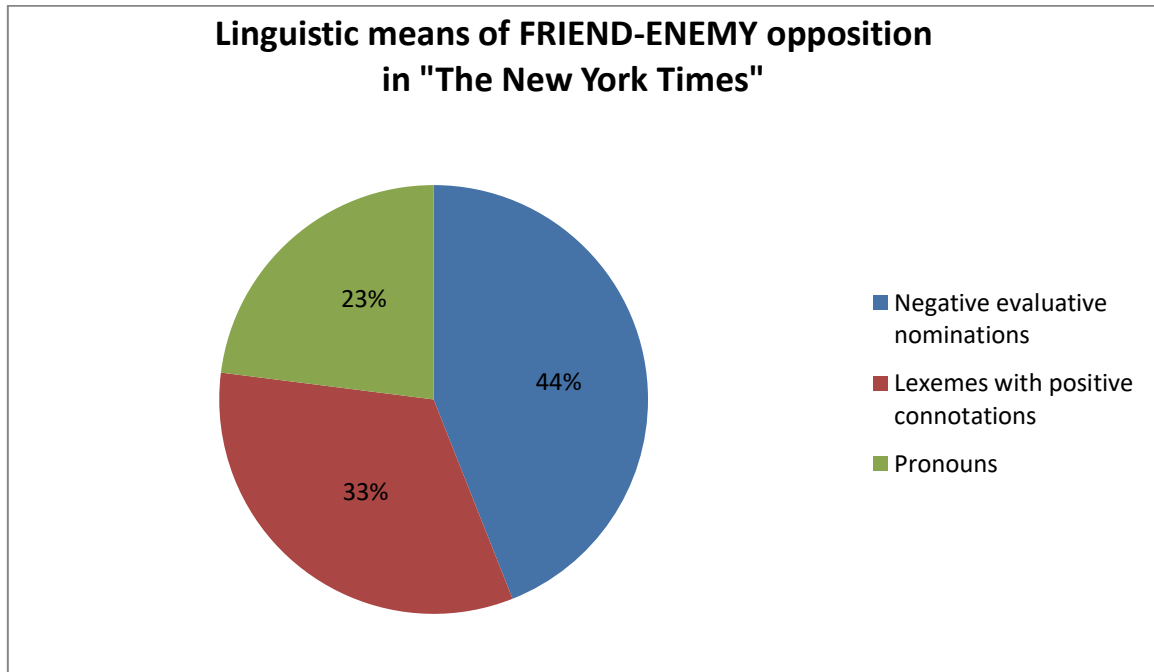


Figure 4: FRIEND :: ENEMY opposition's actualization in "USA Today"

