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**Abstract for the dissertation**

titled

**Sprachlich-visuelle Profilierung von Weltbildern im Diskurs über den Ukraine-Konflikt.**

**Eine linguistische Analyse anhand der Zeitungen *BILD* und *Der Tagesspiegel***

**Linguistic and visual profiling of the world views in the discourse of the conflict in Ukraine.**

**A linguistic analysis based on the *BILD* and *Der Tagesspiegel* newspapers**

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The motivation for this dissertation was an important media subject, namely the eruption of the conflict in Ukraine in 2014. The eyes of the entire world were turned on the alarming events unfolding on Crimea, where Russian and Ukrainian citizens stood on opposite sides. The conflict escalated with the attack of Russian separatists and their occupation of the eastern Ukraine. Main players in the Ukrainian conflict were the Ukrainian president Petro Poroshenko and the Russian president Vladimir Putin.

The press, television and radio were full of reports about the situation in Ukraine. There was a heated political debate concerning the origin of the conflict between Russia and Ukraine, as well as endeavours to resolve the political crisis. In many media discourses the conflict in Ukraine was conceptualised and presented differently, in particular by the German press. German daily newspapers of different profiles presented this subject in a number of ways, using a wide range of linguistic measures, as well as utilising a lot of visual aids.

Over the past several years texts have undergone a significant metamorphosis and as a result the written text has been expanded by visual elements, which in turn caused redefinition of the function of a newspaper. Namely, a newspaper no longer serves solely as a provider of verbal messages, but also presents relevant pictures. The main reason behind the research done for this dissertation are

word/picture relations within a multimedia text, which is the subject of study of relatively new areas of linguistics, such as image analysis and media linguistics. On account of the quick development of those disciplines, my research is an attempt at demonstrating that the power of pictures grows in the texts created by the media, the instability between the word and picture visible in media messages increases and that with the use of proper instruments, such as language and the visual module, one can profile media discourses and adjust them to recipients. My research results can enhance the existing scientific achievements in the area of media linguistics and image analysis.

For the above reasons I became interested in texts composed of words and pictures in German newspapers presenting the conflict in Ukraine. In order to demonstrate a high level of contrast within the discourse about the situation in Ukraine between differently profiled newspapers, I used two German daily newspapers, *BILD* and *Der Tagesspiegel* as my text corpus. Intralingual analysis of the corpus generates further attention to the issue, as I am curious as to how the same discourse is conceptualised and presented by the two newspapers.

The main purpose of this dissertation is to diagnose and describe the types of language/picture relations within multimedia texts, to demonstrate how the given newspapers profile the subject with the use of language and pictures, as well as to reconstruct discourse images concerning the conflict in Ukraine. The dissertation includes a qualitative and quantitative analysis of 144 press releases selected out of three of their types, namely a commentary, report and interview, that included the subject of the conflict in Ukraine. The texts were analysed according to a developed model with regard to the issues, such as creating discourse world views by the media and the multimodal discourse analysis of the world views. The first aspect includes the discussion of the functions of individual press release types, description of language/picture relations in multimedia texts, as well as creating a list of major players in the conflict and their language/picture profiling. During the linguistic analysis I focused on the methods and instruments used to reconstruct the linguistic and visual profiling of the discourse world views concerning the conflict in Ukraine.

The analysis was conducted in the context of theoretical assumptions originating in various linguistic concepts, such as cognitive linguistics, contrastive discourse linguistics, media linguistics and image analysis, ethnolinguistics, cultural linguistics, as well as baseline concepts, such as linguistic world view, profiling, media discourse, multimodal text, language/picture relations. Interdisciplinary nature of the analysis required various methods to be applied from the areas of multimodality, contrastive linguistics, MUKAM models (Opilowski 2015: 125) and DIMEAN models (Warnke/Spitzmüller 2008: 47).

The dissertation consists of an introduction, seven chapters, bibliography, a list of illustrations and tables. Chapter one discusses the main assumptions, the goals of the dissertation and the

justification of the chosen research subject.

The following chapter is devoted to the discussion of the linguistic concept of the world view and brings forth the basic assumptions of cognitive linguistics, cultural linguistics and ethnolinguistics. In addition, the chapter presents the profiling process of media and discourse world views.

Chapter three presents the essence of the discourse and the attempt at its definition, the causes of the conflict in Ukraine, its course and timeframe, the text corpus development, as well as asking the right methodological questions.

Chapter four includes the process of linguistic and visual profiling of world views, multimodal text characteristics, presentation of the types of relation between language and picture, an overview of press release types (commentary, report, interview), as well as the presentation of analysis criteria.

Chapter five is fully empirical and contains the qualitative and quantitative analysis of multimedia texts from the text corpus.

Chapter six presents the research results.

Chapter seven includes the attempt at correlating linguistic theories with conclusions arising from the research part, as well as development of certain assumptions for future media linguistics research.

The contrastive analysis conducted in this dissertation allowed to formulate final conclusions that can contribute in a significant manner to further research on the nature of multimodal texts and their growing role in media communication. Modern media caused considerable changes in the process of providing information and, in turn, the metamorphosis of texts caused by the use of visual elements in written texts. The new form of multimodal texts also affected the use of various methods of presenting media discourses and therefore the methods of constructing different world views.

It is evident from the reconstruction of world views in the media discourse concerning the conflict in Ukraine in two German language newspapers that despite some similarities in the conceptualisation of the conflict, there is stark contrast between the types of relations between language and picture, players in the conflict, the use of linguistic measures and visual operations.

Research results demonstrate the types of relations between language and picture in the analysed texts of both newspapers. The *BILD* applies three types of relations: redundancy (ca. 29%), complementarity (4.16%) and domination (0.69%), of which redundancy has the biggest share, almost one third of the whole. Other types of relations between language and picture have not been identified.

The *Der Tagesspiegel* also uses the redundancy relation the most (in 60 texts), which constitutes ca. 42% of the whole. Apart from redundancy there are also other types of relations, such as complementarity (8.33%), discrepancy (2.08%) and contradiction (1.38%), which reflects the need of the press to adjust to the idea of media communication and convince the recipients to accept the new text and picture combinations. It is worth noting that among the analysed texts from the *Der Tagesspiegel* ca. 14% have no language/picture relations, which may demonstrate that, despite its remodelled appearance, the paper still wishes to maintain a reliable and honest profile.

On the other hand, the research results concerning the list of players participating in the conflict and their presence show significant differences in both newspapers. The incidence of individual players varies considerably. The *BILD* mentions some players several times, while the *Der Tagesspiegel* uses large numbers of the conflict participants. The absence of several players is also evident, where in one of the newspapers they are completely absent and present in the other (e.g. the separatists, the Moscow in the *Der Tagesspiegel*). Whereas a detailed analysis demonstrated that the most prominent player of the conflict in Ukraine in both the *BILD* and *Der Tagesspiegel* papers is the politician and Russian president, Vladimir Putin (34.02%), the diversification of players is high. Apart from the politicians, Petro Poroshenko (9.72%) or Angela Merkel (6.94%), a strongly represented group of players are countries (Russia – ok. 14%, Ukraine – almost 19%), cities (Kiev – 12.5%, Moscow – ca. 8%), the European continent and international organisations (Nato – 9%). A wide range of players unequivocally attests to the scale of the conflict and involvement of numerous parties.

Diverse strategies created for a specific reader are visible in newspapers of different profiles. Domination of pictures over text is the trademark of the *BILD* tabloid, whereas the *Der Tagesspiegel* prefers to present evidence-based information using small amount of visual aids. There are also noticeable differences at a linguistic level, language of the analysed texts carefully and thoughtfully selected in order to effectively capture the recipients' attention and provide them with in-depth, nuanced information. Discourse world views related to the conflict in Ukraine were profiled and presented differently in the two periodicals. It has to be recognised that, within the same language varied discourses can be formed, where different world views are created with the use of different linguistic and visual measures.

As already mentioned, this dissertation can contribute to the adoption of a broader perspective in the perception of multimodal texts and their significance in modern media communication.