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THE WORLD OF JOURNALISM – THE WORLD OF PUBLIC RELATIONS ASSESSMENT OF CHANGES IN RELATIONS BETWEEN JOURNALISTS AND PR MANAGERS IN POLAND

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Abstract

The paper presents a comparative look at the results of similar studies relating to the diagnosis of cooperation between the journalists and representatives of the PR industry in Poland. Comparable subjects, arising from the similarity of used research tools, as well as comparable attempts of the research on both environments provide good opportunities of drawing overlapping conclusions from the two research projects. Although standardization of the cooperation between journalists and PR professionals is very difficult and its description is limited by a number of variables and differentiating factors, comparing both studies makes it possible to draw conclusions about some changes or elements that have remained unchanged in relations PR managers – journalists in Poland over the last 11 years.

Keywords: public relations, journalism, mass media, media relations.

Introduction

Although the cooperation between journalists and managers should be based on partnership and should be balanced between the importance of both of these professions, it is usually dominated by journalists since measurable final product of this co-operation, i.e. news or messages published in the media depend on them. In spite of the fact that journalists and public relations specialists are dependent on each other, the observation of real relations between the representatives of these two groups shows a higher and stronger position of journalists, which results from the lack of symmetry between the importance of both of these environments indicating a higher position of mass media representatives. Practice shows that public relations specialists and journalists quite often adopt completely opposite attitudes – while the first ones look forward to promoting the image of their company, the latter try to defend the independence of the media and resist any kind of influence or pressure concerning the content of their

message to be published in the media. These relations are therefore advantageous for both sides on the one hand, but very difficult and generating conflicts, on the other.

Interactions – the foundation of good relations

Two elements are, in my view, the key to a good cooperation between representatives of both professions mentioned above. Firstly, understanding common benefits, which can be brought by professional cooperation in the field of media relations. Such professionalism ought to consist in understanding the needs of the other side and in taking into consideration the limitations imposed by the specificity of both professions. There is very often too little understanding, and particular interests prevail over the reliability of mutual cooperation. If we analyze all the similarities and differences between journalism and public relations, we will notice a clear identity of ethical principles [Dobek-Ostrowska et al, 2013], which can be seen in the content of ethical codes that both professions have worked out over the years of their evolution and mutual cooperation.

There is no doubt that the relationship between journalists and PR specialists has been changing as a result of not only the changes in the way new communication tools are used, but also as a result of the functioning of mass media themselves, a changing profile of media recipients and many other factors. One reason for the attempt of analyzing the tendencies and possible changes in the relations between journalists and PR managers were the results of the latest research "From Information to Interaction. The Usefulness of Press News in Relations PR Specialist – Journalist" carried out by Prowly Agency at the end of 2015.[2] The study was based on a sample that was similar to the samples the author had used in his own research on the same subject[3]. These similarities make it interesting to look for relationships, analogies, tendencies and symptoms of the changes in relations between journalists and PR-managers in Poland over the last years.

One of the basic assumptions in building a model of cooperation between journalists and public relations specialists is the rule of partnership in their relations. This partnership stems from a specific identity of interests, which is the result of mutual benefits gained by both sides of the communication process through maintaining appropriate relationships and maintaining certain standards of cooperation. The second assumption is the fact that, in some cases, the partnership in the process of media relations is sometimes quite limited and journalists are treated as "consumers" of the information created and supplied by PR managers who pay a lot of attention to how their message is "distributed" by mass media. In such cases, customer focus involves the subordination of certain behaviors of PR professionals to the needs of journalists.

The comparison of the opinions expressed by representatives of both environments must therefore be correlated with a fairly flexible approach to determine whose opinions on a problem are more relevant and which party respects the expectations of the other.

Nevertheless, it is difficult to range all particular cases of media relations in one single standard. One should also remember that PR techniques and practices seldom fit into any standards. What is more, some PR specialists claim that an effective manager is one who sneaks away from classical rules of public relations [Szczepanik, Krzyżanowska, 2003].

PR specialists can never be sure what they are going to do tomorrow, how they will behave in a specific situation or how they will react. PR activities have an unpredictable

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2   The study included 203 journalists and 205 representatives of the PR industry. The report is available in electronic version at: ebook.prowly.com (dated 24 April 2016).

3   The study "Współpraca komunikacyjna dziennikarzy i specjalistów PR w Polsce" was realized in 2004 on a sample of 257 PR managers and 218 journalists from all the country.

nature, which makes PR professionals react in a non-specific way. In addition, all standard, routine PR procedures may stop working with time and may not bring expected results they had brought before. In spite of this, the analysis of the empirical data lets us create a set of rules for the cooperation between PR professionals and journalists, which is universal to a certain extent. Some elements of the proposed model of cooperation between journalists and PR managers include problems connected with a preferred model of communication between the two groups, frequency of mutual contacts and their purpose. They also include universal tools of media relations, expectations about new communication tools and aspects of ethical issues in mutual relations between journalists and PR professionals.

Interactions yesterday

As a result of research carried out in 2004 it could be noted that the expectations of journalists in relation to PR professionals follow a specific pattern of behavior on the basis of which it was possible to formulate a set of qualities and conditions that make a desired and expected profile of a PR manager. This profile, based on a quantitative analysis of the expectations of the examined environment of journalists are as follows [Gawroński, 2005, p. 277-279]:

1. As part of the communication process within media relations, the involvement of PR specialists in maintaining contacts and building relationships must be greater than the commitment of journalists. This results from a weaker belief of the journalist environment in the necessity of mutual cooperation, as well as from a conscious need to strive for a good relationship, expressed by experts in the field of PR.

2. The initiative to establish contacts must be on the side of PR managers who should make sure these contacts are regular. They must also provide journalists with the information which is interesting for them, and, the need of a mutual contact should result from the relevance of the information provided.

3. PR specialists should contact journalists especially if they have to forward messages about crises in the company they represent, its new products and services, organized ventures that are of interest to journalists, and personnel changes in the company, because these problems are the most interesting from the point of view of the representatives of mass media.

4. PR managers should maintain contact with journalists, mainly through the instruments that are the most convenient and desirable from the point of view of the latter, i.e. e-mail, mobile phone and landline.

5. An important element of the expectations the journalists have of PR professionals is that they should use modern forms of contact, which are more convenient than traditional instruments, and allow journalists to save time (e.g. on-line press conferences).

6. Press releases and ready information on a specific subject should be basic materials prepared by PR-managers for journalists. Other elements in the system of informing media should complement them.

7. PR-managers should keep in mind that journalists expect from them mainly such materials that are free from advertising messages. In addition, they must be complete, accurate in terms of the content and must contain appealing information.

8. In the opinion of surveyed journalists a PR specialist should basically be: available, reliable, professional, honest and quick to react.

9. From the point of view of journalists, PR managers don't need to have a diploma in public relations, although it is advisable that they have graduated from human studies.

10.   Press conferences should be organized whenever there is a topic of interest for

invited journalists. The conferences should be lead with a good pace and with the use of well-prepared materials. It is pointless to convene a conference if its purpose is of little importance. Too long duration and boring subjects are the main characteristics indicated by journalists as part of a badly-prepared press conference.

11. Information materials, prepared by PR specialists for journalists, cannot have an advertising character, they should not be too long, but ought to be interesting and written in a clear language.

12. PR-managers should constantly upgrade their skills connected with their appearance in the media and cooperation with them as it is shown by the survey of journalists who claim that the preparation of PR professionals in this field is poor.

13. The defects which PR-managers should eliminate from their relations with journalists include mainly exaggerated tendency to advertising and to activities connected with surreptitious advertising. In addition, PR managers should respect the time limits of journalists with whom they cooperate, and must try to understand their needs. They cannot be pushy when dealing with the media or exert pressure on journalists to prepare a publication.

14. Since corruption activities within the media relations are often born on the side of the PR environment, its representatives should adhere to ethical codes of conduct, developed by PR organizations and associations. They should neither provoke the situations where journalists are being forced to publish, omit or change the content of the message, nor should they offer journalists gifts or gratuities as the boundary between friendliness, promotion and corruption is quite subtle and cannot be clearly spotted.

A similar model of conditions concerning the expected behavior of journalists can be derived from the opinions expressed by the surveyed PR professionals. However, according to this model we cannot talk about the model of a journalist corresponding to the requirements of PR managers, but rather of a professional journalist, with whom not only specialists in PR would like to work, but also representatives of all other professions cooperating with the environment of journalism, including ordinary people – media recipients. The model of a professional journalist in relations with representatives of public relations should include the following elements [Gawroński, 2005, p. 281-282]:

1. In media relations professional journalists should, in the opinion of PR professionals, be interested primarily in new products and services offered by companies, their successes and projects realized by them. However, this is only the expectation of PR professionals, who are interested, from the point of view of their own interests, in precisely such behavior. Yet, encouraging journalists to tackle such issues stands in contradiction with the essence of the independence of the media and freedom of their functioning. Lack of interest in this kind of subject results sometimes from the fear that journalists have of advertorial messages and of a loss of credibility in the eyes of consumers.

2. Public relations environment expects professional journalists to be characterized above all by honesty, objectivity, professionalism, credibility and truthfulness. These features, conditioning the professional exercise of a journalist's job, are most appreciated by those PR managers who cooperate with journalists. This requirement is not only justified by the expectations of the representatives of the public relations branch, but also by the factors which make a journalist's job professional.

3. In the field of media relations a journalist is expected to eliminate the following drawbacks: lack of honesty and objectivity, lack of professionalism and general knowledge gaps. According to PR professionals, journalists should not fear too much that the information they receive contains hidden, advertorial or purely advertising messages.

4. According to PR professionals it is appropriate that journalists try to understand the needs of PR managers and conditions of their work. They should therefore be aware of the fact that media relations are the most important sphere of PR tasks carried out by PR managers in Poland and these relations are regarded by them as the most important. It seems, however, that the understanding of each other's needs for both of these environments leaves much to be desired, and their representatives do not always treat each other as allies, but rather as enemies and competitors.

5. Professionalism in the journalist's work should be based largely on the respect of ethical principles which make it clear what behaviors are unacceptable in journalists' work in terms of the construction of media messages and sending them to recipients, and in the process of gathering information or in relations of journalists with the PR industry.

Interactions today

The aforementioned study carried out in 2015[4] was directed primarily at looking for an answer to the question: what affects negatively the relations between journalists and PR managers? The results do not give a direct answer although a lot of conclusions can be drawn from the data collected. The reasons should be looked for both in the journalists' and PR professionals' environments but, for obvious reasons, the drawbacks indicated by journalists are far more important. The results of the study do not provide clear opinions on the efficiency of PR managers. On the one hand, the majority of journalists (62%) positively evaluate the usefulness of the information received from PR people, on the other hand, the majority of them (63%) say that the PR materials they receive do not meet their expectations. It is hard to explain this paradox, relying solely on the presented results of the survey. The correlation of these responses would allow at least partially to explain the contradictions arising in the opinions expressed by the respondents. The blame for any resulting inaccuracies should be also shifted to the methodology used and to the construction of the research tool. Asking for opinions on the usefulness of the content received from PR-managers is simply too vague and needs developing a general evaluation. Meanwhile, most journalists probably receive in their professional life both useful and useless information from PR people. How to make an unambiguous judgment against this diversity?

The attempts to seek information on what hinders the relationship between journalists and PR industry can be looked for in the previous studies. Although most of them were carried out a dozen, or at least a few years ago, some of them seem to be true today, as they relate more to personal characteristics and labor standards, slowly changing in time, than to the tool sphere, within which a real revolution has been made in recent years. The negative personality traits of PR people are mainly: lack of competence, professionalism, impudence, insufficient factual knowledge, as well as the ignorance of the specifics of the functioning of the media and the ignorance of the expectations of journalists. Negative opinions on the materials received from PR managers usually refer to their exaggerated advertising character, incompleteness, exaggerated volume and hermetic language that hinders both understanding of the message and a journalist's work with the text.

The authors of Prowly research ask some interesting questions that actually arise from the results thereof. For some of them there are no obvious answers although they produce some assumptions.

• As the survey revealed, most journalists maintain close relationships with a limited

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4   The figures come from the report: E. Kowal (ed.), *Od informacji do interakcji. O użyteczności informacji prasowych w relacji PR-owiec − dziennikarz*, Prowly, Warsaw 2016, ebook.prowly.com (dated 24 April 2016).

group (maximum 5) of PR managers. Similarly, most PR people reduce regular direct contacts to a small group of journalists. Is it then the maximum number of people in a circle of good professional relationships? It seems that the situation is normal and easily explainable. While most people select from a narrower or wider circle of people they know a preferred and privileged handful of those who can be described as friends, journalists and PR-managers act in much the same way within professional relationships. This is probably due to a certain identity of interests, or maybe similar businesses, but essentially it certainly depends on personality traits.

• Almost half (45%) of journalists are not able to determine whether the information from PR people is visually appealing to them. What does it depend on? Perhaps it depends mostly on vagueness of the question asked. It might be difficult to find a common positive or negative assessment of different materials received by journalists from PR specialists. Most likely they are given both attractive materials and as well as those that do not meet their expectations.

• Half of the PR people do not ask journalists about the feedback, which coincides with the opinion of the journalists on this subject. May this phenomenon have an impact on mutual relations and understanding? Probably yes, although I would ascribe the reluctance of PR-managers to ask journalists for feedback to protecting themselves and avoiding suspicion of trying to force publication or exert other pressure. Experience shows that it is precisely in this area where there are many pitfalls affecting the mutual perception of both groups.

• The majority of journalists (75%) said that PR people do not ask them about their interests and needs before publishing press releases. At the same time, most PR-managers (69%) say that they do it. Similarly - most journalists claim that PR people send them information which does not comply with their interests, while 84% of PR people say that they classify both their contacts and information to be sent. How to explain these discrepancies which make it impossible to describe and understand the real situation? From a methodological point of view, it is difficult to confront the opinions of journalists based on their subjective judgment of their relationship with PR people, with declarative opinions of PR people, whose interest is to choose an appropriate response. A much more important thing in understanding these differences is the assumption (based both on personal observations and the studies available) that the environment of PR people has high self-esteem, regardless of the facts and of the verifiers of these opinions – journalists. Comparing the opinions of PR environment representatives about themselves with those expressed by journalists leaves no doubt that the PR industry in Poland is characterized by exaggerated self-esteem and exaggerated opinion of the importance of the work they do for journalists.

Summary

Standardization of cooperation between journalists and PR specialists is an extremely interesting issue from the point of view of the description of model realization of the fundamental spheres of tasks for PR, which are media relations. Despite the fact that public relations activity is difficult to fit within any schemes, standards or models, or even it should be characterized by departing from routine scenarios, attempts to describe a model of cooperation in the framework of media relations seem to be justified. Media relations are an extremely delicate part of PR activities, as they are carried out at the junction of two worlds and two highly individualized environments – journalism and public relations. As shown by the experience and observation of several years of the history of public relations in Poland, one of the key issues remains a high risk of conflict in the contact of both of these environments, other problems include continuous misunderstanding of each other's needs and low ethical value of mutual relationships. From this point of view, attempts to define the expectations of journalists from PR specialists as well as the requirements of PR managers from journalists, and confronting

them with each other, seems to be particularly justified.

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IDEOLOGICAL FACTOR IN MASS COMMUNICATION: HISTORICAL AND THEORETICAL ASPECTS

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Abstract

The article examines the communication nature of ideology, its capacity to serve as a mediator between ideological principles (theory) and political practice. Apart from that, the author shows that the basic paradigms of communication research are ideologically marked and the dominant paradigm is based on the values of liberal democracy, while representatives of the alternative research paradigm mainly attempt at exposing the inadequacy of liberal pluralist ideology.

Keywords: mass communication, ideology, media, Marxism, Liberalism, the mediator

The current understanding of ideology is closely linked to mass communication. Dennis McQuail in his *Mass Communication Theory* defines ideology as an "organized belief system or set of values that is disseminated or reinforced by communication", noting that "in practice most media content (of all kinds) does so implicitly by selectively emphasizing certain values and norms" [2010, p. 466]. Therefore, communication channels and the media are viewed as a means of reinforcing and disseminating a certain ideology, as well as intermediaries of the ideological influence on people. However, ideology as such has communication potential manifesting itself in a variety of ways in this or that historical period.

The concept of "ideology" was introduced in 1796 by French philosopher Antoine Destutt de Tracy in his work *Elements of Ideology* [Destutt de Tracy, 1796]. He interpreted ideology as "the science of ideas" that "aims to establish the source of our beliefs, perceptions, and opinions so that we could overcome some of our prejudices and illusions that cause mutual misunderstandings and conflicts between people [Lisovyi, 1997, p. 59]. As we can see, ideology was supposed to offer a consolidation basis at the public and intergovernmental levels in the time of bloody revolutions and wars of the late XVIII and early XIX centuries, making coomunication between antagonistic entities possible. In other words, it was to create a foundation for successful communication, since, according to Volodymyr Rizun, "the communication process can be over-complicated because of disputes and misunderstanding, but communication always has to conclude in perfectaccord.30% consent means that, unfortunately, only 30% of communication was implemented... Communication is always a lengthy process at the stage of search for understanding and harmony" [Rizun, 2000]. He believes that communication is the process of search for a result, rather than the result itself. This implies that ideology has a certain communication nature, both actual and potential. For example, under

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the conditions of bipolar confrontation and isolation, the only communication channel between the two antagonist systems was the ideological contact. It determined the confrontation environment, but it was this contact that turned out to be a factor of the collapse of the USSR as a pseudo-communication and pseudo-ideological system that had accumulated a critical degree of lies.

The communication capacity of ideology can be observed not only at the intersystem level, but also within individual systems. According to Jerzy Muszyński [2009, p. 26], a political doctrine as a synthesis of ideology is a kind of a mediator between the ideological principles (theory) and political practice. For instance, the Enlightenment and the associated ideology of Liberalism changed the principle of power legitimation: the sovereign power is vested in the people, rather than the monarch. As V. Lisovyi put it: "Power became dependent on the state of mass consciousness. Political ideologies are a consequence of the democratization of politics, they signify the emergence of the mass human upon the historical stage" [Lisovyi, 1997, p. 60] who has to understand ideas offered by philosophers through their adaptation within ideological doctrines. It is ideology that becomes the mediator between these ideas and mass society.

On the other hand, according to Louis Althusser's theory [1980], communication is a social process this is why it also has to be an ideological process: it is interpretation that makes up the key problem of the ideological part of this process. "Each communication process addresses someone and through this contact positions its participants in certain social relations. When identified as the recipient and responding to own signals, we take part in our own, public, and, therefore, ideological construct" [Fiske, 1999, pp. 217-218].

Analysis of relationships and mutual penetration of ideology and communication gives grounds to state that there exists a certain ontological dependence between them. In other words, the ideological existence in society is preceded by communicational existence. First, as Wilbur Schramm argued, only communication can create community, and therefore society, as a community is a form of social interaction. His predecessor, French scholar Gabriel Tarde in the early twentieth century noted that newspapers contributed to the development of the general public, which, in turn, generated a wide network of variable overlapping groups. Secondly, according to American sociologist Alvin Gouldner [1976], without such a phenomenon of mass communication as the mass media, there would have been no rise of ideology as "a special form of rational discourse", which consolidated in the XVIII and XIX centuries thanks to the press (its conceptual symbolism) as a promoter of the dissemination of ideas and their interpretations. Thirdly, according to C. Wright Mills [1951], there are communications between consciousness and existence that influence people's perception of their existence.

It is complicated to establish the relationships between mass communication and ideology in historical time since despite the fact that the functioning of ideology in the above interpretation of A. Gouldner emerged as a result of the advent of the mass media (the press), the very notion of "ideology" appears much later than its structure and purpose, as de facto ideologies were intellectual inspirers of civilizations' development. When analysing the views of Grzegorz Leopold Seidler, Jerzy Muszyński [2009, p. 35] argues that a manifestation of natural ideology in ancient China was the conception of public relations as a result of the influence of nature and environment. The researcher interprets it as a quasi-ideology, although in this case we deal with mythologemes rather than ideologemes. Subsequently, ideology structurally and deontologically gains a foothold in the classical antiquity, in particular in Plato's idealism and Aristotle's realism that treat the state as a political organization of society. In the era of feudalism, it was necessary to ideologically legalize absolutism and the then social hierarchy, as well as to show its immutability from the time of ancient despotism. Therefore, with certain reservations we can assume that the said legalization had ideological features of conservatism. Next, liberalism ideologically rationalised the collapse of feudalism,

which, of course, did not imply the expiration of conservatism, on the contrary, in the second half of the 18th and early 19th centuries it gained a footing as a reaction to the French Revolution.

It is noteworthy that at this time the press becomes one of the parts of the political system, an intermediary between the authorities and society, and an essential factor in relations between ideologies and political practice. This was due to the fact that the late 18th and 19th centuries spawned a number of cultural changes (the spread of education, strengthening of super-local communications, increase in cultural needs of new social groups), political changes (participation of new social groups in the political life and, consequently, transformation of social and power structures, emergence of new political parties and public organizations, change of limits of civil liberties, including freedom of speech and the press), social changes (appearance and emancipation of new classes and strata, and, thus, redesigning the system of social forces accompanied with the revolutionary processes of destroying the old social structures).

In the 19th century, the content of newspapers greatly enriched. Daily periodicals published editorials, reports of parliamentary sessions and international news. This increased the potential of influencing the human mind and coincided with the emergence of new political doctrines and ideologies: along with, for instance, Liberalism and Conservatism appear Anarchism, Marxism and Reformism, also having the press at their disposal. These factors triggered the emergence of conditions and needs for theoretical study of both mass communication process and the ideological factor in this process.

This formulation of the problem was greatly influenced by Marxism, including its approaches to the press and its function of political control under conditions of concentrated political power. Despite the fact that Karl Marx could only consider the press, which at the time was just acquiring traits of a mass medium, "the tradition of Marxist analysis of the media in capitalist society is still of some relevance" [McQuail, 2010, p.85] that spawned apologists, reconsideration and criticism prevailing in communication theory for a long time. Marxist theory focuses on the media primarily as a means of disseminating the interests of the ruling class, and on the strong link between ownership and the ideological content of the message. In other words, the media and their influence through representation of reality is economically – and, therefore, ideologically – determined. Karl Marx substantiates this idea in his work *The German Ideology* [1988], where he argues that the class which owns the means of material production at the same time owns the means of mental production, i.e. it generally owns the thoughts of those who lack the means of intellectual production. Therefore, they dominate as a class and determine the scope and focus of the epoch. They also control the production and dissemination of ideas of their time, and, thus, their views turn into the dominant views of the epoch. Marxists interpret the said representation of reality as false, hence the communication between the ruling class and other social groups is manipulative and seeks to justify or conceal its domination. According to Louis Althusser [1980], it is supported by the ideological state apparatus (ISA), i.e. various specialized public institutions, including the press, radio and television, that make up the so-called "information state apparatus". ISA preserves the domination of a minority over the majority via open or hidden non-repressive means.

Another representative of the Marxist theory Antonio Gramsci introduces the term "hegemony". First and foremost, it implies ideological domination of the ruling class that rests on economic advantages or violence as well as on consent and loyalty based on the feeling of "common sense" supposedly embedded in the content of hegemony, which is interpreted as constantly reasserted determination of the society state in a discursive way. A prerequisite for this feeling is the general perception of the power of the ruling class and its ideas as a natural and usual, as well as uncritical and largely unconscious way of perceiving and understanding the world. A. Gramsci pointed out that the said hegemony is implemented through literature and art, the education system and

the media, which "do not determine the reality on their own, but rather provide selective access to definitions for those in power" [McQuail, 2010].

Among Neo-Marxist mass communication studies, special attention should be given to the views of the Frankfurt School representatives (M. Horkheimer, T. W. Adorno, H. Marcuse). In their studies, the consumer is subject to the influence of "the commodification of culture", that is, the mass culture industry as a commodity produced by the media. Such mass culture production is of ideological nature, because the mass media generate patterns that take control over all human activity and function as "false consciousness" in the sense of Karl Marx. The mentioned cultural products "can be exchanged by consumers for psychic satisfactions, amusement and illusory notions of our place in the world, often resulting in the obscuration of the real structure of society and our subordination in it (false consciousness)" [McQuail, 2010]. According to Denis McQuail, this ideological process is usually coupled with our dependence on commercial mass media.

The relationship between ideology and communication is clearly traced in the critical theory of encoding and decoding developed by Stuart Hall [1973], a representative of the Birmingham School. The researcher partly digresses from the issue of uniqueness of the dominant ideology influence rather than the influence itself. He argues that before producing any effects, meeting any needs or being used, a message has to be decoded. This gives rise to the problem of "the desired reading" or the decoded meaning that would be effective, influential, persuasive or instructive and contains a whole range of perceptive, cognitive, emotional, ideological or behavioural consequences" [Hall, 1980, p. 165]. S. Hall dismissed the inevitable correlation between encoding as absolutization of mono-accent ideological structures and decoding, which has the potential to resist the dominant ideology encoded in the message. For the British sociologist, the sphere of decoding is the key locus of ideological struggle ("semantic guerrilla") in the communication process.

According to Nina Zrazhevska, most communication theorists agree that "mass communications support the status quo in society and at the same time shape the audience that needs the kind of values and a culture that corresponds to the majority. This manifests the underlying ideological nature of the media, i.e. legitimization and maintenance of the status quo" [2008]. A similar opinion is held by John Fiske [1999, p. 202], but some theorists, including Nicolas Abercrombie [1980], deny the existence of a dominant ideology in the Western society and associate this with the fact that some citizens do not share the values imposed by state institutions. This problem developed dynamically in the context of research into the media influence on the audience. In the first decades of the 20th century, most scholars influenced by behaviourism believed that certain types of media content cause certain predictable social responses [Lall, 2002, p. 104]. By the 1940s, the unanimous claims concerning the unilateral and often manipulative influence of the mass media on consumers had subsided. The focus of attention shifted to the view that the media neither shape nor change behaviour, but rather reinforce existing patterns of human behaviour [Lall, 2002, p. 104].

In the studies of the second half of the 20th century, the emphasis was initially placed on the subjective capabilities of information consumers and their ability to limit ideological effects embedded in the message content by means of selection. As a result, the media were viewed as an object of manipulation in accordance with the audience needs (uses and gratifications theory). However, an important issue in this context is what the consumer can choose, because the choice opportunities are directly dependent on the ideological diversity of media supply: where there is no diversity, there is no choice. It can only be simulated. As noted by S. Hall [1982], media actively carry out selection and representation, structuring and formation of dominant values and ideas. However, the media conceal their ideological suggestions and endowed its limiting perspectives with that natural or divine inevitability which makes them appear universal,

natural and coterminous with 'reality' itself [Hall, 1982, p. 61]. According to Jerzy Olędzki [Olędzki, 2001, p. 44], it is the arbitrary selection, rather than fact falsification that proves to be the main cause of event distortion in messages. The author identifies the following forms (most of which are ideological in nature) of the said distortions in the practice of the most influential news agencies (AP, AFP, Reuters, ITAR-TASS):

1. exaggerated importance of insignificant events;

2. combining isolated facts and presenting them as reflecting the complete image of the situation;

3. imposing the interpretation of events and their consequences upon readers in a way that benefits and serves the interests of certain agencies or multinational corporations;

4. distortion by informing only about the facts that may have a direct impact on the behaviour and consciousness of certain groups of people, activities of enterprises or governments;

5. concealment of events that do not meet the interests of the country of origin of the mass medium.

Jerzy Olędzki's views are based on the approach of a proponent of the "agenda setting" theory in the media Bernard Cohen [Cohen, 1963, p. 13], who argued that the media might have little success in dictating us what we should think, but they are extremely successful in dictating us what we should think about. In other words, they point out what is to be considered worth our attention and important, regardless of the real situation.

The subsequent theoretical studies again started viewing the media as capable of exercising ideological influence on the audience. However, this effect was characterized as completely dependent on the structure of media ownership and their market orientation rather than self-contained. Hence, the media are seen as intermediaries in the ideological influence of the capitalist class and lose whatever autonomy practices and ideas of their employees [Kulyk, 2010, p. 107]. Radical criticism of such dependence is represented in the study by Edward Herman and Noam Chomsky, who in their work "Manufacturing consent: the Political Economy of the Mass Media" [Herman, Chomsky, 1988] interpret the American media as an institution subordinated to the propaganda model. "A propaganda model focuses on this inequality of wealth and power and its multilevel effects on mass-media interests and choices. It traces the routes by which money and power are able to filter out the news fit to print, marginalize dissent, and allow the government and dominant private interests to get their messages across to the public" [Herman, Chomsky, 1998, p. 2]. The authors of the said study believe that the main components of such a propaganda model or set of news "filters" include: 1) the scope, concentration of ownership, the owner's wealth, and profit orientation of most mass media; 2) advertising as the main source of income for the media and an effective tool for latent ideological messaging; 3) dependence of the media on the information provided by the government, business and pro-government "experts"; 4) "flak" as a means of disciplining the media; and 5) "anticommunism" as a national religion and control mechanism, which lost its importance after the collapse of the Soviet Union, "but this is easily offset by the greater ideological force of the belief in the »miracle of the market«(Reagan)" [Herman, Chomsky, 1998, p. XVII]. Journalism, according to Edward Herman and Noam Chomsky, learned this neoliberal ideology and helped to make non-market views seem utopian. These two theorists believe that the mass media support the system due to the "market forces", internalized assumptions and self-censorship. At least two facts in the recent history of American television expressly illustrate the above effect. In 1998, executives of American Broadcasting Company (ABC) shelved report of its leading investigative correspondent Brian Ross. His program covered numerous cases of paedophilia in amusement parks, i.e. Disneyland parks. The parks, as

well as the ABC network, are owned by concern Walt Disney Company. Another example is related to program "Today" of large TV station NBC concerning faulty valves on US nuclear power plants. The journalists failed to mention that these hazardous valves were used at the power stations of *General Electric* as well. It is this concern that was the owner of NBC at the time.

Although some researchers [Muszyński, 2009] suggest that the rise of information civilization may put an end to ideology, the interpenetration of media and ideology is evident not only in historical time. Today, there are levels that make the interpenetration a natural thing. First, it is the functional level. The mass media and ideology play an orientation role. "The media are turning into the main instrument of ideological orientation for people in the globalizing world. In other words, the ideological orientation function of the media activity is transforming into a universal information process developing in the global information space parallel to the ideological process". In addition, E. Dmitriev [2007, p. 36-39] argues that the key mechanism for implementing the ideological orientation activity of the media is the public opinion formation, which is identical to the ideological process, and on which, according to Bourdieu [2002], journalism depends more than politics. Secondly, this is the ontological level, because the media provide the environment where ideology and symbolic structures exist and function, where "ideology manifests itself as a system of meanings that ensure comprehension and interpretation of value judgments about the world and society" [Tuzykow, 2002, p. 123-133].

Furthermore, contemporary researchers of the ideological content in media discourse (first of all, V. Kulyk [2010]) when writing about the main components of the ideological influence of the media include on that list creation of a national identity along with maintenance of the current public perceptions and, thus, the current social order (the status quo) and underpinning normalism as a worldview. This is due to the fact that "on the one hand, the media reflect the idea of the reality of these communities (national ones– *T.L.*) and belonging of each person to one of them that is common for most members of the audience/public; and, on the other hand, they maintain and partly impose a positive perception of such belonging" [Kulyk, 2010, p. 134]. The above said implies that the media and ideology (especially national one) have an integrative function, i.e. the potential to unite society based on deliberately formed objectives and generally accepted values. As it was mentioned at the beginning, the ideological doctrine is aimed at neutralizing social and socio-cultural differences. This is embedded primarily in its all-national nature.

Thus, we can conclude that the basic paradigms of communication studies are ideologically marked. Specifically, the dominant paradigm is based on the values of liberal democracy, while representatives of the alternative research paradigm mainly attempt at exposing the inadequacy of liberal pluralist ideology.

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D. MEREZHKOVSKY'S CIVIL MISSION IN THE SECOND POLISH REPUBLIC IN 1919-1920-TH: MEDIA AND RELIGIOUS ASPECTS

Mykola Rashkevych[1]

Abstract

The article discusses the issue of how Dmitry Merezhkovsky thinks about Polish Republic new religious consciousness, appearances of anti-bolshevists. Researches are based on the analysis of publications in periodicals of Polish Republic. The main issue is religious messianism of Russian and Polish peoples.

Key words: messianism, missionism, journalism, nations, communism.

In 1920, the Russian publicist, religious philosopher and interpreter Dmytry Merezhkovsky speaking with correspondent of Vilna (Vilnius) newspaper "Nasz kraj" Eugeniusz Świerczewski expressed prophetic symbolic maxim: "Russia is extremely feminine; however she has never had a husband. She was raped by Tatars, Tsars, and Bolshevists. The only possible husband Russia could be Poland – but Poland looks too weak nowadays" [Świerczewski, 1920].

The founder of the "new religious consciousness" did not say a word about Europe as a possible spouse or any Slavic country. However, a century afterwards his opinion could be interpreted only in context of European ambitions of Russia and Poland. The former one, as it is known, is still being raped by oligarchs headed by Putin, and the later one deliberately connected its own fate with the Old world. The forced seizure of Ukrainian Donbass and Crimea performed by the troops of the Russian Federation actually copies the aggression of Lenin's RSFSR (Russian Soviet Federative Socialist Republic) of the Lithuanian, Belarusian and Polish territories in the twenties of the twentieth century. Therefore historians and intellectuals with national persuasion are frankly sorry about the weak efficiency of D. Merezhkovsky's publicist performances of the first period of emigration regarding the immediate offensive of Józef Piłsudski's army on the bolshevists' unstable positions, and concerning support of German and French armed formations for Polish army. Young II Rzeczpospolita (1919-1939), which although endeavored to recover in historical borders of I Rzeczpospolita, but there was the lack of human and military resources to "suppress the red devil in its own covert", did not become the bridge between the civilized Europe and half-wild Russia. The bloody consequences of the Bolshevists expansion to the West in the twentieth century allowed thousands of Polish and Russian intellectuals to reconsider the radical position of D.

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Merezhkovsky, however even the USA did not dare to "suppress the devil" after the finishing the Second World War.

Why wasn't Merezhkovsky attended at once? As the emigrant activity of the ethnic Ukrainian, his wife Zinaida Gippius and Russian religious-public figure Dmitry Vladimirovich Filosofov from the very beginning were saturated with the creative inspiration and publicity. After arriving in the ethnic Belorussia, trio began from the reason, why they escaped from Russia – talking to influential people, in the articles, lectures and reports they were persuading "the closer" Europe in the necessity of the decisive fighting against bolshevism. The arrival of Merezhkovsky spouses to Belorussian capital became the event for Russian community, and Vilnius (the city separated with fronts from the cultural metropolis) immediately caught up such desired democratic ideas. At the beginning of 1920 the newspaper "Kurier Wileński" (eng. Vilna courier) solemnly announced about the arrival of «famous writers and literary groups». In the article Merezhkovsky in Minsk it was told that the publicist had had the prolonged conversation with commander of operational group of forces in Minsk district and with Piłsudski's comrade-in-arms general Lucjan Żeligowski, planned to lecture about the life in Soviet Russia (Merezhkovsky is preparing for the Western Europe a great report about bolshevism) [Kurier Wileński, 1920]. Four days later the newspaper published article about the literary evening of Merezhkovsky, Gippius and Filosofov in Minsk theatre. Also there were twelve articles dedicated to Russian writers and passages from Filosofov's publicism and Gippius's essay.

There was not a smaller resonance of dissidents' arrival in Minsk. The local press abounded with the prices like "glorious Russian public figures", "triumvirate of Russian spiritual life" etc. Nevertheless the solid stereotype of the younger brother among Belarusian (and Latvians to a lesser extent) and relatively small number of Polish population made Merezhkovsky look for better understanding in the other towns in the Second Polish Republic: at first in Lithuania, and finally in Warsaw. Thus, in 1998, at the National Archives of Belarus the full set of the newspaper "Minski courier" with still unknown numbers of 1920 was researched for the first time – scientists and historians were extremely surprised by the abrupt charge of the political course of prorussian edition and they comprehended the real reasons of such, soon (less than in a month) Dmytry Merezhkovsky's leaving the town. Indeed, even the simple comparing newspaper information to Zinaida Gippius`s memories may cause a kind of "stereo effect" and emphasizes the falsity of Russia-borderlands. Here is a characteristic of the newspaper: "Among a lot of people, who were enforcing to our hotel to Merezhkovsky, the editor of the local Russian newspaper some Azovsky, was not the last one. He is a Moscow Pole, small reporter, who travelled a lot all over the world. All the time of Bolshevism he was in Bolshevist newspaper, possibly he was spying for Poles (but he could on occasion do the opposite). He contrived at once how the famous literators' arrival (especially Merezhkovsky) would be beneficial for him. He decided to use him, he attempted him to publish various interviews and his own article about Merezhkovsky – ridiculous enough, for instance «A bastard and hard as titanium» (Lenin and Merezhkovsky). We realized everything well and were laughing at his rude servility. But even without this we grown wild and starved without «The word», infected by the RSFSR, would go to the brownish-yellow pages of his scant «Courier messenger». It is so anti-bolshevists nowadays, what else is needed?" [Gippius, 1991].

As it turned out soon the main things were lacked: there were no understanding and support. No-polish audience was disappointed not with a literature character of writers` speeches (everybody expected from wide Russian soul some hedonistic enjoyment, instead of that they heard the cruelest reality), they were upset with destructive criticism of the Soviet authorities and Polish apology caused undisguised irritation. Poles, on the contrary, were pleased for high estimation of their nation`s historical role, for Poland recognition of the right of borders before its historical allocations for Merez-

hkovsky demonstrating perfect awareness with Mickiewicz creations etc. Diametrically opposite positions of the recipients were a decent brake for the started case. Despite the permanent success the vast majority didn't believe in possible Russia revival and forming Russian-Polish Union.

There are many reasons to claim that the publicist free and its altruistic ideologist in particular miscounted strategically. The mistake, in our opinion, was made by emigrants still in Saint-Petersburg and it consisted in misconnection of mutually exclusive concepts – Polish and Russian messianism. The point is that Polish national elite in the environment of the Slavic world states also perceived its own geopolitical uniqueness. In 1832 Adam Mickiewicz (Lithuanian by birth) in the third part of *Dziady* and in *Księgi Narodu Polskiego i Pielgrzymstwa Polskiego* set forward the doctrine of property "polish messianism", according to which all the sufferings of poet's home land were related to special historical vocation nation-martyr – "Christ of Nations". The poet for a long time was in exile in Russia, so he deeply filled hostility to the imperial way of organizing power, even though with religious impurities (still orthodox, not the catholic ones) into the descendants' consciousness. The phenomenon of polish emigration in 30th-40th of XIX century became an important event of pan-European value-form Paris to Moscow. Exactly in France polish messianism emerged; and in Russia it was approved as a comprehensive belief in polish soul and in Eucharistic meaning of its obligatory vocation. Therefore, the polish messianism could become the source of the real enthusiasm and the Universal phenomenon only in that case if it was realized in the religious channel and had nothing similar in the world.

The fact is that it really had some and what is more - according to the naïve call of Merezhkovsky – it had to save the other one – East Slavic. Both Polish and Russian, also Jewish nations with all their ethno type and historical dissimilarities, have something in common in spiritual dimension. Any other nation, except the Jewish one, has never thought and told about itself that it is God`s chosen nation, and any other nation, except the Russians, has never told about itself it is so close to God. Jews, Poles and Russians have the same keen sense of eschatological messianism, which should be distinguished from the historical missionism. Missionism is nation`s feeling of the personal historical mission, attempts to realize some national vocation in the world. It is limited with the chronological frameworks. But messianism on the contrary heads far away from the national history limits to the future, right to the end of the world [Poliszczuk, 1998]. All famous kinds of messionism (such as Greek messionism, state and legal superiority of Romans, nationalistic messianism of Germans and democracy are among Americans) usually have applied character. And only Russians, Poles and Jews as the basis of historical self-awareness have messianism belief – the faith in Messiah, the Universal Savior, the confidence in the final prevailing of the Kingdom of Heaven, which would come after Messiah`s advent.

Mickiewicz`s ideas about the sacred appointment of Polish pilgrimage and special role of nation-martyr regularly engaged into acute confrontation with Dostoyevsky`s ideas about Russian God-relatively vocation, that pretended to exclusive closeness to Christ (the novel *The Brothers Karamazov*). They had existed mutedly before, however these ideas immediately stood on the agenda as soon as D. Merezhkovsky began talking about God-relatively nation, release from devil-bolshevists bands.

Polish intellectuals in Belorussia and Lithuania were rather interested in weakening geopolitical neighbor (Russia recently outlived the revolution and still was in the state of Civil war), so by covering with pretended concern about freedom-loving views of "East thinkers", they were looking for permanent benefits for strengthening its own messianist "brand". Devotees of spiritual values (Merezhkovsky, Gippius and Filosofov) knew about mentality features of literate polish population, albeit for some reasons they weren't ready for the sly questions of the local journalists. For example, publisher of Vilna newspaper "Nasz Kraj" Juliusz Sumorok during the interview suddenly stunned

interlocutors: "Why don't such numerous intelligentsia show signs of life – Why in society, which mostly consists of bolshevists' opponent, there is no even small reaction against Lenin's power. In Poland the stronger oppression was the stricter-thinking segments of the population reacted at it. For a few years we had to live clandestinely, however during this time we were preparing disobedience center, which nowadays provided result in armed acquisition of the Motherland integrity" [Nasz Kraj, 1920].

Confused by the interviewer's position Merezhkovsky wasn't able to answer Sumorok's reproach and only opportune Dmitry Filosofov's interruption discharge the atmosphere in editorial office.

The editor of the newspaper "Nasz Kraj", Vasyl Karazim Kharkiv National University alumnus Eugeniusz Świerczewski in the article *Merezhkovsky's mission* threated with understanding to the efforts of "a great patriot and ruthenium artist" to persuade Poland to conclude an alliance with revived Russia against Bolsheviks. He compared the publicist with Mickiewicz, who at his time also presented "honor of the nation and independence of its spirit, bound with bands of Moscow despotism" in emigration. Nevertheless he also strongly didn't perceive the "mystical theories about Russian Messianism" and reflections about the kinship of two Slavic nations. "The blood sea which was spilled by Poland in battling with Russia still hasn't even dried up. If, as Merezhkovsky endeavored, Russia today is Christ of Nations that means Christ hasn't passed the purgatory yet and still hasn't expiated guilt completely". The editor reminded wisely to the whole Russian intelligentsia that it had failed the voting in the Council the project of self-government in Poland in 1915, but now as its most consistent representative it wanted to get some help from its recently hostile neighbor. The conclusion is the following one: political and religious Russian-Polish Union is a dream, "the music of the far future", and three centuries of difficult relationship are the painful experienced reality [Świerczewski, 1920].

The professor of Philosophy of Vilnius University, named after Stefan Batory Wincenty Lutosławski saw even hate to the native nation in Merezhkovsky's view. He was a preacher of peculiar nationalistic futurology with russophobian and partly anti-Semitic direction, the scientist analyzed lections of his Slavic Congener in the article *Supplement to polish messionism*. As a quite original addition to "Russian exclusivity dogma" he called "Merezhkovsky's genius opinion that «together with Poland, Christ of Nations, there were crucified two nations-robbers". One of them would appear to be aware and would be saved – as it was predicted by Mickiewicz in «Dziady». According to these hopes two «sacred» nations must reborn on the imperial ruins: the first one is saved Russian and the second one is risen Polish. For Lutoslavsky this seemed to be disagreeably in pictures of Russia disintegration (shown by native Ukrainian) he saw traditional Russian self-spitting made by «the greatest moscovite». Merezhkovsky never lost hope that his nationals «rid themselves of bolshevists' contagion and establish Christ's power in their country». And in case if his nation followed him in real, Poles would recognize a prophet in a great writer, would build monuments for him and would accept him into the kingdom of God, «realization of which on the Earth was our national necessity" - contemptly resumed the Pole [Lutosławski, 1920].

A large proportion of irony in speeches of representatives of one of the "messionism nations" emphasized the low effectiveness of publicist word of Merezhkovsky, Gippius and Filosofov. Even emigrants' recognition of Polish right to borders of 1772 and numerous publications on pages of Warsaw newspaper "Svoboda" ("The red devil", "The cock's scream", "The crown of thorns", "The triple lie") didn't become an impetus to activation the cooperation in fighting against the common enemy. When Poland signed peace treaty with Russia, that meant the end of "russian case", the three left to Paris. D. Merezhkovsky considered emigration to be as kind of messionism activity, and believed he was spiritual companion for Russians in exile. In Warsaw and Paris Merezhkovsky worked with the same inspiration as in the homeland. For example, since

1924 till 1939 he published a lot of artistic and publicist texts: novels *Birth of the Gods: Tutankhamun in Crete, The Messia, The Mystery of three. Egypt and Babylon, Napoleon, researches Jesus unknow, The secret of the West: Atlantis - Europe, Dante, Francisk Assisi*. Certainly the author was a difficult person nonetheless sobriety and sharpness of thought always differentiated him among the other. In the foreword to The secret of the West, interpreting Russia as the Atlantis of new history, Merezhkovsky more clearly than the others predicted the beginner of the new war. Perhaps, he called "russian exiles" as people "with stripped skin" and "barometers of European military weather" in a bit too pathetic way. But the publicist is one of them too and the course of history is clear for him: "On the lower floor there is a powder cellar fascism, on the upper floor there is a soviet explosives laboratory; Europe is in the middle in the travail: it wants to birth peace, but is producing the war" [Merezhkovsky, 1930].

"Russian communism is an adventure, which worked because of the war in the lowest point of imperial weakening; it can't live under «The sun of European peace». Having melted it will move to Europe". Maybe for radically oriented coevals these word may seem to be skeptical enough, but not for those ones who are familiar with the course of the new history in particular with socialist occupation the Poland and crimes y Stalin's regime against its population. It is remarkable, the Polish emigration of the second part of XX century rethought Merezhkovsky's valuable views and gathered in its proclamation national Polish idea with natiosophie doctrines with Russian origin. Over four decades it was managing syntheses of its own religious ideals and deep self-determination of Slavic spirit, and finally it got the conclusion that the religious messionism is not an obstacle for collective democracy (European Union).

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ANGLICISMS IN ONLINE GERMAN NEWSPAPERS AND MAGAZINES. A QUANTITATIVE AND QUALITATIVE ANALYSIS OF ARTICLES IN 'DIE WELT', 'DER SPIEGEL', AND 'DER STERN' IN FEBRUARY 2016

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Abstract

Needless to say, words originating in English largely influence other languages. As postulated by Plümer [2000, p. 28], since the nineteenth century English has become the main donor language for German and due to the ongoing influx of Anglicisms used in German both in Fachsprache, i.e. German for specific purposes and on a daily basis, lexical interference between the two languages increases. Some linguists oppose the excessive use of words originating in English postulating that as a consequence, German may become a peripheral language, whereas others posit that it indicates openness to world and language development. The study focuses on the application of Anglicisms in German newspapers in February 2016. The corpus encompasses 90 articles in online versions of three newspapers, viz. Die Welt, Der Spiegel and Der Stern, structured into three categories, be it Beauty, Politics, and IT. Every category covered thirty parallel topics, in order to arrive at a succinct yet comprehensive summary of the total ratio of Anglicisms. The article was divided into four main categories, i.e. theoretical framework, quantitative analysis, qualitative analysis, and concluding remarks.

Keywords: Anglicism, German, English, Online, Newspaper, Beauty, Politics, IT, News.

1. Introduction

Conspicuously enough, the occurrence of Anglicisms in German is discernible not only on a daily basis, but also in Fachsprache, i.e. German for specific purposes. The paper studies the application and distribution of Anglicisms in online German newspapers viz. *Die Welt, Der Spiegel* and *Der Stern* in February 2016. The corpus covers 90

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articles, which were subsequently categorized into three sections, be it *Beauty, Politics,* and *IT*. Every category covered thirty parallel topics, 10 for each newspaper.

Due to the ongoing influx of Anglicisms used in German, ergo increased lexical interference between the two languages, since the nineteenth century, English may well be called the main donor language for this language. Most certainly, the proportion between those opposing and supporting the use of Anglicism may be found equal. The main argument favourable for the application of Anglicisms is that it indicates openness to the world along with language development. On the contrary, by dint of an excessive use of words originating in English, German may become a peripheral language.

There are many aspects behind the use of words originating in English. One of them, as suggested by Gentsch [2004] is 'to convey to the reader or listener American figures, settings, or actions' (*Ibid*.), which is also accounted for as providing American colour. Moreover, loanwords may also be applied for the sake of precision, when English lacks German equivalents, therefore the use of an Anglicism 'helps repattern a German semantic field'. Furthermore, Pfitzner [1978] points out to language economization, and continues that both brevity and precision are necessary for the language of newspapers, as they decrease space required in a publication along with the time needed to write it. Effectiveness, as one of the factors, cannot go unrecognized as well. Having established that words deriving from English enter the German language on multifarious cultural domains, it is also noteworthy to adduce Gentsch [2004] standpoint that not every Anglicism is 'domain-specific', meaning that not all loanwords enter German due to their association with a particular field. Inasmuch as the reasons behind the use of Anglicisms do not constitute the subject matter of the paper, the issue will not be substantially elaborated on throughout the paper.

For the sake of simplicity, in view of the fact that the term *Anglicism* conjures up a multitude of associations such as Americanisms, Briticisms, Canadianisms, etc., the authors did not differentiate between them throughout the paper.

2. Theoretical framework

2.1. A definition of an Anglicism

One may readily assume that the number of definitions pertinent to the notion of Anglicism equates to the number of linguists preoccupied with this subject. The term was delineated in the plethora of research works, therefore this paper presents only a succinct summary of the most prominent standpoints taken.

Both Macmillan Dictionary and Oxford Learner's Dictionary classify Anglicisms as English words that are used in another languages. Inasmuch as the said formulation is far too succinct, it is therefore instructive to present different wordings. Again, Carstensen's *Anglizismen Wörterbuch* [1993, p. 28] furnishes a general, far from comprehensive elucidation for an Anglicism: 'all language elements that are generated on the basis of the English language'.

As accounted for by Eisenberg [2004, p. 126], who adapts a structural viewpoint, an Anglicism in the German lexicon is a 'linguistic unit starting with morphemes and ending up with phrases, which are used in German and whose form or meaning or whose form and meaning can be said to originate in English'. An akin approach was presented by Glahn [2002, p. 220], who draws importance to various levels of English influence such semantic, syntactic, phonetic etc. and presents Anglicisms as a generic term for any type of English influence visible in German. In contrast, Yang [1990] focuses more on borrowings from different English dialects across the world, be it British, American, Australian and the like, and classifies such loan words as Anglicisms. Sabine Kupper [2007] adapts a similar attitude, and emphasizes that it is the UK and the US that particularly dominate the sphere of influence.

In further elaboration, the definition furnished by Schütte [1996, p. 38] cannot go unrecognized. The author highlights that an Anglicism is a linguistic sign, which is either partly or entirely composed of English morphemes, irrespective of whether it is associated with conventional language usage.

What also needs remarking is that throughout the paper, for the sake to simplicity, the notion of Anglicism is used interchangeably with English borrowing, loanword, word originating in English etc.

For the purpose of the article, the authors did not differentiate between Briticisms, Americanisms, Canadianisms, etc. by virtue of the fact that hardly can one find a clear demarcation between the said variants as e.g. most frequently British is growingly influenced by American. Consequently, the term Anglicism was equated with any variant of English dialect and is deemed an umbrella term for it.

To recapitulate, the authors entirely concur in the formulation presented by Burmasova [2010: p. 36] that the notion of an Anglicism is complex, and encompasses a great deal of linguistic units since 'all linguistic signs whose form or meaning suggests English origin belong to the category of anglicisms'. Consequently, it is up to the researcher whether to predispose towards a synchronic or diachronic approach. Yet, inasmuch as the paper focuses in its entirety on the overall ratio of English loanwords employed in three German newspapers, rather than a theoretical overview, no approach of this kind was taken.

2.2. Overview of the selected newspapers and magazines

Following the approach adapted in the previous section, only a brief summary of the three German newspapers which constitute the subject matter of paper was made.

Die Welt – in English 'The World' – is the Axel Springer press group's flagship national German newspaper published daily with a circulation of 263,000 copies. Founded in 1946, *Die Welt* focuses strongly on the most recent news. The newspaper's website was launched in 1995 and furnishes a free electronic edition of the standard newspaper with all articles stored in a digital archive.

Der Spiegel, literally 'The Mirror', is a German news magazine occurring weekly with a circulation of 976,00. It was founded in 1947, therefore it is second oldest magazine in the corpus, next to *Die Welt*. Interestingly enough, compared to other European countries, it is one of the biggest and most influential papers of this kind. Moreover, according to Plümer [2000, p. 15] it is frequently compared to American news magazines, due to its lexical creativity. *Der Stern* is famous for its investigative journalism, thanks to which many political scandals were uncovered. Carstensen [1975] postulates that this newspaper is the main window through which Anglicisms enter the German language. The Spiegel has its *online sibling*, viz. *Spiegel Online* established in 1994.

Der Stern, in English 'The Star', is a German newsmagazine published weekly. Founded in 1948, has a circulation of 869,000. Both *Der Stern* and its *online sibling* established in 1995, present an inclination towards sensationalism.

3. Quantitative analysis of Anglicisms in the newspapers and magazines

3.1. Percentage of Anglicisms by newspaper and magazine with respect to article's subject matter

The objective of this chapter was to determine the overall ratio of Anglicisms in the online versions of German newspapers, viz. *Die Welt*, *Der Spiegel* and *Der Stern*.

Moreover it was attempted to establish whether there is an appreciable disproportion of Anglicisms occurring across the corpus publications, section and articles. The corpus encompasses 90 articles from the online versions of the said German newspapers.
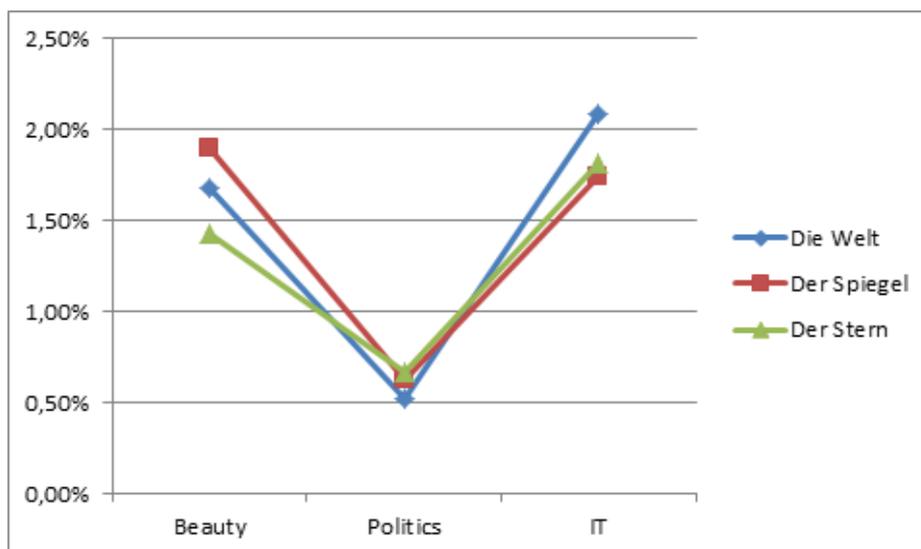
Graph 1.: Percentage of Anglicisms by newspaper and magazine with respect to article's subject matter

	Die Welt	Der Spiegel	Der Stern
Beauty	1.68%	1.9%	1.43%
Politics	0.52%	0.63%	0.67%
IT	2.09%	1.74%	1.82%

Table 1.: Percentage of Anglicisms by newspaper and magazine with respect to article's subject matter

Both table 1 and graph 1 illustrate an in-depth overview of Anglicisms employed in the three online versions of German newspapers, categorized with regard to articles' subject matter, be it *Beauty, Politics*, and *IT*. What ensues from the table is that the ratio of Anglicisms across the sections varies substantially.

Both the section with the highest and the lowest percentage of Anglicisms was found in *Die Welt*, and encompassed 2.09% and 0.52% respectively. By dint of these data, it may well be concluded that the difference between them amounts to 1.57%.

Interestingly enough, the said difference between *Die Welt's IT* and *Politics* section is still higher that the ratio achieved by any of the newspapers with regard to Politics. Therefore, a propensity pertinent to this category may be discerned, as every of the newspapers has a proportion ranging from 0.52% to 0.67%, ergo it is conspicuous that *Politics* constitutes a section with by far the smallest percentage of Anglicisms.

The section of *Politics* explicitly representing the lowest percentage of English words in the three newspapers as compared to the highest results achieved by different sections in the same newspapers, i.e. *IT* in *Die Welt* with 2.09%, *Beauty* in *Der Spiegel* with 1.9%, and *IT* in *Der Stern* with 1.82%, provides a marked contrast of 1.57%, 1.27%, and 1.15% respectively.

3.2. Percentage of Anglicisms per newspaper and magazine

	Total number of Anglicisms	Aggregate number of words	Percentage of Anglicisms
Die Welt	284	20888	1.35%
Der Spiegel	272	18496	1.49%
Der Stern	182	14374	1.26%

Table 2.: Percentage of Anglicisms in the three newspapers and magazines

Total number of Anglicisms	Aggregate number of words	Percentage of Anglicisms
738	53458	1.38%

Table 3.: Percentage of Anglicisms in entire corpus

Table 2 provides a summary of an overall number of Anglicisms in three online versions of German newspapers, be it *Die Welt, Der Spiegel*, and *Der Stern* with 1.35%, 1.49% and 1.26% respectively.

The newspaper with the most considerable proportion of Anglicisms is *Der Spiegel* with 1.49%, notwithstanding the ratios of Anglicisms occurring in the three said newspapers do not differ substantially, as the difference between the highest and the lowest distribution of English words adds up to 0.23%. To achieve this outcome, *Der Spiegel* with 1.49% and *Der Stern* with 1.26% were juxtaposed.

An even closer analysis pertinent to proportions in particular sections, was conducted in subsequent subsections.

Table 3 provides information on the overall word count across all 90 corpus publications that amounted to 53458, 738 of which were labelled as originating in English. It means that Anglicisms constitute 1.38% of all words incorporated in the articles.

3.3. Percentage of Anglicisms per category

	Total number of Anglicisms	Aggregate number of words	Percentage of Anglicisms
Beauty	337	19947	1.68%
Politics	108	17970	0.6%
IT	293	15541	1.88%

Table 4.: Percentage of Anglicisms by article's subject matter

The table summarizes the total word count of Anglicisms with regard to article's subject matter, be it *Beauty, Politics,* and *IT* with 1.68%, 0.6%, and 1.88% respectively.

The section with the highest ratio of Anglicisms is *IT* with 1.88%, whereas the second highest position is occupied by the area of *Beauty* which is moderately less abundant in words of English origin and amounts to 1.68%. By dint of a juxtaposition of the three branches, the field of *Politics* with 0.6% is pointed out to as the section where Anglicisms were the least plentiful, compared to the areas of *IT* and *Beauty* which are comprised of 1.28% and 1.08% more English words than the field of *Politics*.

This explicitly indicates that it is the field of *Politics*, in which Anglicisms are the least commonly used.

3.3.1. Beauty

	Total number of Anglicisms	Aggregate number of words	Percentage of Anglicisms
Die Welt	130	7735	1.68%
Der Spiegel	127	6652	1.9%
Der Stern	80	5560	1.43%
In total	337	19947	1.68%

Table 5.: Percentage of Anglicisms by newspaper and magazine in the *Beauty* section

The articles from *Die Welt, Der Spiegel*, and *Der Stern* cover thirty parallel topics that focus on the branch of *Beauty*. For the sake of simplicity, they were all assigned an abbreviation visible in the tables in subsequent subchapters. The articles were abbreviated as follows:

B_newspaper_number, where '*B*' is stands for '*Beauty*', '*newspaper*' points out to *Die Welt, Der Spiegel* or *Der Stern*, and then a number from 1 to 10 was assigned.

The table presents an overall word count of Anglicisms in the *Beauty* section furnished in *Die Welt, Der Spiegel,* and *Der Stern* with 1.68%, 1.9%, and 1.43% respectively.

The difference between the highest and the lowest ratio of English words is not sizeable since it equates to 0.47%. To obtain this result, *Der Spiegel*'s and *Der Stern*'s proportions were collated.

Furthermore, it is also worth remarking that *Der Spiegel* with 1.9% constitutes the second highest distribution of Anglicisms across all three sections, with a difference of 0.19% compared to the highest result represented by *Die Welt*'s *IT* section which equates to 2.09%.

3.3.1.1. Percentage of Anglicisms per article

3.3.1.1.1. Die Welt

	Total number of Anglicisms	Aggregate number of words	Percentage of Anglicisms
BWelt1	4	200	2%
BWelt2	14	894	1.56%
BWelt3	3	887	0.33%
BWelt4	7	371	1.88%
BWelt5	38	862	4.4%
BWelt6	39	2123	1.83%
BWelt7	4	919	0.43%
BWelt8	7	533	1.31%
BWelt9	6	274	2.18%
BWelt10	8	672	1.19%
In total	130	7735	1.68%

Table 6.: Proportions of Anglicisms in *Die Welt* across articles pertinent to the *Beauty* section

- BWelt1 – 'Winona Ryder bricht die Regeln der Kosmetikbranche'
- BWelt2 – 'Ein Beautyshooting zwischen Rodins Gipsplastiken'
- BWelt3 – 'Das Geheimnis schöner Haut? Fettfreie Nachtpflege'
- BWelt4 – 'MakeUpKunst, die mächtiger ist, als Photoshop'

- BWelt5 – 'Plötzlich ist es ok, über Schminke zu sprechen'
- BWelt6 – 'Zu diesen FashionWeekTerminen darf jeder kommen'
- BWelt7 – 'Das wuerdeste Mittel gegen Haarausfall'
- BWelt8 – 'Wir wollen den Glow'
- BWelt9 – 'Sind blonde Frauen wirklich glücklicher?'
- BWelt10 – 'Hassen Maenner diese Frauenschuhe wirklich?'

The table presents an overall number of words calculated in the ten articles that equates to 7735 and includes 130 Anglicisms, meaning that they represent a total of 1.68%.

The variation in the application of Anglicisms is noticeable across the articles, and amounts to 4.07%. To obtain this, two articles purveying the highest and the lowest percentage of Anglicisms were juxtaposed, be it '*Plötzlich ist es ok, über Schminke zu sprechen*' and '*Das Geheimnis schöner Haut? Fettfreie Nachtpflege*' with 4.4% and 0.33% respectively.

Additionally, the *Beauty* section in *Die Welt* with 1.68% has the second lowest percentage of Anglicisms in the category, compared to *Der Spiegel* and *Der Stern* with 1.9% and 1.43% respectively.

3.3.1.1.2. Der Spiegel

	Total number of Anglicisms	Aggregate number of words	Percentage of Anglicisms
BSpiegel1	11	626	1.75%
BSpiegel2	23	379	6.06%
BSpiegel3	7	721	0.97%
BSpiegel4	8	473	1.69%
BSpiegel5	5	638	0.78%
BSpiegel6	12	1078	1.11%
BSpiegel7	15	839	1.78%
BSpiegel8	12	761	1.57%
BSpiegel9	12	303	3.96%
BSpiegel10	22	834	2.63%
In total	127	6652	1.9%

Table 7.: Proportions of Anglicisms in *Der Spiegel* across articles pertinent to the *Beauty* section

- BSpiegel1 – 'DesignShow. Design das weh tut'
- BSpiegel2 – 'FashiontechDesignerin. Dein Pulli ist klüger als du'
- BSpiegel3 – 'Erholsamer Schlaf. So schalten Sie Alpträume ab'
- BSpiegel4 – 'BrokenHeartSyndrom. Herzkrank durch Liebeskummer'
- BSpiegel5 – 'LieblingsAccessoire: Was haben diese Frauen in ihren Handtaschen'
- BSpiegel6 – 'Mythos oder Medizin: Nehmen manche Menschen leichter ab als andere?'
- BSpiegel7 – 'Schwimmcamp: Wer jetzt ein Bier heben kann, hat nicht hart genug trainiert'
- BSpiegel8 – 'Achilles' Verse: Neun Laufgebote'
- BSpiegel9 – 'MusikpreisVerleihung: Küren Sie den schönsten GrammyLook!'
- BSpiegel10 – 'Russische Designer. Widersacher des Kitsches'

The overall word count in the ten articles culled from Der Spiegel is 6652, 127 of which may be viewed as Anglicisms, meaning that they represent a proportion of 1.9%.

Der Spiegel shows marked disproportion with regard to the frequency of Anglicisms occurring in the three categories. The said disparity in the application of English words is most conspicuously discernible between the two articles entitled '*FashiontechDesignerin. Dein Pulli ist klüger als du*' and '*LieblingsAccessoire: Was haben diese Frauen in ihren Handtasche*' with the first amounting to 6.06%, and the latter to 0.78%. It is worth emphasizing that the *Beauty* section in *Der Spiegel* shows the most disproportionate percentage of English borrowings compared to the entire corpus that adds up to 5.28%. The result was achieved by dint of a juxtaposition of the said articles.

Interestingly enough, the said article '*FashiontechDesignerin. Dein Pulli ist klüger als du*' largely skews the general average upward to 1.9%, therefore the overall count of Anglicisms employed in *Der Spiegel*'s *Beauty* section shows the highest ratio of English words in this category, and the second highest in the entire corpus.

Moreover, this very article incorporated the highest proportion of Anglicisms compared to other articles.

3.3.1.1.3. Der Stern

	Total number of Anglicisms	Aggregate number of words	Percentage of Anglicisms
BStern1	6	967	0.62%
BStern2	6	389	1.54%
BStern3	10	536	1.86%
BStern4	6	212	2.83%
BStern5	12	527	2.27%
BStern6	3	360	0.83%
BStern7	3	317	0.94%
BStern8	19	1080	1.75%
BStern9	5	241	2.07%
BStern10	10	931	1.07%
In total	80	5560	1.43%

Table 8.: Proportions of Anglicisms in *Der Stern* across articles pertinent to the *Beauty* section

- BStern1 – 'Vegetarisch ist besser für die Gesundheit? Das stimmt leider nicht immer'
- BStern2 – 'Warum Laufen das beste Gehirntraining ist'
- BStern3 – 'Erst Übergewicht, dann Fitness-Model Diese Frau halbierte in einem Jahr ihr Gewicht – und bezahlte den Preis'
- BStern4 – ' Social-Media-Star Wie eine nackte Schönheit Yoga zelebriert'
- BStern5 – 'Mode-Diskrimierung Managerin hält sie für zu dick - Mädchen kündigt nach Mobbing'
- BStern6 – ' Indische Anwältin. Säure-Opfer ist das neue Gesicht einer Modelinie'
- BStern7 – ' Trend #furrynails. Fingernägel, ihr kriegt jetzt einen Pelz'
- BStern8 – 'GNTM - Kolumne. Maries Moselcheck. Von Wüsten-Gehstöckel und Zuckersirup-Duschen'
- BStern9 – ' Cindy Crawford wird 50. Sie war ein Model und sie sieht gut aus'
- BStern10 – 'Darum ist vegan die perfekte Ernährung für unsere Zeit'

The table provides information on the total word count in the ten articles that

amounts to 5560 and contains 80 words derived from English.

An attempt was made to compare the difference between the highest and lowest ratio of Anglicisms furnished in the articles. To obtain that, two articles were juxtaposed, i.e. '*SocialMediaStar. Wie eine nackte Schönheit Yoga zelebriert*' and '*Vegetarisch ist besser für die Gesundheit? Das stimmt leider nicht immer*' with 2.83% and 0.62% respectively, resulting in the difference of 2.21%.

An even closer analysis enables to discern that it is *Der Stern* with 1.43% that is inclusive of the lowest percentage of Anglicisms in the said category, compared to *Die Welt* and *Der Spiegel* with 1.68% and 1.9% respectively, yet there is no marked difference between the highest and the lowest ratio of Anglicisms as it adds up to 0.47%. To obtain this result, *Der Spiegel*'s and *Der Stern*'s proportions were collated.

Article name	Percentage of Anglicisms
'Vegetarisch ist besser für die Gesundheit? Das stimmt leider nicht immer'	6.06%
'Das Geheimnis schöner Haut? Fettfreie Nachtpflege'	0.33%

Table 9.: Comparison of articles with the highest and the lowest ratio of Anglicisms in the *Beauty* section

The table presents a comparison between the articles that incorporated the highest and the lowest proportion of English loanwords in the section of *Beauty*. One may readily notice that the difference is considerable as it equates to 5.73%, constituting simultaneously the biggest difference as compared to other categories.

3.3.2. Politics

	Total number of Anglicisms	Aggregate number of words	Percentage of Anglicisms
Die Welt	41	7762	0.52%
Der Spiegel	32	5059	0.63%
Der Stern	35	5149	0.67%
In total	108	17970	0.6%

Table 10.: Percentage of Anglicisms by newspaper and magazine in the *Politics* section

The articles from *Die Welt, Der Spiegel,* and *Der Stern* encompass thirty parallel topics pertinent to *Politics*. The titles were turned into the following abbreviations to preserve simplicity. The articles were abbreviated in the following manner:

P_newspaper_number, where '*P*' is short for '*Politics*', '*newspaper*' points out to *Die Welt, Der Spiegel* or *Der Stern*, and then a number from 1 to 10 is assigned.

The table illustrates an overall distribution of Anglicisms in *Die Welt, Der Spiegel,* and *Der Stern*. The thirty articles amassed in this section cover the field of *Politics* and incorporate a total word count of 17970.

The proportion in the application of Anglicisms varies imperceptibly across the three newspapers, as the difference between the highest and the lowest percentage of English loanwords, i.e. *Der Stern*'s and *Die Welt*'s adds up to 0.15%. To obtain this result, *Der Stern*'s highest and *Die Welt*'s lowest proportion with 0.67% and 0.52% were collated. Second highest percentage, notwithstanding merely negligibly lower than *Der Stern* is *Der Spiegel* with 0.63%.

As it was mentioned in the previous section, *Politics* occupies the last position with regard to the ratio of English borrowings.

3.3.2.1. Percentage of Anglicisms per article

3.3.2.1.1. Die Welt

	Total number of Anglicisms	Aggregate number of words	Percentage of Anglicisms
PWelt1	2	401	0.49%
PWelt2	16	1568	1.02%
PWelt3	4	989	0.4%
PWelt4	2	814	0.24%
PWelt5	4	568	0.7%
PWelt6	5	613	0.81%
PWelt7	2	1204	0.16%
PWelt8	3	300	1%
PWelt9	2	295	0.67%
PWelt10	1	1010	0.09%
In total	41	7762	0.58%

Table 11.: **Proportions of Anglicisms in *Die Welt* across articles pertinent to the *Politics* section**

- PWelt1 – 'Diese Länder haben bisher keinen Flüchtling aufgenommen'
- PWelt2 – 'Karneval ist Sexismus pur'
- PWelt3 – 'Die Spaltung Polens geht sogar durch Familien'
- PWelt4 – 'Für Merkel steht in der Ukraine viel auf dem Spiel'
- PWelt5 – 'Stunde der Wahrheit für Clinton und Trump'
- PWelt6 – ' SPD verschärft Kurs gegen Integrationsunwillige'
- PWelt7 – 'Die tiefen Wunden der Limburger Protz-Affäre'
- PWelt8 – 'Zentralrat der Juden besorgt über Rechtspopulismus'
- PWelt9 – 'Lucke findet AfD inhuman und nicht zu ertragen'
- PWelt10 – 'Flüchtlingsbus? Ich würde es wieder tun'

The overall word count in the ten articles culled from *Die Welt* is 7762, 41 of which may be considered Anglicisms results in a proportion of 0.58%, i.e. the lowest in the branch of *Politics*.

The distribution of words originating in English varies slightly across the articles, ranging from the lowest in the publication entitled '*Flüchtlingsbus? Ich würde es wieder tun*' with 0.09% to '*Karneval ist Sexismus pur'* with 1.02%. By virtue of this comparison, one may readily notice that the difference equates to 0.93% and consequently constitutes the lowest disproportion in the section.

3.3.2.1.2. Der Spiegel

	Total number of Anglicisms	Aggregate number of words	Percentage of Anglicisms
PSpiegel1	4	539	0.74%
PSpiegel2	4	418	0.95%
PSpiegel3	6	562	1.06%
PSpiegel4	0	370	0%
PSpiegel5	1	273	0.36%

PSpiegel6	3	667	0.44%
PSpiegel7	5	776	0.64%
PSpiegel8	3	430	0.69%
PSpiegel9	2	253	0.79%
PSpiegel10	4	771	0.51%
In total	32	5059	0.63%

Table 12.: Proportions of Anglicisms in *Der Spiegel* across articles pertinent to the *Politics* section

- PSpiegel1 – 'Moskau-Reise: Seehofer übt Schulterschluss mit Putin'
- PSpiegel2 – 'Mögliches Ende von Schengen: Grenzschließungen in Europa würden 110 Milliarden Euro kosten'
- PSpiegel3 – 'Syrien-Verhandlungen: Steinmeier gibt dem Assad-Regime Hauptschuld für Vertagung der Gespräche'
- PSpiegel4 – 'Umfrage zur Flüchtlingspolitik: Mehrheit der Deutschen unzufrieden mit der Bundesregierung'
- PSpiegel5 – 'Flüchtlinge in Europa: EU-Staaten einigen sich auf Milliarden-Paket für Türkei'
- PSpiegel6 – 'Anti-Terror-Einsatz gegen Islamisten: Der Hinweis kam aus Algerien'
- PSpiegel7 – 'SPD-Urgestein: Was die deutsche Politik von Hans-Jochen Vogel lernen kann'
- PSpiegel8 – 'Ermittler über Razzien: Mutmaßliche Terroristen hatten Berlin im Visier'
- PSpiegel9 – 'Großeinsatz in Flensburg: Polizei räumt autonomes Kulturzentrum mit Wasserwerfern'
- PSpiegel10 – 'Briten zu Camerons EU-Reform: "Dampfender Haufen Mist'

The ten articles culled from the online version of *Der Spiegel* added up to a total of 5391 words, 113 of which may be labelled as Anglicisms. This consequently amounted to 0.63% of the aggregate word count.

Der Spiegel shows inappreciable disproportion pertinent to the frequency of Anglicisms occurring in the three categories with merely one article negligibly exceeding the proportion of 1%, be it '*Syrien-Verhandlungen: Steinmeier gibt dem Assad-Regime Hauptschuld für Vertagung der Gespräche*' with 1.06%. In contrast, the article with the lowest proportion of English borrowings – 0% – is entitled '*Umfrage zur Flüchtlingspolitik: Mehrheit der Deutschen glaubt an Gelingen der Flüchtlingsintegration*'. Notwithstanding, the article does not glaringly skew the general average downward.

By the same token, the difference between the two said articles in terms of representing the highest and lowest ratio is not sizeable, as it amounts to 1.06%.

Interestingly enough, there are only two articles in the entire corpus lacking Anglicisms, be it the aforesaid '*Umfrage zur Flüchtlingspolitik: Mehrheit der Deutschen glaubt an Gelingen der Flüchtlingsintegration*', and *Der Stern's* '*Merkel und Erdogan sprechen über Begrenzung der Flüchtlingszahlen*'.

3.3.2.1.3. Der Stern

	Total number of Anglicisms	Aggregate number of words	Percentage of Anglicisms
PStern1	0	453	0%
PStern2	2	516	0.38%

PStern3	4	582	0.68%
PStern4	5	314	1.59%
PStern5	6	1147	0.52%
PStern6	5	432	1.15%
PStern7	1	492	0.2%
PStern8	2	220	0.9%
PStern9	4	270	1.48%
PStern10	6	723	0.82%
In total	35	5149	0.67%

Table 13.: Proportions of Anglicisms in *Der Stern* across articles pertinent to the *Politics* section

- PStern1 – 'Merkel und Erdogan sprechen über Begrenzung der Flüchtlingszahlen'
- PStern2 – 'Merkel gibt Russland Schuld am Flüchtlingsdrama in Nordsyrien'
- PStern3 – 'Pegida marschiert durch Europa'
- PStern4 – 'So absurd rechtfertigt Beatrix von Storch ihr Facebook-Posting'
- PStern5 – 'So gnadenlos vernichtet die russische Walze die Rebellen in Syrien'
- PStern6 – 'Gabriel behauptet, CDU habe Änderung in Asylpaket untergejubelt'
- PStern7 – 'Erdogans kaltes Spiel mit den Flüchtlingen'
- PStern8 – 'Südkorea feuert Warnschüsse auf nordkoreanisches Schiff ab'
- PStern9 – 'Donald Trump zeigt sich selbstbewusst vor Vorwahlen in New Hampshire'
- PStern10 – 'Es ist an der Zeit, die sehr hinterlistige Verleumdung zu beenden'

The ten articles are composed of the aggregate number of 5149 words, including 35 Anglicisms. Therefore the ratio equates to 0.67%, i.e. the highest in the branch of *Politics*.

Der Stern presents the biggest, nevertheless not appreciable disproportion in the application of Anglicisms, which amounts to 1.59% – the highest difference in the section, compared to *Die Welt* and *Der Spiegel.* The said difference ensues from a juxtaposition of two articles, namely '*So absurd rechtfertigt Beatrix von Storch ihr Facebook-Posting*' with 1.59% and '*Merkel und Erdogan sprechen über Begrenzung der Flüchtlingszahlen*' with 0%.

Furthermore, it is *Der Stern* that achieved the highest score of Anglicisms in the *Politics* section.

Again, next to *Der Spiegel*'s '*Umfrage zur Flüchtlingspolitik: Mehrheit der Deutschen glaubt an Gelingen der Flüchtlingsintegration*', it is one of the two publications deprived of words deriving from English.

Article name	Percentage of Anglicisms
'So absurd rechtfertigt Beatrix von Storch ihr Facebook-Posting'	1.59%
'Merkel und Erdogan sprechen über Begrenzung der Flüchtlingszahlen'	0%
'Umfrage zur Flüchtlingspolitik: Mehrheit der Deutschen glaubt an Gelingen der Flüchtlingsintegration'	0%

Table 14.: Comparison of articles with the highest and the lowest ratio of Anglicisms in the *Politics* section

The table presents a comparison between the articles that covered the highest and the lowest ratio of Anglicisms in the section of *Politics*. Conspicuously enough, the difference is not marked as it adds up to 1.59%.

3.3.3. IT

	Total number of Anglicisms	Aggregate number of words	Percentage of Anglicisms
Die Welt	113	5391	2.09%
Der Spiegel	113	6485	1.74%
Der Stern	67	3665	1.82%
In total	293	15541	1.88%

Table 15.: Percentage of Anglicisms by newspaper in the *Politics* section

The articles from *Die Welt, Der Spiegel*, and *Der Stern* cover thirty parallel topics that focus on the branch of *IT*. For the sake of simplicity, they were all assigned an abbreviation visible in the tables in subsequent subchapters. The articles were abbreviated as follows:

IT_newspaper_number, where '*IT*' is short for '*Information Technology*', '*newspaper*' points out to *Die Welt, Der Spiegel* or *Der Stern*, and then a number from 1 to 10 is assigned.

The table furnishes an overall number of Anglicisms in the *IT* section employed in *Die Welt, Der Spiegel*, and *Der Stern* with 2.09%, 1.74%, and 1.82% respectively. The thirty articles gathered in this section cover the field of *IT* and include a total count of words of 17970.

The proportion of the application varies visibly across the newspaper yet the difference between the highest and the lowest ratio of English borrowings is not sizeable. To obtain the said difference, *Die Welt*'s and *Der Spiegel*'s proportions with 2.09% and 1.74% were collated and resulted in a score of 0.35%.

What is also worth remarking is that *IT* constitutes a section the most abundant in Anglicisms with 1.88%, next to *Beauty* with 1.68% and *Politics* with 0.6%.

3.3.3.1. Percentage of Anglicisms per article

3.3.3.1.1. Die Welt

	Total number of Anglicisms	Aggregate number of words	Percentage of Anglicisms
ITWelt1	7	832	0.84%
ITWelt2	12	361	3.32%
ITWelt3	7	530	1.32%
ITWelt4	1	237	0.42%
ITWelt5	9	751	1.19%
ITWelt6	3	458	0.65%
ITWelt7	34	1019	3.33%
ITWelt8	5	385	1.29%
ITWelt9	27	608	4.44%
ITWelt10	8	210	3.8%
In total	113	5391	2.09%

Table 16.: Proportions of Anglicisms in *Die Welt* across articles pertinent to the *IT* section

- ITWelt1 – 'Wo Google einfach schlauer ist Facebook'
- ITWelt2 – 'Billige USB-C-Kabel können Laptops zerstören'
- ITWelt3 – 'Billige USB-C-Kabel können Laptops zerstören'
- ITWelt4 – 'Der Arbeitgeber darf überprüfen, wo sie privat surfen.'
- ITWelt5 – 'Das sind die größten Kostenfallen im Mobilfunk'
- ITWelt6 – 'Was ist an Vorurteilen über MyTaxi und Uber dran?'
- ITWelt7 – 'Surface Book – hier glänzt Microsoft gegen Apple'
- ITWelt8 – 'Tim Cook blamiert sich mit unschaftem iPhone-Foto'
- ITWelt9 – 'Diese neuen Notebooks sorgen 2016 fuer Furore'
- ITWelt10 – 'Diese Fotos macht die Canon Powershot G9 X'

The ten articles culled from the online version of *Die Welt* added up to a total of 5391 words, 113 of which may be deemed Anglicisms. This consequently amounted to 2.09% of the total count of words.

Die Welt shows marked disproportion with regard to the frequency of Anglicisms occurring in the three categories. The said disparity in the application of English words is most conspicuously discernible between the two articles entitled '*Der Arbeitgeber darf überprüfen, wo sie privat surfen*' and '*Diese neuen Notebooks sorgen 2016 für Furore*' respectively. The first amounting to 4.44%, and the latter to 0.42%. It is worth emphasizing that the *IT* section in *Die Welt* shows the most disproportionate percentage of English borrowings compared to the entire corpus.

Interestingly enough, the first article largely skews the general average upward to 1.9%, therefore the overall count of Anglicisms employed in *Der Spiegel*'s *Beauty* section shows the highest ratio of English words in this category.

3.3.3.1.2. Der Spiegel

	Total number of Anglicisms	Aggregate number of words	Percentage of Anglicisms
ITSpiegel1	13	700	1.85%
ITSpiegel2	10	553	1.8%
ITSpiegel3	19	721	2.63%
ITSpiegel4	12	350	3.42%
ITSpiegel5	8	502	1.59%
ITSpiegel6	14	1077	1.29%
ITSpiegel7	16	335	4.77%
ITSpiegel8	10	404	2.47%
ITSpiegel9	6	1502	0.39%
ITSpiegel10	5	341	1.46%
In total	113	6485	1.74%

Table 17.: Proportions of Anglicisms in *Der Spiegel* across articles pertinent to the *IT* section

- ITSpiegel1 – '"Commandos" und "Command & Conquer": Game-Klassiker gratis im Browser spielen'
- ITSpiegel2 – 'Virtual Reality: Google entwickelt angeblich neue VR-Brille'
- ITSpiegel3 – 'Comeback der Audio-Storys: Biete guten Podcast, suche gute Bezahlung'
- ITSpiegel4 – '19-Milliarden-Dollar-Paket: Obama will Etat für Cyberabwehr auf-

stocken'

- ITSpiegel5 – 'Billigreparaturen können beim iPhone teuer werden'
- ITSpiegel6 – 'ZDF-Doku "Killerspiele": Als Schiffe versenken eine Gefahr für die Jugend'
- ITSpiegel7 – 'Anzeigengeschäft: Google verzichtet ab 2017 auf Flash-Werbebanner'
- ITSpiegel8 – 'Timeline-Update: Das sollten Sie über die neuen Twitter-Regeln wissen'
- ITSpiegel9 – 'Zukunftsforschung: Künstliche Intelligenz wird das All erobern'
- ITSpiegel10 – 'Urteil zu Handy-Datenvolumen: Unbegrenzt heißt wirklich unbegrenzt'

As illustrated in table 17, the ten articles selected from the online version of *Der Spiegel* incorporate 6485 words, 113 of which may well be labelled as Anglicisms, meaning that English words represent 1.74% of the overall number of words.

The variation in the application of words originating in English is noticeable across the articles, and amounts to 4.38%. To obtain this, two articles furnishing the highest and the lowest percentage of Anglicisms were juxtaposed, viz. '*Anzeigengeschäft: Google verzichtet ab 2017 auf Flash-Werbebanner*' and '*Zukunftsforschung: Künstliche Intelligenz wird das All erobern*' with 4.77% and 0.39% respectively.

An even closer analysis reveals that the *IT* category in *Der Spiegel* is the only section in the entire corpus with merely one article with a percentage that does not exceed or equals 1%.

Furthermore, the *IT* section in *Der Spiegel* with 1.74% has the lowest percentage of Anglicisms in the category, compared to *Der Stern* and *Die Welt* with 1.82% and 2.09% respectively.

3.3.3.1.3. Der Stern

	Total number of Anglicisms	Aggregate numer of words	Percentage of Anglicisms
ITStern1	8	326	2.45%
ITStern2	9	510	1.76%
ITStern3	4	203	1.97%
ITStern4	11	638	1.72%
ITStern5	8	330	2.42%
ITStern6	4	483	0.82%
ITStern7	3	343	0.87%
ITStern8	9	168	5.35%
ITStern9	2	351	0.56%
ITStern10	9	313	2.87%
In total	67	3665	1.82%

Table 18.: Proportions of Anglicisms in *Der Stern* across articles pertinent to the *IT* section

- ITStern1 – 'Apple ruft Millionen Netzteilstecker zurück'
- ITStern2 – 'Kuriose Verschwörungstheorie: Haben die alten Griechen den Laptop'
- ITStern3 – 'Microsoft bringt Surface Book nach Deutschland'
- ITStern4 – 'Es war einmal ein Internetgigant...'
- ITStern5 – 'Apple bleibt auf dem Tablet-Thron, Amazon holt auf'
- ITStern6 – 'Warum ein Kunde seine Playstation 4 schon 30-mal umtauschte'

- ITStern7 – 'Sag mir was Versautes! Microsofts Sprachassistentin reagiert'
- ITStern8 – 'Microsoft kauft eine Software-Tastatur - für 250 Millionen Dollar'
- ITStern9 – 'Katastrophe für Microsoft: Auf jede Xbox One kommen fünf Playstation 4'
- ITStern10 – 'Vrus für Windows XP legt Krankenhaus lahm'

As presented in table 18, *Der Stern*'s articles encompass a total word count of 3665, with 67 words that may be categorized as Anglicisms, which equates to 1.82%.

The highest and the lowest ratio of English borrowings furnished in the articles '*Microsoft kauft eine Software-Tastatur - für 250 Millionen Dollar*' with 5.35% and '*Katastrophe für Microsoft: Auf jede Xbox One kommen fünf Playstation 4*' with 0.56%, results in a difference of 4.79%. It is also worth remarking that next to *Der Spiegel*'s *Beauty* section with 5.28% it is the second highest disproportion across the sections.

Furthermore, the article entitled '*Microsoft kauft eine Software-Tastatur - für 250 Millionen Dollar*' occupies the second position with regard to the highest ratio of Anglicisms across the articles.

Article name	Percentage of Anglicisms
'Microsoft kauft eine Software-Tastatur - für 250 Millionen Dollar'	5.35%
'Katastrophe für Microsoft: Auf jede Xbox One kommen fünf Playstation 4'	0.56%

Table 19.: Comparison of articles with the highest and the lowest ratio of Anglicisms in the *IT* section

The table furnishes a comparison between the articles that covered the highest and the lowest ratio of Anglicisms in the section of *IT*. The difference is conspicuous as it equates to 4.79%.

Article name	Newspaper/ magazine	Section	Percentage of Anglicisms
'FashiontechDesignerin. Dein Pulli ist klüger als du'	Der Spiegel	Beauty	6.06%
'Merkel und Erdogan sprechen über Begrenzung der Flüchtlingszahlen'	Der Stern	Politics	0%
'Umfrage zur Flüchtlingspolitik: Mehrheit der Deutschen glaubt an Gelingen der Flüchtlingsintegration'	Der Spiegel	Politics	0%

Table 20.: Comparison of articles with the highest and the lowest ratio of Anglicisms across the sections

The table presents a conspicuously sizable difference between the articles that covered the highest and the lowest ratio of Anglicisms in the entire corpus of publications, which equates to 6.06%.

4. Qualitative analysis of Anglicisms in the newspapers and magazines

4.1. Most frequently used Anglicisms

Number of occurrences of the most frequently used Anglicisms in the corpus publications
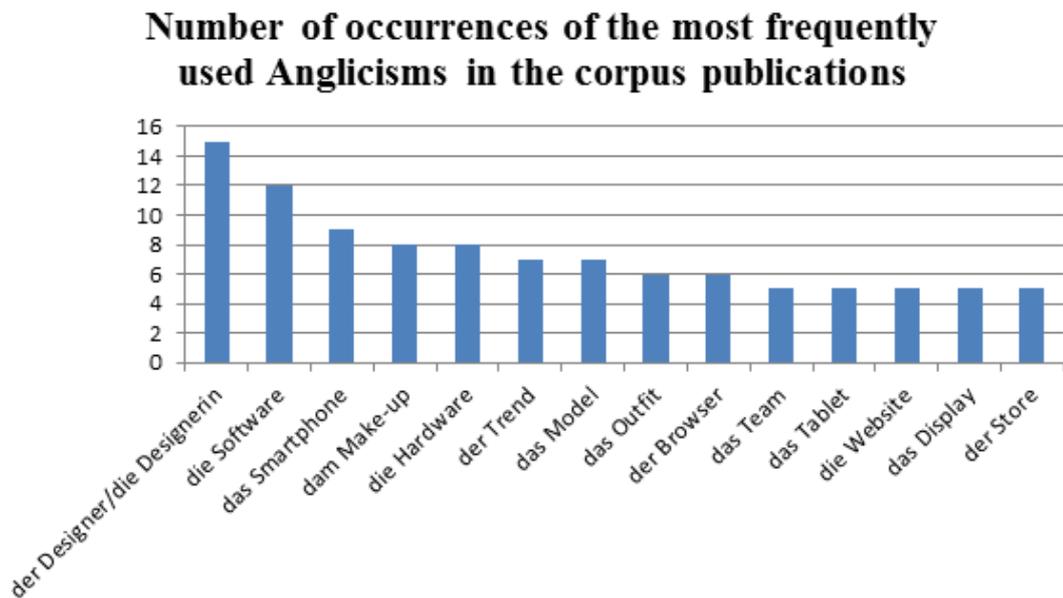
Graph 2.: Number of occurrences of the most frequently used Anglicisms in the corpus publications

The subsection furnishes information on the number of occurrences of the most frequently used Anglicisms in the corpus publications.

The objective of this section is to establish which Anglicisms occurred most often in the corpus publications of *Die Welt, Der Spiegel*, and *Der Stern* both as a general summary and with reference to every of the three sections, be it *Beauty*, *Politics*, and *IT*.

Anglicism	Section	Number
der Designer/die Designerin	Beauty	15
die Software	IT	12
das Smartphone	IT	9
das Make-up	Beauty	8
die Hardware	IT	8
der Trend	Beauty	7
das Model	Beauty	7
das Outfit	Beauty	6
der Browser	IT	6
das Team, das Tablet, die Website, das Display, der Store	IT	5

Table 21.: Number of occurrences of ten frequently used Anglicisms in the corpus publications

Der Designer/Die Designerin stand out with 15 occurrences which presents a pronounced difference compared to *das Team, das Tablet, die Website, das Display, and der Store* with the same count of 5 instances across the entire corpus. Moreover, what ensues from the table is that it is the section of *Beauty* that covers slightly more than half of the most frequently employed English borrowings, viz. 43, and *IT* occupies the second highest position with 40 occurrences. *Politics*, due to the lowest percentage of Anglicisms in the entire corpus is not included in the table.

4.1.1. Beauty

Anglicism	Number
der Designer/die Designerin	15
das Make-up	8
der Trend	7
das Model	7
das Outfit	6
das Shooting	4
der Look	4
das Internet	4
der Shop	4
der Job	4

Table 22.: Number of occurrences of the most frequently used Anglicisms in the *Beauty* section

The table furnishes overall information about ten most frequently used Anglicisms in the section of *Beauty*.

Again, the it is *Der Designer/Die Designerin* that perceptibly stand out in the ranking with 15 instances, compared to *der Job* with merely 4 occurrences across the newspapers.

4.1.2. Politics

Anglicism	Number
die Chance	4
die Route	4
der Computer	3
der Job	3
PR (Public Relations)	2
die TV-Debatte	2
Facebook	2
die Favoritin	2
das Team	2
die Offensive	2

Table 23.: Number of occurrences of the most frequently used Anglicisms in the *Politics* section

The table presents an overview of the most frequently used words originating in English in the section of *Politics*.

Die Chance was applied 4 times in the branch of *Politics*, therefore the difference as compared to *PR, die TV-Debatte, Facebook, die Favoritin, das Team*, and *die Offensive* with two occurrences, may well be deemed negligible.

4.1.3. IT

Anglicism	Number
die Software	12
das Smartphone	9
die Hardware	8
der Browser	6

das Team	5
das Tablet	5
die Website/die Webseite	5
das Display	5
der Store	5
der Laptop	4

Table 24.: Number of occurrences of the most frequently used Anglicisms in the *IT* section

The table illustrates a general count of the most frequently used English words in the section of *IT*.

Die Software occupies the first position with reference to the most frequently used Anglicisms in the category of *IT*, which compared to *der Laptop* with 4 instances provides a clear contrast.

Interestingly enough, the second highest position is occupied by 5 words be it *das Team, das Tablet, die Website/die Webseite, das Display,* and *der Store* – all of them with 5 instances.

Moreover, the lowest result in this field, i.e. four simultaneously constitutes the highest result in the area of *Politics*.

4.2. Anglicisms used most frequently in compound nouns

4.2.1. Beauty

Most explicitly, authors of the articles, while using words with their origin in English, had a predilection towards compound nouns, as they frequently mingled single Anglicisms with other words either English or German.

Number of occurrences of Anglicisms used most frequently in compound nouns in the *Beauty* section
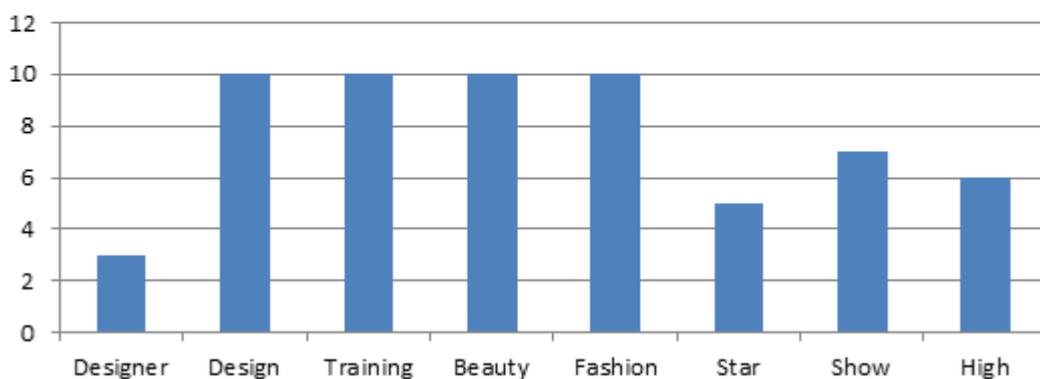
Graph 2.: Anglicisms used most frequently in compound nouns in the *Beauty* section

The graph provides information about the most frequently applied compound nouns in the section of *Beauty*.

Four out of eight English words viz. *Design, Training, Beauty and Fashion* were most frequently included in compound nouns, since all of them appeared in the corpus publications ten times. In contrast, only three compound nouns were based on the word *Designer*.

Below, examples of compound nouns inclusive of the said foreign words are presented.

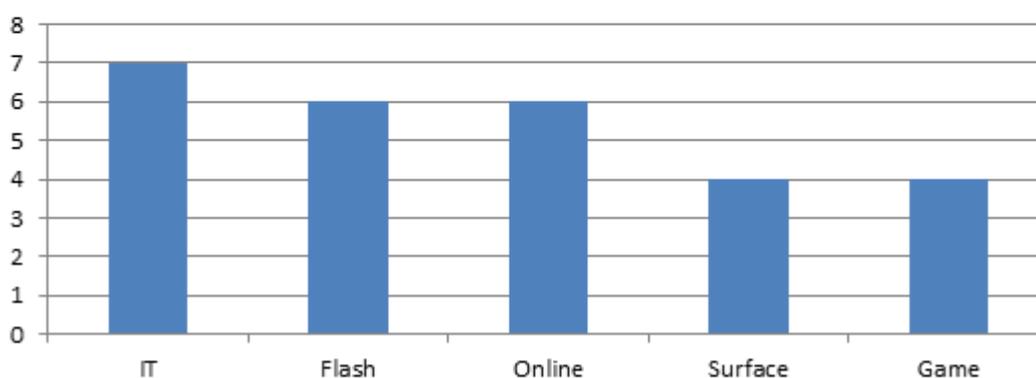| Designer	e.g. die Designerkollektion, der Modedesigner
Design	e.g. die Designfabrik, der Design-Show
Training	e.g. der Trainingspartner, das Gewichtstraining
Beauty	e.g. der Beautyshooting, die Beautyprodukte
Fashion	e.g. die Fashion-Week-Termine, die Fashiontech-Leute
Star	e.g. der Shootingstar, der Social-Media-Star,
Show	e.g. die Mystery-Show, die Castingshow
High	e.g. die High-Fashion-Szene,

Table 25.: Anglicisms used most frequently in compound nouns in the *Beauty* section

4.2.2. Politics

With reference to the branch of *Politics*, merely single instances of compound nouns were detected. Most probably, it results directly from the fact that this category is composed of the lowest percentage of Anglicisms, as compared to other branches.

4.2.3. IT

Graph 3.: Anglicisms used most frequently in compound nouns in the *IT* section

The graph provides information about the most frequently applied compound nouns in the *IT* section.

The ratio of instances of Anglicisms used most frequently in compound nouns in *Politics* does not differ sizably, as the instances of the most and the least frequently occurring words that compounds are composed of, equate to 7 and 4 respectively. The Anglicism constituting part of a compound noun that is most often repeated is *IT*, which is short for *Information Technology*. The last position is occupied by both *Surface* and *Game*.

Below, examples of compound nouns inclusive of the said foreign words are presented.

IT	e.g. die IT-Welt
Flash	e.g. der Flash-Banner
Online	e.g. das Online-Portal
Surface	e.g. das Surface Book
Game	e.g. der Game-Klassiker

Table 26.: Anglicisms used most frequently in compound nouns in the *IT* section

5. Concluding remarks

The objective of this study was to conduct a quantitative analysis and determine the overall ratio of Anglicisms in the online versions of German newspapers, be it *Die Welt, Der Spiegel* and *Der Stern*. In further elaboration it was also attempted to establish whether there is an appreciable disproportion of Anglicisms occurring across the corpus publications, section and articles. The corpus encompassed 90 articles from the online versions of the said German newspapers. In order to arrive at an overall summary of the ratio of English loanwords used in *Die Welt, Der Spiegel* and *Der Stern*, Anglicisms were grouped into three sections viz. *Beauty*, *Politics*, and *IT*.

To start with, an overall count of words deriving from English in every of the ninety articles was calculated and the average proportion of Anglicisms per article was established. It constituted the basis for further statistical calculations.

The first conclusion following the research is that English loanwords occur in every of the three online newspapers, yet the extent to which the corpus publications are composed of them, does not vary sizably since *Der Spiegel, Die Welt*, and *Der Stern* incorporated 1.49%, 1.35%, 1.26% respectively. Therefore, the difference between the highest and the lowest ratio of Anglicisms added up to 0.23%. To achieve this outcome, *Der Spiegel* and *Der Stern* were juxtaposed.

In order to arrive at an in-depth analysis, Anglicisms were grouped with regard to article's subject matter, be it Beauty, Politics, and IT and achieved results of 1.68%, 0.6%, and 1.88% respectively. Conspicuously enough, the branch of Politics with 0.6% was identified as the section with the lowest percentage of Anglicisms, compared to the areas of IT and Beauty which incorporated 1.28% and 1.08% more English words than the field in question. This explicitly indicates that it is the field of Politics, in which Anglicisms are the least commonly used.

With reference to the section of Beauty, thirty articles from *Die Welt, Der Spiegel*, and *Der Stern* that cover parallel topics were selected with 1.68%, 1.9%, and 1.43% respectively. The difference between the highest and the lowest proportion of English words was visible yet not marked as it added up to 0.47%. To obtain this result, *Der Spiegel*'s and *Der Stern*'s ratios were collated.

The application of Anglicisms across the articles in this section was the most considerable, as the article with the highest proportion amounted to 6.06%, and with the lowest to 0.33%.

With regard to Politics, once again thirty articles from *Die Welt, Der Spiegel*, and *Der Stern* that encompass akin topics were amassed with 0.52%, 0.63%, and 0.67% respectively. The difference between the highest and the lowest proportion of English words was negligible as it equated to 0.15%. To obtain this result, *Die Welt*'s and *Der Stern*'s ratios were juxtaposed.

Similarly, the ratio of Anglicisms across the publications was modest, as the publication with the highest distribution amounted to 1.59%, and with the lowest to 0%.

In terms of IT, again, thirty articles from *Die Welt, Der Spiegel*, and *Der Stern* that present similar topics were gathered with 2.09%, 1.74%, and 1.82% respectively. The

difference between the highest and the lowest proportion of English words was discernible as it equated to 0.35%. To obtain this result, *Die Welt*'s and *Der Spiegel*'s ratios were juxtaposed.

The proportion in the application of words deriving from English, occupies the second highest position compared to other sections, since the article with the highest proportion amounted to 5.35%, and with the lowest to 0.39%.

Having recapitulated the data in a quantitative way, it is instructive now to summarize the outcomes in a qualitative way. It was endeavoured to establish which Anglicisms occurred most frequently in the corpus publications of *Die Welt, Der Spiegel*, and *Der Stern* both as a general summary and with reference to every of the three sections, be it Beauty, Politics, and IT.

Furthermore, the authors endeavoured to classify words deriving from English in terms of compound nouns, as a predilection towards such use of Anglicisms was observed. The said compounds were either entirely or partly composed of English words.

Most conspicuously, a great majority of Anglicisms occurring in all three online newspapers subsume under the category of a noun. In the entire corpus, there were merely a few instances of verbs or adjectives.

Having established that, it is indubitable that the paper may well be deemed a basis for further analysis pertinent to the use of Anglicisms in German newspapers.

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Appendix I

The table presents all Anglicisms used across the three newspapers and magazines. Anglicisms used more than once were not repeated in the table.

Beauty

www.welt.de	www.spiegel.de	www.stern.de
die Foren	die Flipflops	im Trend sein
das Internet	das Gegenwartsdesign	die Veggie-Variante
die Tipps	das Design	die Imitate
die Transplantation	der Designkritiker	der Martcheck
das Glow	der Designer/die Designerin	die Chips
das Mini-Treatment	deformieren	der Veggie-Burger
das Treatment	das Handy	das Gehirntraining
die Dinnerparty	die Kreation	das Gehirnjogging
der Teint	die Skate-Schule	das Intervalltraining
das Kosmetik-Concept Store	der Recycler	der Hippocampus
das Grenpeel	die Fashiontech-Designerin	das Gewichtstraining
die Bestsellerautorin	das Smartphone	aerobes Ausdauertraining
der Look	das T-Shirt	das Fitness-Model
perfekt gestylt	die Software	die Transformation
die Echthaar-Extensions	die Designerin	das Interview
die Recherche	die Fitnesstracker	der Instant-Messenger
die Extensions	das Modeldesign	das College
die High Heels	das Interaction Design	der Personal Trainer
der Blogeintrag	die Design-Preise	das Cardiotraining

die Disigner	das Handy	das Kickboxen
das Cover	die Mails	der Fitness-Kurs
die High-Heel-Spezialisten	die Sensoren	das Online-Angebot
die Trends	der Design-Prototyp	der Social-Media-Star
der Schuh-Hype	die Designs	der Instagram-Star
die Two-Tone Slingbacks	das Interaktionsdesign	der Shootingstar
der Designer	die Tech-Firmen	der Account
der Schock	der Design-Prozess	die Follower
der Modedesigner	das Equipment	die Mission
die Beautyprodukte	die Rech-Branche	die Managerin
der Beautyshooting	die Fashiontech-Leute	das Mobbing
die Mail	integrieren	der Body-Schamer
die Highend-Friseure	der Support	posieren
die Models	smart (smarte Kleidung)	der Instagram-Account
neu gestylt (stylen)	die Horrortrips	die E-Mail
das Fototeam	das Schlaf-Quiz	der Manager
die Image-Kampagnen	diagnostizieren	der Screenshot
die Looks	die Alptraumszenarien	der Job
der Visagist	die Desensibilisierung	okay
das Make-up	Imagery Rehearsal Therapy	attackieren
der Teint	das Training	diskriminieren
der Haar-Supervisor	das Broken-Heart-Syndrome	attackieren
das einzige No-go	die Stress-Kardiomyopathie	die Säure-Attacken
das Shooting	das Mobbing	der Job
die Cremes	das Syndrom	der Trend/ die Trends
der Filmset	die Diagnose	furry nails
das Peelen	das Immunsystem	die Hipster-Queen
das Make-up	die Experimente	das Outfit
die Make-up-Kunst	die Depression	fake fur
die Make-up-Artists	das Handy	Fashion Week
das Photoshop	das Shooting	der Coat
das Halloween-Kostüm	das Studio	das Modegimmick
die Beauty-Bloggerin	die Reaktion	der Moselcheck
die TV-Show	die Homepage	das Shooting
die Fashion-Week-Termine	die Misere	das Topmodel
die Fashion-Week	der Body-Mass-Index (BMI)	die Castingshow
die Fashion-Week-Zeit	die Variante	die Favoritin
die Tradeshows	die Genversion	navigieren

der Designer/die Designer	differenzieren	die Cities
die Labels	die Therapien	das Modelappartment
die Pre-Opening-Gala	plumpsen	der Job/die Jobs
die Red Carpet Shooting	effizient	das Casting/die Castings
die Pop-up Stores	transplantieren	die Teams
das Fashion Network	die Diättrends	die Outfits
die Close Ups	profitieren	die High Heels
das Catering	das Ressort	die Jungmodels
die Snow Party	das Schwimmcamp	die Allspeaker Medaille
die Tickets	das Trainingslager	das Walk
der Shop	das Martyrium	der Clip
der Fashionroom	das Training	der Spot
der Showroom-Opening	trainieren	das Umstyling
Pre-Sale	der Top-Sportler	die Silikone
die Ladys	das Schwimmtrainingslager	der Starfotograf
der Showroom	der Trainer	das Supermodel/die Supermodels
die Pages	die Text-Tattoos	das Bordmagazin
die Green Fashions Tours	die Walkinggruppe	die Shootings
die Designer-Ateliers	die Jazzdance-Damen	die Bloggerin
die Concept-Stores	die Bowlingbahnder Hamburger	die Softdrinks
die Guides	die Trainingseffekte	die Beauty-und Lifestylebloggerin
die Upcycling-Designerin	die Walker	Goodbye
die Ethical Fashion Show	der Cycling-Kurs	das Popcorn
die Grün Showrooms	im Trend sein	die Sauce
die Jungdesignerinen	trainieren	die Tomatensauce
die Fashionplattform	die Euphorie	die Fertigsauce
offline	der Trainingspartner	die Partys
Pop-up Styling Salon	das Sportoutfit	die Cheating-Phase
die Stylisten	fair sein	
die Fusion Photo Exhibition	offline sein	
die Show/die Shows	das Posten	
das Event	posten	
1st Floor des Departmentstores	durchgestylte Typen	
der Onlineshop	joggen	
die Highlights	der Grammy-Look	
die Beautyprodukte	das Knallfarbenoutfit	
der Primer	das Make-up	
der Douglas-Link	das Outfit/ die Outfits	

klicken	das Fotomotiv	
der Online-Shop	die Swift	
die CC-Creme	die Cut-outs	
der Highlighter-Pen	die Trends	
die Glitzcreme	die Models	
das Fachsimplen	die Worst-Dressed-Liste	
das Internet	klicken	
die High-Fashion-Szene	der Sieger-Look	
die Beautybranche	der Designer/die Designer	
die Make-up-Artists	smarte Details	
das Beauty	die Moderatorin	
die Youtube-Stars	die Mystery-Show	
die Schmink-Tutorials	die Designerin	
der Beautywahn	die Hipsterlage	
der Primer	die Designfabrik	
der Highlighter	die iPhone-Hüllen	
das Tages-Make-up	die Pixiehaarschnitt	
die Reviews	das Statement	
der Gloss	stimulieren	
der Internet-Hype	der Trend	
der Game-Changer	der Nachwuchsdesigner	
das Testimonial	der Showroom	
die Soap-Darstellerin	der Mode-Onlinehändler	
die Youtuberin	die Modebloggerin	
das Image	die Bikerboots	
der Drogerie-Haul	die Designerkollektion	
das Make-up	die Chance	
das Youtube-Video	das Designerkleid	
der Internethit	die Expansion	
die Bestsellerliste	die T-Shirts	
die Beautyfirmen	der Design-Show	
der Concealer		
der Verkaufshit		
der Bestseller		
die Beautyindustrie		

Politics

www.welt.de	www.spiegel.de	www.stern.de
das Ranking	die Annexion	das Waterboarding
rangieren	die Sanktionen	die TV-Debatte
pur	intensiv	der Job
die Karnevalpartys	die Normalisierung	die US-Parteien
die Federboas	die Rebelle	ARD-Recherchen

der/das Pfefferspray	die Nachschubroute	explizit
die Tricks	die Handelsmetropole	die SPD-Ressorts
der Teenager	die Rebellengruppen	die Ressortabstimmung
die Chance	die Opposition	die Integration
profitieren	eskalieren	die Offensive
die Hits	permanent	die Routen
die PR-Agentur	die Kontrolle	die Videos
die Partys	illegal	Body-Armor
das Damenteam	bilateral	das Offensiv-Konzept
der Code/ die Codes	der Computer	die Positionen
das Team	die Balkanroute	das Establishment
mobile	ein Backshop	die TV-Debatte
die Finger	listen	die Attacken
driften	der Ressortchef	die US-Vorwahlen
(politische) PR	die Defensive	der Favorit
extrem	der Deal	die Favoritin
die Chance x2	digitale (Entwicklung)	Facebook -Posting
die Wintersession	Businessclass (im Flugzeug)	Facebook-User
das Brainstorming	das Interview	stoppen
die Chancen	die Chancen	die Computermaus
die Flüchtlingsjobs	die Generation	"Blackout"
das Jobcenter	die Homepage	die Liveschaltungen
die Integration	attackieren	der Aktionstag
human	observieren	miserabel
die Differenzen	der Computer	Pegida-Demo
inklusiv	die Tipps	die Resolutionen
opportun	blockieren	die Versorgungsrouten
das Internet		inoffiziell
die Edition		testen
inhuman		der Start
der Meinungstrend		
die Favoritin		
der Caucus		
im Liveticker		
die Revolution		

IT

www.welt.de	www.spiegel.de	www.stern.de
die Software	der Browser	die Reise-Adapter-Kits
der Webkonzern	der Game-Klassiker	die Webseite
die Open-Source-Lizenz	die Browserversionen	die Surface-Pro-Tablets
das Feedback	die Website	der Netzstecker-Adapter
das KI-Team	die Sounddateien	der Apple Store

das Web	der Multiplayer-Modus	der Apple Service Provider
die Open-Source-Software	die Browserversion	der Stecker-Adapter
der Smartphone-Nutzer	die Games	der USB-Netzteil
das No-Name-Kabel	die Softwarekonzerne	der Laptop
der Chromebook-Laptop	das Team	das Notebook
der Hardwarespezialist	das Softwareunternehmen	der Youtube-Beitrag
der USB-Controller-Chip	die Fans	das Touchscreen
die Hardwaredefekte	der E Werbebanner	die High-Tech Geräte
der No-Name-Hersteller	die Virtual Reality	die Aliens
listen	die Virtual-Reality-Brille	der Tablet
das Hardwaredefekt	das Project Cardboard	der Microsoft Store
das USB-C-Kabel	die VR-Apps	die PC-Branche
die Hardwaredefekte	die Smartphones	die Schadsoftware
der Online-Versender	die Cardboard-Brillen	der Software-Methusalem
killen	der Sensor	der Hacker
der Youtuber	die VR-Technologie	die Online-Ausgabe
die Software	das Software	die Webseite
der Software-Fehler	die Audio-Storys	die E-Mail
der Apple Store	die Podcasts	der Support
die IT-Welt	die Downloads	die IT-Abteilung
der Software-Fehler	der Teenagermord	der PC
der Browserverlauf	die Recherche	das Desaster
surfen	die Highschool-Schülerin	die Chance
die Prepaidpaketen	die True-Crime-Formate	das Surface Book
die Megabyteressourcen	der Digitalexperte	der Laptop
der Perpaidkartenkauf	die Websites	die PC-Branche
der Roaming	das Kryptologenteam	der Microsoft Store
die Discountern	das Code	der Smartphone-Boom
der Prepaidbereich	das Recherchehappen	die Google-Vorzeigenmanagerin
auflisten	die iTunes-Charts	die Online-Wirtschaft
der Mailbox	die Sponsoren-Werbe-Jingles	der Onliner
im Check	das Comeback	die Websites
im Faktencheck	der Hype	der Manager
die Apps	das Revival	fokussieren
der Designer	der Ex-Freund	der Analyst
das Notebook	die Podcasting-Szene	die TV-Moderatorin
die Surface-Reihe	das IT-Unternehmen	der Gadget-Rezensent
die Hardware-Abteilung	die Cybersecurity-Branche	die Analysefirma
der Arbeits-PC	die IT-Infrastruktur	die Surface-Tablets
die Tricks	die IT-Firma	der IDC-Analyst
der Display-Deckel	die Behörden-IT	die Galaxy-Geräte
der Gelegenheits-Gamer	die Cybersicherheit	das Event

der Allrounder	die Obama-Administration	der IT-Marktforscher
Tablet-PC	die Cyberbedrohungen	der IDC-Analyst
der Display-Port	die Cyberangriffe	der PC-Ersatz
der Laptop	die Onlinekonten	der Tablet-Markt
die Hardware	die Cloud-Dienste	der Andrid-User
der Gaming-Einsatz	die Online-Angriffe	das Startup
der High-End-Titel	das iOS-Update	die Smartphone-Tastatur
die Surface-Geräte	der Apple Store	die Software
die Office-Anwendungen	das Back-up	das Tastatur-Design
die Hardware-Kombination	die Apple Pay	die Software-Tastatur
die Gaming-Ambitionen	das Support-Forum	das Startup
multitouch-fähig	die Support-Seite	die Tastatur-Apps
das Display	der Apple Support	das Smartphone
digital	die Actionspiele	das Online-Portal
der Designer	die Killerspiele	das Team
der Displayrücken	der Games-Experte	forcieren
die Display-Hälfte	die Game-Kultur	die Hardware
die Allround-Aktivitäten	die Killerspieldebatte	der Controller
die Gamer	die Handygames	die Tipps
das Business-Gerät	der Shooter	die Controller-Aussetzer
die USB-3.0-Ports	der Gamer	der Clip
die Details	die Non-Profit-Organisation	der Spot
die Version	die TV-Schnipseln	das Umstyling
der Look	die Audioeffekte	die Silikone
die Allround-Qualitäten	die Crackergruppe	der Starfotograf
der Touch-Bildschirm	die Auto-attacken	das Supermodel/die Supermodels
das Team	die Flashanzeigen	das Bordmagazin
die Tweets	die Flashwerbebanner	die Shootings
der Screenshot	die Werbeclips	die Bloggerin
der Ursprungs-Tweet	der Posting	die Softdrinks
der Blogger	die Flashwerbung	die Beauty-und Lifestylebloggerin
zoomen	die Support-Seite	Goodbye
der Digitalzoom	der Browser	das Popcorn
der Sensor	das Sicherheits-Update	die Sauce
die Smartphones	die Flash-Inhalte	die Tomatensauce
die ISO-Empfindlichkeit	der Flash-Player	die Fertigsauce
das Smartphone	die Web-Standards	die Partys
das Tablet	der Flash-Banner	die Cheating-Phase
der Zoombereich	die Werbeclips	
	der AdWords Editor	

	das Multimedia-Format	
	die Blogpost	
	die Timeline	
	der User	
	die Blogpost	
	die Tweets	
	die Browservariante	
	der Support-Account	
	das Update	
	die Mobil-Apps	
	der Hashtag	
	das Feedback	
	das Forscherteam	
	die Smartphones	
	die Science-Fiction-Romane	
	die Ressourcen	
	der Science-Fiction-Autor	
	die Artificial Curiosity	
	das Datenvolumen	
	der Mobilfunkprovider	
	die Highspeed-Datenanbindung	
	das Smartphone	
	der Provider	

COGNITIVE THEORIES AND THE CONCEPT OF JOURNALISM

Marian Zhytaryuk[1]

Abstract

The general aim of cognitivists – the attempt to compare logical and illogical, rational and irrational in the human behavior - can be considered as one of the main object not only in the psychology, but also in the journalism. If you don't take into account assumed problems, the truth can be treated as a lie, an importance as an irrationality, an advantage as defects. In practice the ignorance of balancing, consonance and knowledge for the benefit of "must" turned round for tendentiousness, propaganda, manipulation, rationing of authoritarian and totalitarian models of journalism or for passing from journalistic standards in total. Therefore the article describes the spectrum of cognition in the context of modern Journalism and problems of Media practices, including the balance in journalism in terms of theories of consistency.

Keywords: cognition, journalism, theory of structural balance, theory of cognitive dissonance, theory of communicative acts, congruity theory.

Journalism as a social and cultural phenomenon is interested in and requires a rich experience of the representatives of Social Psychology –cognitive theorists that professionally (theoretically and experimentally) study the "balance". Certain features in search and observance of informational, cognitive, psychological, creative, professional equilibrium can be accounted for by an interdisciplinary character of the term because it is no secret that the concept of "balance" is a key issue in literary criticism, philosophy, psychology, mass communication, journalism etc. In the same context I would like to analyze the theory of *cognitive consistency*, inalienable from thinking individuals and institutions (ranging from the authors, media and audience to organizations, parties or ministries).

An attempt to comprehend the balance in journalism according to the theories of cognitive sustainability is determined, firstly, by elemental and functional – an object-subject - proximity to journalism (Theory of structural balance by F. Heider [Sokolowa, 1999], that of communicative acts by T. Newcomb [Newcomb, 1984], cognitive dissonance by L. Festinger [Abelson, 1968b] [Festinger, 1999]), theory of congruity by C. Osgood and P. Tannenbaum [Osgood, 1968] [Osgood, 1955] and, secondly, by the ability to overcome the interdisciplinary vacuum (between cognitive psychology and journalism).

The main idea of cognitive theories is production of concepts, thoughts, knowledge whose main source is mentality (signs, symbols, values, understanding). Cognition is a learning process, one of the three theoretical areas of social psychology that is based on knowledge of psychology. Structurally, this process contains a wide spectral-conceptual variation, incorporated, however, by common theoretical sources and

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conceptual mechanism.

The essence of the cognitive approach can be summarized as "the desire to explain social behavior (my emphasis – M. Zh.) with the help of the description mainly of *processes of cognition*, particular to human" [Andreieewa, 2002, p. 90] that will, in the process, receive approximately this recreation: "Think, know, estimate, realize, understand, decide – and act (or – do not act)". Cognition is peculiar to man, and the latter, being a member of society, is involved by this society or consciously imposed on this society, as the sociocultural, nationally-mental and psychological phenomenon, and carries out different actions that, on condition of direct or mediated influence on others, lead to socialization or, vice versa, dissociate.

The connection between "decided" and "did" and social behavior is obvious: man forms an idea about something as accurate system of concepts with the help of certain interpretations; which helps a person to be a producer of various regulators of social behavior such as ideas, intentions, tasks, expectations, beliefs, hypotheses, methods of implementation and so on. The *id est* behavior is often modified by present and/or well-organized systems of signs, symbols, images, notions, knowledge...

Traditionally, in this context, problems like these have been studied by philosophy, logic, psychology, to a lesser extent – history, political science, nation study, literature (especially in the reading-book part).Journalism is at the intersection of Science Rivers. On the one hand, it seems to be saturated with their water and fueled by their energy, on the other – journalism by itself becomes an unquenchable source. The problems, mentioned above, in any case are interdependent with journalism.

Historically, journalism has a complex genesis and has passed more than one civilizational stage. First – as the fruit of oratorical art (ancient publicism), then – clerical messages and polemics (religious and worldview publicism), and with Guttenberg's invention – absorbedalive the concept (ideas and texts of authors), and a dead one, recreated in the printing mechanism, which made it a mass one. In the 20thcentury, numerous intellectual revolutions that improved and even absolutized mechanization have been held, so that sometimes a method of delivery, form, appearance ("muscles") prevail above the content ("brains").The documentary film, radio, television, satellite communications, internet, "digitization", social networks – all this not only helped journalism to become more efficient, ubiquitous, global and also approached(in many cases subordinated) it to other sciences and its types of activities (mathematics, physics, chemistry, biology, engineering sciences, political science, Public Relations, Image science, Conflict science, mass communication, advertising etc.).

Journalism of the early 21st c., irreproachable from outside, differs in essenceand is completely reflected on by the realities of the informative era, so that through functional transformation, certain objective pre-conditions of self-destruction arise. Among the symptomatic signs of devaluation of professional standards the most expressive and most notable ones, according to a destructive force, are tendentious, purposeful global changes of conceptual tasks (to control and construct – depending on the model of journalism: whether informative or analytical), on secondary tasks (to entertain and advertise). Sometimes it is combined as an incomprehensible hybrid. Here, for example, even in post-revolutionary time, covered by the war against an external aggressor, moral, professional and ethical principles remain to be a formality for mediators, as practically all the Mass Media present the meeting of the oligarch Dmytro Firtash on the European arena as a main event of the day [Festinger, 1957].Following such facts of garbling of the reality with the aim of transformation of mass consciousness, is Ukrainian journalism far better, more honest than the so-called Russian Mass Medias (informative troops)? Where is here the professionalism, impartiality, balance? Journalism grows into an irresponsible mediator, principles and functions of journalism (as a self-sufficient Poly-socio-cultural system) seem to be objectively, but in point of fact – in an organized way and roughly – are displaced and substituted by pseudo-modern

spectacular new dominants – quasi principles and quasi functions, erected to the primitive: to please, to glorify, to praise, to entertain, to advertise. All the more distinctly we observe the "abandonment" from the role of the public tribune, representative and initiator of the public dialogue, on behalf of the speaker who praises alien theses, performer of orders, trifling and useless servant...

Even the "Courier of UNESCO" openly declares a repudiation, in the near perspective, from a paper version on behalf of electronic, national TV channels of different countries turning into twenty-four-hour melodramas and dance grounds, "Reality shows", "Comedy" or political shows without (or with a tinypart of) an interesting, fresh idea, sober estimation, qualified analysis based on the cause-effectrelations. It appears that the serial mania, show mania, traditional and hidden advertising allegedly contribute to the increase of ratings, circulation, revenues. On the background of the Mass Media stagnation in Ukraine, especially at regional level, these processes, ontologically levelling in relation to a profession, vocation, degrading for a society, are clear signs of self-destruction with the neutral definitions: "Transformation, optimization of Mass Media".

Various externally attributive improvements, such as: redistribution of the audience (the increase of viewers and reduction of readers), emergence of new channels and radio stations, newspapers and magazines, Websites, growth of the periodicity and increase in the efficiency are insufficient compensators of losses for the majority of national public information products, national models of journalism. Even Germany, relatively safe in this sense, where, during the last decade, the number of readers is stably high and not re-formatted by digital media products, is also, it turns out, faced with serious intellectual problems, as discussed in the book "Generation stupid", by Stefan Bonner and Anne Weiss [Krymowa, 2008].

A serious threat to the future of journalism is the setting of norms of its new "role" with a focus on a market function. The journalism, transformed into "journalism as commodity", stands to lose positional, ideological, professional, moral principles, seeking out modern explanations such as tolerance, but it remains fundamental only in the achievement of incomes super profits.

Different mental components of cognition – knowledge, thoughts, intentions (whether of editors, or media owners or the audience) have become the key factors, confirmed by being based on conservation, development or degradation of Ukrainian media theory doctrines of Gestaltpsychology (after the good expression by Jaroshevsky and Anciferova, "psychology of consciousness" [Jaroshevsky, 1974, p.209]) and K. Lewin's "Field theory" [Lewin, 2000].

As is well- known, the main directions of cognition are perception, attraction, forming and changing of attitudes. Gestalt psychologists focus not on the real humanbeing and his interaction with the surrounding world, but on his consciousness, whereas human activities are diminished by the activity of consciousness. R. Abelson, a theorist of cognitivism, aptly summed up: everyone primarily is a Thinker, and then – an Actor [Abelson, 1968, p. 113]. The *Id est* actions of a person are usually realized, not spontaneous, reflex and are the quintessence of the procedural type of behavior. The journalist also constructs a certain process and follows it: at first collects the facts, eyewitness accounts, comments, studies documents, comprehends them and only then writes them down.

On the level of the human psyche and action there is an obvious connection between social psychology and journalism (in the context of comprehension of the last one as functional, perspective socio-cultural, to say, psycho-sociocultural model). However there are moments that really bring closer, combine psychology and journalism, for example, the concept of the image, once discussed among psychologists. Modern cognition theorists have denied earlier views of Gestalt psychologists that the

concept of image is an integral unit, the mosaic of the feelings. As a result of scientific debates, the phenomenological method was implemented: an observer describes his perception integrally, forming the image. This method is described in detail in the program J. Bruner "New Look" [Bruner, 1975, p. 136], relevant and valuable for both literary and journalism critics. J. Bruner has developed the idea of categorization. Another idea – isomorphism (by Köhler, structural similarity of material and psychological processes) – is borrowed from Gestalt psychology, examined by cognition theorists mainly in terms of various aspects of interpersonal relations, but not as socially organized space. For mass communication and journalism, however, more important, i.e. more promising from the point of view of scientific research, is a study and comprehension of social space.

The law of Köhler (law of centration) has become a push to the construction of numerous models of accordance and balance, important in human mutual relations in terms ofthe subjectivity of psychological comfort.Its essence consists in that, adequately to particular situations, there can be new structures of perception – "re-centering", in subjective practice explained as an *inside*. Reliance on the life experience is an important step in the genesis of scientific psychology. In addition, a fundamental principle of cognitivism which was based on the program of Gestalt psychologists, has become a combination of experimental practice and direct experience.

The "Field theory" by K. Lewin – a new stage, the theoretical source of cognition theorists, which supplements the previous idea, based primarily on perceptions. Principles of research of personality problems, suggested in a field theory, are broader than "image", there "motive" becomes important. Thus, K. Lewin focuses not so much on the gnoseological, but on motivational aspects of subject-objective relations. Principal in the "theory of the field" is the idea of environment and valence[2]. The idea of interaction of individual and milieus (environments) allows to overcome especially cognitive formations by real behavior.

The predecessors of cognitivism understood "field" as perceptive structure that was directly perceived by consciousness, Lewin, however – as the behavioral variable [Jaroshevsky, 1974, p. 258]. Duality of interpretations, firstly, insufficient to deny or reject the theory of fields, secondly, fundamentally important in social psychology, social information, mass communication, as it balances the different types of structures – from cognitive to human relationships – makes the changes possible between them, provides a transition to another. The idea of valence justifies the "locomotion" of an individual in a vital environment: positive valence is an aspiration of an individual for a certain part of the power field, and negative is the motion to an opposite side [Andreieewa, 2002, p.95].

The influence of Lewin on development of social psychology is unique in that sense, that, on the one hand, from now on cognition theorists normalize the analysis of humanistic aspects of behavior, and on the other, – works by his students (L. Festinger and F. Heider) present the basis of cognitivism as a separate trend.

The concept of "cognitive organization" or "cognitive structure" is the main conceptual component of the mechanism of cognitive theories. In the interpretation of R. Zajonc, "cognitive organization" is "any form of the interaction between cognitive elements (despite their determination) that has motivational, affective, constituent, behavioral or cognitive effects" [Zajonc, 1968, p. 321]. By the way, as to the definitions of "elements" of the structure, there is no common platform, and scientific debate has been simmering over the decades. To provide an example, L. Festinger believes that

2   Valence – "*value, the significance of an object, event or action for the subject, their motivation force*". Quote by: BRONEWYCKYJ, G.A., BRONEWYCKYJ G.G., TOMLIN, A.N. Psyhologo-pedagogichnyjslownykoficera-wychowateliakorabelnogopidrozdilu, 2005. Dostupne w interneti: // http://medbib.in.ua/psihologo-pedagogicheskiy-slovar-ofitsera.html

these *elements* are "any knowledge, ideas, persuasions about surroundings, about itself, about somebody's behavior" [Abelson, 1968b, p. 200], and J. Brehm calls them "points of information" [Andreieewa, 2002, p. 97]. Inside the cognitive structures three main processes are distinguished, viz. a) differentiation, b) integration, c) matching of the items.

They can be interpreted, firstly, in terms of psychology (role of the individual in separation and identification of different data and events), secondly, in terms of psychology of creativity in journalism (role, methods and ways of popularizing "Ideas, topics, goals, objectives, motives and images…"), and, thirdly, in terms of the theory of mass communication (roles of the communicant and communication itself).

The concepts of "stimulus" and "response" complement the conceptual mechanism of cognitive theories. A "*stimulus*" is the dynamic, activated object as element of general situation, and a "response" is a process of constructing a cognitive structure with taking into account of the stimulus. Instead, the most important variable of human behavior is, according to C. Osgood, "meaning" [Osgood, 1968, p. 32], which J. Bruner calls "the consequence of categorization" [Bruner, 1975, p. 138].

Explanation of "meaning" without "linking" it to psychology, such as concept of understanding of the importance, necessity, engine stimulus, etc., would – we believe – be incomplete. Science, however, owes cognition theorists a "meaningful" polemic-stimulated emergence of the "frame of reference", irreplaceable in logic, during the analysis of "methodological and theoretical problems of knowledge for description of certain general context which is taken into account by a researcher or which is inherent to some theoretical orientation" [Andreieewa, 2002, p. 95-96]. "Frame of reference" is one of the most universal, often irreplaceable methodological keys of the social sciences, humanities, including journalism, which, if not the main one, is, then, an extremely important principle of constant comparison-scaling (large, greater; small, smaller). It is this principle that makes it possible to give a detailed examination of certain objects and to contextually compare behavior.

Among the two groups of cognitive theories, viz. a) theory of cognitive consistency (the most prominent representatives: F. Heider, T. Newcomb, L. Festinger, C. Osgood, P.Tannenbaum, R.Abelson, M. Rosenberg), b) theories of S. Asch, D. Krech and R. Crutchfield – in terms of suitability to the theories of mass communication and journalism the works of representatives of the first group should be considered more, because the second group of cognition theorists does not accept the ideas of consistency.

The work *Theory of Cognitive consistency* [Abelson, 1968] is an illustration of the phenomenon, when at a certain period of time there approximate theories of different authors with no direct scientific contacts. In the late 1950s, theories of cognitive consistency occur under different names: balance, congruence, symmetry, dissonance, the common thing for them being a maximization of internal and intergroup accordance, as the disparity generates psychological discomfort that assists the reconstruction of cognitive structures with the aim of recovery (establishment) of accordance. Ebbinghaus, however, generalized: these theories have the "long past, but short history", the followers of theories of consistency saw the connection with a medieval notion of "logical man", and with later philosophical concepts of "rational man", "economic man" [8, p. 99].

The general aim of cognition theorists – an attempt to compare logical and illogical, rational and irrational in human behavior – can be considered as one of the major tasks of not only psychology but also journalism. Without taking into account the already mentioned problems, the truth can be interpreted as a lie, importance – as irrationality, illogicality – as logic, advantages – as defects…In practice, ignoring the balance, consonance or knowledge in favor of the "necessary" turns into tendentiousness, propaganda, manipulation, normalization of the authoritarian, totalitarian type of

journalism or total rejection of journalistic standards.

With the awareness of the complicated forms of social life, search for new and rational forms of behavior induced to rethink many problems and phenomena. It is believed that direct sources of theories of consistency are, firstly, the ideas of K. Lewin about the causes of conflict (types of conflicts: "approach – approach", "avoidance – avoidance", "approach – avoidance", then they have been experimentally confirmed by Miller), and secondly, the collective work under the direction of T. Adorno "Authoritarian personality" [Adorno, 1997]. Directed against the Führer cult, the book contained a chapter "Cognitive structure of personality", where the notion of "*tolerance of ambiguity*", which appeared as the prototype of the idea of "tolerance of disparity" (the theory of cognitive dissonance)is comprehended.

In terms of practical journalism, issues and ideas raised in the works of cognition theorists are important, though almost not comprehended.

Speculation (unjustified use) of concepts of "tolerance", "Freedom of speech", "balance", first of all generate a caricature of media (professional and social), and secondly, contribute to the effectiveness of specific communication technologies that are incompatible with the media, and close to media plus propaganda and manipulation, implemented with the help of theories "subcutaneous" model, spirals etc.

From the point of view of the new challenges, which journalism of the future is facing, still having a chance not to lose journalistic potential (describedin particular, in the books by Yo. Los' *Journalism and trends of the world and Perspectives of ideological journalism* [Los, 2008] [Los, 2014], in my monograph *The socio-cultural model of journalism...* [Zhytaryuk, 2008]), it is necessary to take a fresh approach not only to definitions, but also to the understanding of the social and global phenomena. Therefore, not so much following dictionary explanations, but basing things on the common sense and comprehension of the well-known tendencies and phenomena, designing new ones, I consider that freedom of speech is, first of all, *a* responsibility for a word: balanced, intelligent, honest, competent, but not a right to be irresponsible, fraudulent and destructive words-producers of corresponding ideas and actions. Tolerance is, in fact, a culture of dialogue, but not a connivance to the impudence of the monologue, it is a prohibition to lie, defamation, glorification; a utilization of the verbal-text waste, but not silent or mute nodding of the head.

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WEEKLY NEWSPAPER "NASHE SLOVO" (WARSAW) IN THE CONTEXT OF THE FORMATION OF UKRAINIAN STATEHOOD

Taras Balda[1]

Abstract

This article analyses creation and development of weekly newspaper "Nashe Slovo" (Our Word) and its role in the protection of Ukrainian identity. Also the author analyzes the role of newspaper in strengthening of Ukraine-Polish relations and the maintenance of Ukrainian national identity in Poland.

Keywords: Ukraine, newspaper, identity, journalism.

Periodicals are one of the main sources of information about the political, economic and cultural life of any national minority in any country. Ukrainian press, that was published beyond country borders during period of statelessness reflects and unites all the waves of Ukrainian emigration for over 50 years. It was reflecting the period of Ukrainians' resettlement from their ethnic lands to the foreign countries and life of those Ukrainian communities, which were a minority among the population of other countries.

In general, Ukrainian communities published over 600 periodicals in different countries and almost on every continent of the world. Ukrainian press abroad wasn't persecuted and controlled by Soviet Union censorship as it was with the periodicals that were published in Ukraine, which looked like Ukrainian only according to the language and style, but didn't represent actually Ukrainian standpoint. It is an enormous loss for modern scholars, who studied the development of Ukrainian press abroad, that very few copies of those newspapers remained tour days. Z. Sokolyuk mentioned reasonably: "Ukrainian émigré periodicals are not completely preserved in one concrete place and this, in terms of its cultural and political development, is a great loss" [Sokolyuk, 1965, p. 24].

It's hard to express the overall scale of such a loss, because of the fact that the Ukrainian newspapers have been published not only in Europe and North America (USA and Canada) but also in South America, Australia, Asia and even in North Africa. Some of them did not exist for a long period of time, but still they had a huge influence on the

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life of Ukrainian community abroad. "The history of Ukrainian press is the history of Ukrainian people" [Kedryn, 1986, p. 264]. With its help scholars can fill the gaps in the history.

According to the different statistics, nowadays there are between 13 and 15 million Ukrainians and their descendants outside of Ukraine (not including the current Ukrainian guest workers) who were scattered throughout the continents. In particular, Poland became home for about 400 thousand of our compatriots who constitute one of the largest national minorities in the country. For centuries many Ukrainians live in the historic areas of Bojkowszczyzna, Lemkovshchyna, Podlasie, Chełm and Nadsanie. To meet Ukrainian needs there are a lot of Ukrainian public organizations. There is also Ukrainian-language newspaper "Nashe Slovo", which is analyzed in this article.

Ukrainian press in Poland, as well as periodicals published in other countries, where Ukrainians lived, played an important role in preserving national identity of Ukrainian emigrants. Scholars who study the Ukrainian periodicals in Poland had fewer problems with access to primary sources of weekly newspaper "Nashe Slovo", since it was the oldest periodical newspaper in Poland and for a long time it was the main printed organ of Ukrainian Social and Cultural Society in Poland. Nowadays it is Ukrainian-Polish weekly newspaper, which is available in libraries and on the Internet.

For 60 years of its existence weekly newspaper "Nashe Slovo" has made a great contribution to the preservation of Ukrainian national identity. That is why it is important to analyze it thoroughly.

"Nashe Slovo" appeared in Poland in the wake of a so-called political thaw in 1950s. The first issue of the newspaper came out of print in June 15, 1956 and soon became the main organ of the Ukrainian Social and Cultural society in Poland. With the help of "Nashe Slovo", editors aimed to explain the official position of Polish authorities in relation to Ukrainians, who were deported with force in 1947 from ethnic south-eastern lands to the outskirts of northern-west of Poland according to *Vistula* operation. Polish authorities also tried to use this newspaper order to improve the economic and social situation in Ukrainian families, who were dispersed all over Poland. Authorities encouraged Ukrainians to develop their native culture and education and also spread information about the socio-political and cultural life of Soviet Ukraine among Ukrainians in Poland.

Editors and authors of "Nashe Slovo" were forced to exalt the communist party leader, avoid certain topics (that were related to the persecution of their religious beliefs) and ignore certain historical events, because of the political situation. However, editors managed not to embody ideas of the official (Polish) authorities completely and turned the newspaper into an open "tribune" from which the Ukrainian community in Poland could talk about discrimination, the threat of assimilation and other problems. Since its inception newspaper tried to support Ukrainian national consciousness, helped to protect and defend their rights and to teach the Ukrainian language.

There were published many materials that documented the activity of the Ukrainian Social and Cultural Society, educational and cultural activities of Ukrainians in Poland, art exhibitions and literary evenings on the pages of this periodical. Since December, 1956 "Nashe Slovo" has launched a children supplement "Dytyachyy svit" (which later became known as "Svitanok") and from May, 1958 a popular scientific supplement "Nasha Kultura". Every year the editorial staff of "Nashe Slovo" supplied the Ukrainian anthology entitled "Ukrainian calendar" and helped to publish it.

"Nashe Slovo" published Ukrainian authors not only from Poland and the Soviet Union, but also from Czechoslovakia and Romania, that played a significant role in the preservation of Ukrainian culture and language. Despite some political and ideological constraints, magazine was popular among the Ukrainian-speaking audience, and its issues aroused significant interest among Ukrainian communities all over the world

[Tyma, 2010, p. 30].

Since the magazine had such an independent editorial policy, unlike other minority periodicals, distribution of "Nashe Slovo" was forbidden on the territory of Soviet Ukraine, but still it was really popular among Western Ukrainian diaspora of all continents.

Later in the early 1980s, Polish government deprived "Nashe Slovo" of state funding because of its independent editorial policy. It caused a drop in circulation of the newspaper and, as a consequence, the loss of its popularity among the Ukrainian diaspora. Weekly newspaper "Nashe Slovo" gradually began to win back lost ground only after the fall of the communist government in Poland in the late 1989 and Ukraine's independence restoration.

Since 1990 "Nashe Slovo" is not an official organ of the Association of Ukrainians in Poland anymore and became the Ukrainian-speaking Polish newspaper.

Since that time it was published primarily to the Ukrainian community in Poland. With the help of "Nashe Slovo" readers could learn about the major events that took place in Poland, in Ukraine, and in the world, about the culture of two nations and their international relations, about historical events that had an impact on Poland and Ukraine. It also provided reviews of interesting books which were published in Poland, Ukraine, and others countries. In addition, editors of the newspaper paid attention to Ukrainian migrant workers and printed for them legal advices and practical materials on how to get accustomed to a new place and adapt in Polish society. According to the chief editor J. Prystasz, the main aim of "Nashe Slovo" was "to reflect the modern problems and to help the second and the third generation of Ukrainians who were born in Poland after Operation *Vistula*" [Surowska, 2012, p.7].

Along with coverage of contemporary issues, the editors focus on the constant appeal to history, as the national minorities in each state have their own points of view, which sometimes differ from the declarations of the national authorities. Therefore appeal to traditional history shapes the consciousness and identity of such communities. On *History* page in the "Nashe Slovo" there are published scientific research, autobiographical materials of prominent figures of Ukrainian origin, memories and memoirs. According to the notes of researcher T. Pron, "in historical publications editorial staff recognizes, primarily, an educational function. They publish articles of professional journalists, public figures and scientists from Poland and Ukraine, who represent not only historiographical narratives, but also documentary sources of Polish archives and eyewitness accounts"[Pron, 2010, p. 148].

Trying to keep pace with the times and to encourage the younger readers, editors of "Nashe Slovo" developed an electronic edition of the newspaper. On the website readers can find video and short articles that later appear in the full version. Editors even consider it to transform fully into electronic publishing and to launch the Internet subscription, so that readers will be able to see the full version of the newspaper after paying a certain fee.

Nowadays, despite many problems "newspaper «Nashe Slovo» successfully combines professional socio-political analysis of popular narrative, makes an important contribution to maintaining the identity of the Ukrainians in Poland. It still forms historical consciousness and protects Ukrainian community in Poland from unfair authors, who spread negative stereotypes about Ukrainians and interfere peaceful friendly coexistence in Polish society" [Pron, 2010, p. 148].

The weekly newspaper "Nashe Slovo" continues to consolidate two neighboring nations and contributes significantly to the development of two independent states. Review of the newspaper shows that the basis of its journalistic publications is the experience of the Ukrainian community in Poland, the consolidation of Ukrainian people, the restoration of historical justice.

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NECROMARKETING AS ADVERTISING STRATEGY IN AMERICAN TELEVISION

Amiee J. Shelton[1]

Abstract

Significant research has been conducted regarding fear appeals, but little empirical evidence concerning death appeals is found. This study determined to what extent necromarketing exists in advertisements in American television. Through a content analysis of 1012 American television advertisements, this study found what product categories employ this marketing strategy and which consumer groups were targeted. Findings show that implicit necromarketing is a more commonly used marketing tactic than explicit necromarketing; the industries of entertainment promotions and insurance use necromarketing appeals more often than others, and necromarketing appeals were more heavily used during primetime. His study forms the base for future studies investigating the impact death has on purchase intentions.

Keywords: Necromarketing, Television, Marketing, Advertising, Death in Marketing, Promotion, Marketing Communication

Introduction

"The idea of death, the fear of it, haunts the human animal like nothing else: it is the mainspring of human activity—activity designed largely to avoid the fatality of death, to overcome it by denying it in some way that is the final destiny for man" [Becker, 1973, p. ix]. Death comes in many forms, sometimes by time, accident, disease, or intentional infliction by another human. Regardless of the method death occurs, mankind perceives death to be painful. Thus, death is the ultimate form of fear, and human behavior seeks to willfully ignore the inevitability of death [Becker, 1973].

Emotional appeals have been accepted for ages as being a great motivator for the consumers. Emotions are important to the advertising schematic, both to gain attention from consumers and to drive behavior. Regarding advertising appeals, the literature typically compares affect [emotion] to cognition, concluding that emotion influences decisions in the present whereas reason-based thinking [cognition] influences long-term decisions [Liberman et al., 2006]. However, presentation of emotion can be both concrete and abstract [Bulbul & Menon, 2010]. Bulbul & Menon [2010] propose that the "nature of an affective claim determines whether affect will be more influential for short- versus long-term decisions" [p. 177]. Concrete affect has more influence on behavioral "intentions relating to the shorter term, while abstract affect has more influence on behavioral intentions relating to the longer term" [Bulbul & Menon, 2010, p. 177]. Therefore, the specific meaning of the emotional appeal determines how it will be used in judgment by the consumer [Tiedens and Linton, 2001].

Advertisements with controversial material have a positive impact on consumers'

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attention and ad awareness [Dahl, Frankenberger, and Manchanda, 2003]. Furthermore, emotional appeals represented concretely reveal consumers contextualize, subordinate, and link the message to the details and specifics of their situation. Alternatively, abstract emotional appeals are linked to more general impressions, the "gist" of an event or object. Bulbul & Menon [2010], suggest that abstract affective appeals might work better for retirement products due to the longer-term perspective of consumers, whereas persuasive appeals for loyalty programs could be framed more abstractly "because by default such programs ask for long-term behavioral connections" [p. 177].

Strategic planning for advertising results in the "dominant mood" for the product, where the product's most important appeal is determined on a continuum between rational and emotional. For most products, the dominant mood remains consistent throughout all marketing communication efforts. The way emotion is used in marketing communication efforts has been studied. However, how death is presented regarding marketing strategy is missing from the literature, despite the fact that since 2009, there has been a increase in the number of advertisements and public service announcements featuring death, tragedies, and illnesses [Wojciechowski, 2010].

Necromarketing [the marketing of death] is a construct of marketing which uses various established persuasive communication methods, but features situations and objects explicitly or implicated connected to death or parasites on death or tragedy in order to elicit an emotional attachment to the product, service, or cause being propagated [Wojciechowski & Shelton, 2014]. While many studies have explored the impact fear appeals have on consumers, few studies have explored directly into the topic of necromarketing. The purpose of this study is to examine if implicit and explicit necromarketing exists in advertisements in American television advertisements, to quantify what industries, brands or products/services use necromarketing and to what extent, and ultimately which consumers were targeted. It is important to study the role necromarketing plays in American television advertisements for many reasons: ethical implications, primacy effects, the credibility of advertising, brand perceptions and cultural roots.

Media Consumption

Despite the number of channels available, or perhaps because of the numbers consumers have to choose from brands are challenged still with the task of breaking through the clutter. According to Media Dynamics [2014], "the number of ads that adults are now exposed to across all five media [TV, radio, Internet, newspapers and magazines] is about 360 per day." This clutter or "noise" is causing many to become desensitized to traditional advertising strategies. Consumers are exposed to approximately 360 persuasive messages, yet only about 150 advertisements get consumers to pay attention. Far fewer make a strong enough impact to be recalled, make an impression, or ultimately, lead to the desired behavior [Johnson 2014].

Additionally, an increasing number of "consumers are more likely to declare independence from advertising, claiming their consumption behavior and decision-making processes are not due to advertising" [Petrova, 2011, p. 79]. Therefore, advertising must get consumers emotionally motivated to investigate and ultimately to buy the advertised product or service. Using death as a strategy not only gains attention but can also influence purchase habits through the fear the idea of death brings to consumers.

There are a number of fears that are attributed to the idea of death, and "researchers have suggested that the fear of death is actually a multi-dimensional concept" [Moore & Williamson, 2003, p. 3]. There have been eight dimensions of the fear of death distinguished [Hoelter and Hoelter, 1978]. These include 1] fear of the dying process, 2] fear of premature death, 3] fear for significant others, 4] phobic fear of death, 5] fear of
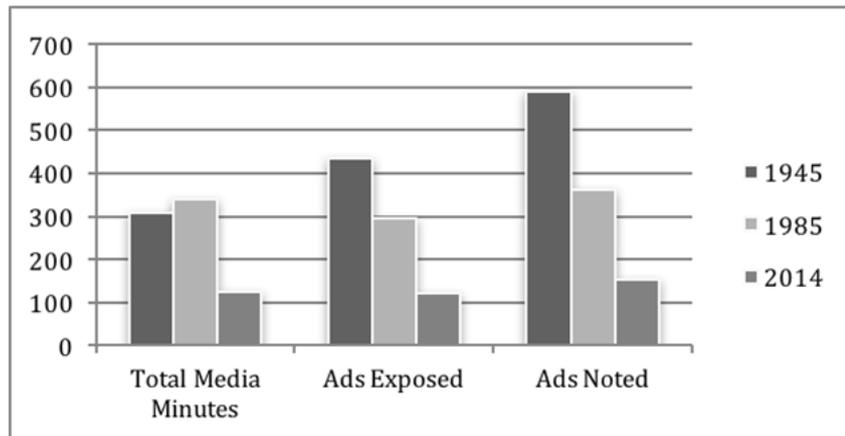
Ads Exposed are ads that can be seen /heard
Ads Noted attracted the audience's full attention for a few seconds or more

Source: 9/14 Media Dynamics, Inc.

Exhibit 1: Average Adult's Daily Media & Ad Exposure

being destroyed, 6] fear of the body after death, 7] fear of the unknown, and 8] fear of the dead [Hoelter and Hoelter, 1978]. Additionally, Florian and Mikulincer [1993] argue that intrapersonal, interpersonal and transpersonal components are primary undercurrents for the fear of death. Intrapersonal components are "related to the impact of death on the mind and body, which include fears of loss of fulfillment of personal goals and fear of the body's annihilation" [Florian & Mikulincer, as cited in Moore & Williamson, 2003, p. 3]. An interpersonal component is related to the effect death has on inter-personal relationships while a transpersonal component concerns fears about the transcenden-tal self, such as the "punishment after death" [Florian & Mikulincer, as cited in Moore & Williamson, 2003, p. 3].

As the fear of death is quite complex, some authors suggest using the term "death anxiety" to describe the amorphous set of feelings that thinking about death can arouse [Schultz, 1979]. The complexity around death, and the number of fears produced by thinking about it, suggests that such fears could be either natural or social constructs. The most common view, historically speaking is that the fear of death is innate to hu-mans. Moore & Williamson [2003] argue humans spend their life avoiding death, and "that the underlying terror of death is what drives most of the human endeavor" [p. 3]. Therefore, many conclude that the fear of death is a universal and natural response to dying, specifically in view of all the attempts of biological organisms to preserve life [Moore & Williamson, 2003].

Emotion as Persuasion

The emotion of fear has been argued to evolve as a mechanism to protect hu-mans from life-threatening situations, and that is reflected in the evolutionary prima-cy of the brain's reasoning facilities. The area of the brain that processes perceptions and thoughts and tags them with "fear" is the amygdala. Like the neocortex, where conscious awareness is located, the "almond-shaped" bundle of neurons awareness is near the center of the brain. Thus, the emptions elicited by the dual process of Necro-marketing motivate consumer's behavior towards self-interest and the interest of those within our sphere of care or concern [Begley, 2007]. The emotions of fear lead us to pro-tect our family and ourselves. Overall, "the evolutionary primacy of the brain's fear cir-cuitry makes it more powerful than the brain's reasoning faculties" [Begley, 2007, para. 6]. Consequently, fear can be easily stroked and can be irrational and not subject to reason [Maren, 2008]. Therefore, during a scary experience, relationship between a con-sumer and a brand can improve. When people feel fear, brands and affiliations provide

that link and make people feel better [Dunn & Hoegg, 2014]. While studies also reveal that participants who saw advertisements with morality reminders had more negative attitudes towards the advertisement, these same consumers had increased purchase intent of the product advertised [Das, Duiven, Arendsen, and Vermeulen, 2014]. These finding aligns with Dar-Nimrod's [2012] findings that when consumers are faced with the inevitability of their own death, they experience a fear, mostly unconscious fear, that they suppress by pursuing wealth and buying products to reinforce a materialistic worldview [Das, et al., 2014].

Similar to this finding, Cooper, Goldenberg and Arndt [2014] found that those who were primed with messages specifically using death as a fear appeal reported that they were more likely to change their behavior than those who were exposed to messages with a general fear appeal, but not suggesting death. Therefore, there is an established body of research supporting the use of mortality reminders in fear appeals, as there is a significant increase in intended behavioral change and purchasing habits.

Fear has further effects on consumers than just encouraging materialism. Dunn and Hoegg [2014] found that fear appeals have the ability to facilitate emotional brand attachment. When consumers view fearful advertisements, they seek out affiliation with others to help cope through the uncomfortable experience, and in the case of advertisements, viewers seek affiliation with brands [Dunn & Hoegg, 2014]. This finding suggests that consumers become emotionally attached to products that are advertised to them in a fearful way. Therefore, the myriad of marketing communications efforts in an array of product categories [political candidates, health care, non-profit, consumer products] is strategically produced to play on these human fears. With this strategy, communicators are creating a perpetuate state of fear in consumers to keep them submissive to advertising messages [Becker, 1974, p. 14].
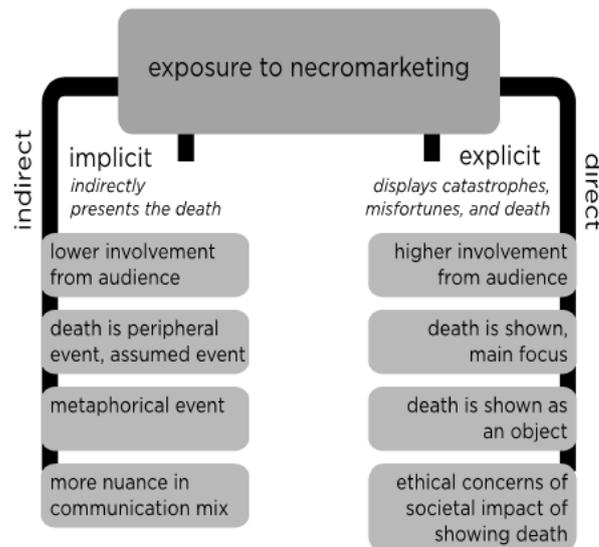
Necromarketing

Necromarketing is a viable marketing construct, as death depictions are used paradoxically as death scares and attracts people as the same time [Walter, Littlewood, & Pickering, 1995]. Wojciechowski and Shelton [2014] defined necromarketing as a dual process construct involving two routes of persuasion, similar to both the Heuristic-Systematic Model of Information Processing [HSM] and the Elaboration Likelihood Model [ELM]. As with the HSM and ELM models, which examines heuristic and systematics processing and central and peripheral route of processing respectively,

Necromarketing discusses explicit and implicit processing [Exhibit 1]. Where Necromarketing differs from both ELM and HSM is the level of processing. With both of these established models, the argument [or persuasive message] is evaluated, and a determination must be made if the argument is strong or weak in order to classify the method into the appropriate process. Necromarketing affects consumers on a more basic level, causing a block on conscious and rational thinking when evaluating brands. This occurs because nothing is more uncomfortable than fear [Wojciechowski & Shelton, 2014, p 93].

Regardless of the level of processing [explicit or implicit] used in Necromarketing, the idea of death causes fear. "Fear of death is one of the inclinations people have that lead them towards death defying behavior" and most of human inclinations people have that lead them towards death defying behavior do not stem from calculations [Becker, 1973, p. 11].

Explicit Necromarketing deals with displaying catastrophes, misfortunes and deaths in their pure, direct form. A direct death reference or display includes the depiction of corpses, autopsy, death, illness, or bad luck and undertaking service. The explicit form of Necromarketing is a valued and heavily used method in marketing communications because of the inevitability of death for mankind. Perhaps it is for this reason

Adapted from "Necromarketing in Advertising," by
L. Wojciechowski and A, Shelton, 2014, *Studia
Ekonomiczne* 01/2014; NR205(Marketing
Communication Special Ed.):91-97.

Exhibit 2: Dual Routes in Necromarketing

alone, that the idea of death fascinates the human race. Explicit Necromarketing creates an immediate connection between the brand and the consumer, in part because emotions dictate that connection. Feelings lead to emotions and emotions connect people; tragedy touches people, creating greater sensitivity at that moment. Thus, the explicit form of Necromarketing has a profound effect on the human conscious.

Fear can be triggered powerfully not by wordy arguments but simply by images of death. This is because fear is a primitive nature, and that feeds directly into the brain's emotion regions. Although, words that evoke images of death over words that give abstractions are also powerful triggers of fear. Therefore, even something as seemingly innocuous as passing a funeral procession reminds consumers of the inevitability of death. To overcome this fear, people "go to ground" psychologically [Begley, 2010]. Therefore, consumers become more committed to brands and identify more strongly with brands and products that are enduring. When consumers are explicitly reminded with their own inevitable death, they expressed greater support for the products that confronted death other those that did not bring up morality at all [Begley, 2010].

Explicit processing often uses direct fear appeals. Fear appeals are composed of three main concepts: fear, threat, and perceived efficacy. "Fear is an emotion that is usually accompanied by heightened physiological arousal. Threat is an external stimulus that creates a perception in message receivers that they are susceptible to some negative situation or outcome;" whereas "perceived efficacy is a person's belief that message recommendations can be implemented and will effectively reduce the threat depicted in the message" [Gore et al., 1998, 36]. Explicit forms of necromarketing are effective because they contain direct portrayal of death as well as high levels of threat and efficacy. In this appeal, the message contains a meaningful threat or important problem as well as a specific directed action that an individual can take to reduce the threat or problem [Witte and Allen, 2000].

Implicit Necromarketing, in the other hand, is the indirect presentation of death, working with symbols and pictures relating to death. The indirect presentation, however, does not limit the impact on the consumer. The implicit route works by attaching to already present human fears and insecurities about the inevitability of death. Working

on the subconscious, the implicit route of Necromarketing could be thought of as a "softer" sell than the explicit route, but no less effective. Greenburg [2004] found subliminal reminders of death were effective in branding. An example of indirect fear appeals could be regarding advertisements that attempt to motivate people to help others in danger.

Fear resides in individuals, rather than in message content [Denzin, 1984]. Therefore, messages that are framed with precautionary or reassurance information rather than overt images of death to arouse fear, are likely to have the greatest impact on behavior. This is important especially given the fact that in some, overt fear may inhibit action. Thus, the implicit route of necromarketing is showing death with a degree of finesse. Studies have shown that the use of fear is most effective "when used as a scalpel rather than a cudgel" by stoking audience's anxieties instead of inflaming them [Begley, 2010, p. 4]. Implicit Necromarketing also serves up death by showing symbols identified with death, such as a skeleton, gravestone, or a coffin.

Fear in Advertising

While humor is used in necromarketing to present death, fear appeals are the common staple in necromarketing strategy, either through the explicit or implicit route. Fear often evokes the fight or flight response, and more often than the flight response is the first reaction. Humans often unconsciously flee back to their comfort zone. When the path to this comfort zone is murky, humans are likely to follow any illumination back to the path. This is why, in part, marketers use fear as often as they can. The basic strategy is that a scenario is constructed to evoke a sense of fear, and a solution—a path back to the comfort zone—is provided entailing the use of specific products or services. Therefore, messages concerning death are salient to consumers, and can precipitate forms of materialism [Urien & Kilbourne, 2008].

Modern western society is characterized as death defying [Barry & Yuill, 2012]. Death defying implies that the discussion of death, or the topic of dying or death in general, is silenced in polite conversation. Thus, when messages are disseminated concerning the topic of death, people find are confronted with cognitive dissonance, and seek consistency in their beliefs and attitudes in the situation. The use of fear appeals inherent in necromarketing are built from a foundation of various communication, marketing and psychological theories, providing a reason why usage is so widespread Most notably, the Terror Management Theory [TMT], and the Protection Motivation Theory [PMT] underscore death-marketing efforts.

Terror Management Theory [TMT] posits that humans have the cognitively capacity to be self-aware and instinctively learns towards self-preservation. This awareness allows humans to be aware of death. This awareness or understanding of death and the instinctive drive for self-preservation engenders a vast potential for terror in humans. To quell the terror that comes from death, humans invest in cultural belief systems [or worldviews] that infuse life with meaning. Therefore, strategic advertising efforts depict common worldviews to engage consumers with a brand in order to provide meaning to individual lives. Materialism is one human behavior seeks to lessen the impact of fear. After the World Trade Center tragedy, "Americans had to come to terms with death saliency that was subtly present in the fringes of their consciousness" [Urien & Kilbourne, 2008, p. 410]; therefore, Americans "started buying more houses, cars, electrical appliances, furniture, etc. This resulted in an increase in annual consumer spending of 6% between October and December of 2001" [Arndt et al., 2004b, p. 410].

Another theory, the Protection Motivation Theory [PMT] proposes that mankind protects themselves based on four factors: the perceived severity of a threatening event, the perceived probability of the occurrence [or vulnerability], the efficacy of the recommended preventive behavior, and the perceived self-efficacy [Rogers, 1983].

Therefore, both the threat appraisal and coping appraisal affects the protection motivation. The threat appraisal assesses the severity of the situation and examines how serious the situation is whereas the coping appraisal is how one responds to the situation. Advertising efforts play on this protection motivation by providing an answer to the fearful situation at hand. While there are many goals of marketing efforts, the ultimate goal of any marketing effort are to increase desired behavior and to "own" the market [McKenna, 1990]. Therefore, consumerism is on the minds of marketers during all efforts, most notably when being used as a strategy to guide consumers down the path towards safety.

Choosing which necromarketing appeal to use in an advertising effort comes down to three principles: "prevailing deliberation, thorough planning and emphasizing the creative side" [Krajčovič, 2015, p. 28]. With these principles in mind, it is prudent to mention that while necromarketing may use shock as a strategic communication tool in advertisement, shock is not a requirement. This is an important distinction, as studies have found that using shock techniques are found to be ineffective in advertisements [Urwin & Ventor, 2014]. In fact, shock ads make no difference in terms of memory recall, and "no matter what gender, personal identity or religion, shock advertising appears to be ineffective, dull, unenjoyable and unpleasant" [Urwin & Ventor, 2004, p. 212]. With shock, "people either do not remember anything at all with regards to the advertisement or only remember the imagery displayed" therefore brand positioning is not achieved because consumers are unable to remember the brand in question [Urwin & Ventor, 2004, p. 212]. Where necromarketing is involved, ads using either explicit or implicit appeals are able to break through the myriad of messages and make a connection with consumers. This is due to the fact that death is the "most universal common," the "ground of a universal community of which oneself is an ineluctable member" [Bamyeh, 2007, p.4].

Research Questions

Petty and Cacioppo's theory of persuasion explaining that fear appeals are more effective for a high involvement product than for a low involvement product guided us in our hypotheses. Furthermore, we based our hypotheses on the idea that fear is a basic emotion. Based on earlier findings regarding fear appeals in advertisements, the current study investigated advertisements [paid space] in American television, and with an understanding of American cultural practices, this study specifically investigated the following hypotheses:

H1: Implicit necromarketing will be a more commonly used marketing tactic than explicit necromarketing;

H2: The industries of insurance companies, and entertainment promotions will use necromarketing appeals more often then other product categories.

Because no previous research appears to have analyzed American television advertisements for necromarketing, the following research questions were also posed:

Q1: To what extent are explicit and implicit necromarketing appeals found in advertisements in American television?

Q2: Which type of necromarketing is used more in advertisements?

Q3: What industries use necromarketing the most?

Q4: Who do advertisers target with necromarketing?

Methodology

This study takes a quantitative approach to measuring necromarketing efforts in American primetime television programming. The method of content analysis was determined prudent as it allows researcher to collect a wide variety of data throughout

any range of time, and is non-intrusive [Macnamara, 2006]. Therefore, researchers were able to examine a large sample of shows for multiple periods of time. Further support for the method of content analysis stems from the Cognitive Social Learning Theory [Bandura, 1986], which states that mass media [in particular television] has the power to reflect behavior and social attitudes that viewers observe, retain, and learn from. Thus, the Cognitive Social Learning Theory underpins any discussion about the impact of television content, including advertising, has on society.

The design of the research has as its underpinnings the idea of message system analysis, as introduced by George Gerbner. Message system analysis, as defined for this study comes from Gerbner's "Violence Profile" [1980]. Gerbners' approach was content analyses. For his studies, Gerbner created specific definitions of violence to determine whether an act was counted. To accurately code necromarketing, categories were created that mirror the dual process construct involving two routes of persuasion: explicit and implicit. This study was carried out on convenience sample of American television advertisements. Implicit necromarketing was coded when researchers saw indirect presentation of death, specifically regarding symbols and pictures referring to death. Examples of implicit necromarketing would be a cemetery, coffin, or angel; whereas explicit necromarketing displayed catastrophes, misfortunes and deaths in their pure, direct form. A direct death reference or display includes the depiction of corpses, autopsy, or death. Other coded variables included: the network, the time the show aired, and product category of the advertisement.

Category Construction

Regarding network, four broadcast networks were determined to be prudent to investigate [ABC, CBS, NBC, and FOX,]. These four represent the largest broadcast television networks in the United States. While ABC, CBS and NBC traditionally are considered the big three [due to ratings, time on the air, programming hours], Fox has just about the same household reach percentage as the Big Three, and is therefore often considered a peer to ABC, NBC, and CBS since it has also achieved equal or better ratings since the late 1990s. Most media outlets now include Fox in what they refer to as the "Big Four" television networks. Times varied across day-parts, and chosen using a convenience sampling method. Program promotions, while not advertising because they are not paid [and are therefore excluded from Kantar's advertising sponsor categories], were included in this study to be able to better understand what consumer groups were being targeted by necromarketing appeals.

The product category was determined by investigating the top product categories by spending in the United States. This list is populated quarterly by the highest levels of ad spending in various media. The top product categories across multiple quarters [with equal variance assumed] were as follows:

- Food [fast food, grocery stories, etc.]
- Baby/Children
- Department Stores
- Drinks
- Technology
- Pharmaceutical
- Insurance
- Automobiles
- Motion Pictures
- Network Promos
- Beauty

- Other

In addition, coders noted the mode of persuasion used in the advertisement. These modes of persuasion [often referred to as rhetorical strategies or rhetorical appeals] are used to classify the speaker's appeal to the audience. To this end, logos [appeals to reason], ethos [appeals to consumer's character] and pathos [using emotion] were coded for each advertisement that used necromarketing as a strategy in the message.

The unit of analysis for this study was necromarketing and the vehicle of inspection was television advertisements airing during composite week of November 10 through November 16, 2015. The universe of this study consisted of any advertisement that aired during the television show.

Encoder Reliability

Multiple coders analyzed each advertisement. To increase reliability, these coders were trained in order to accurately understand and code each instance of visual and verbal depictions of civic virtue as defined by the researcher. A pilot test was conducted to establish encoder reliability before the start of the study. The coders watched television advertisements from 2013, which therefore were not included in this study. The range of reliability coefficients ranged from .75 to .97, with the overall reliability score .90 using Cohen's Kappa.

Each coder used a video monitor to view each advertisement and had the coding sheet in front of them. Coders used a remote control to pause the program while marking the coding sheet. In some cases, a DVR was used to record the programming for a specific time slot during the day. Each show resulted in a new coding sheet.

Findings

After collecting data, and coding it into SPSS, we were able to run simple statistical tests to describe the results. Over all we coded 40 television shows, resulting in 1012 television advertisements for a total of 125 instances of necromarketing. Advertisements were sampled from a variety of product categories. As researchers first coded each commercial based on product category, and secondarily by type of necromarketing, this study has wide appeal to anyone investigating the product type advertised in American television, by day, time and network. Figure 1 shows the distribution of advertising by product category. Only the seven most populated categories were reported.
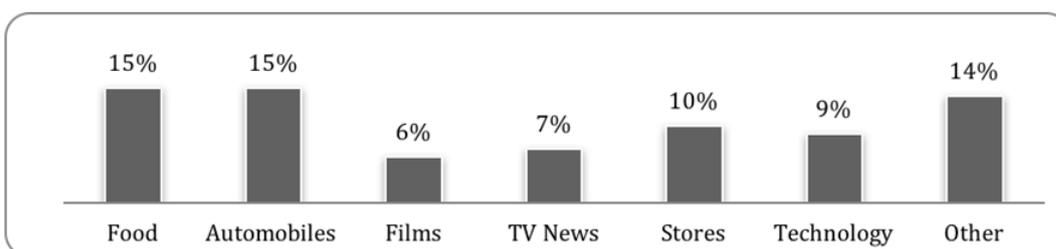

Figure 1: Primary Product Categories

As shown in Figure 2, both types of Necromarketing were found as marketing strategies in American advertising, although implicit necromarketing was used more often [9%] as compared explicit necromarketing [2%]. Only 1 % of advertisements [N = 1012] portrayed both implicit and explicit necromarketing.
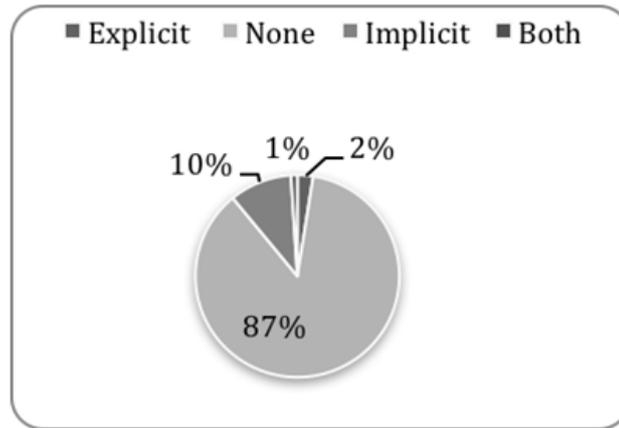
Figure 2: Types of Necromarketing

An independent samples t-test, was conducted to compare the product category mean scores to the advertisements that used implicit necromarketing as a strategy and those that did not. There was a statistical significance found [M = 8.47, SD = 3.78; M 6.39, SD = 3.78]. While this analysis showed us what was already intuitively known by looking at the frequency breakdown [Table 1] it allowed researchers to combine create a new variable by combining the categories of implicit and explicit necromarketing, enabling us to pinpoint which product categories had the statistical difference by conducting a one-way anova.

Necromarketing Per Product Category						
Categories	Implicit		Explicit		None	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Insurance	0	-	5	1%	34	87 %
Film	21	37%	4	1%	32	56 %
News Promotions	24	36%	12	1%	28	43%
Programming	31	25%	11	1%	79	65%
Programming	31	25%	11	1%	79	65%

Table 1: Necromarketing Per Product Category

A one-way between subject analysis of variance was conducted with the newly coded variable to explore the type of necromarketing used in advertising and the product category, as measured by Nielsen. Subjects were divided into four categories according to the type of necromarketing, [Group 1: Explicit, Group 2: None, Group 3: Implicit, Group 4: both]. After running the test, statistical differences were found at the $p < .05$ level in necromarketing scores for the four categories [F = 10.1, p = .000] showing that the advertisements in the product category of insurance [M= 5.91, SD = 3.74] and motion pictures [M= 8.34, SD = 2.47]. While both categories had had instances of necromarketing, there were significant different in the type of necromarketing used, in that implicit necromarketing was the most prevalent in the product categories.

To investigate if the type of necromarketing used by communicators differed based on product category/industry, we ran non-parametric statistics, specifically in the form of a Chi- Square test of independence. The test [with Yates Continuity Correction] indicated a statically significant association between product category and necromarketing, X2 [33, n = 1009] = .26, p = .000, phi = .4. The effect size is important to note. Using the Cramer's V, which takes into account degrees of freedom for tables larger then a 2 X 2 [in this case it was a 4 x 12], we removed one case from each the row [12-1] and column [5-1]. Using the smaller value of three [C-1 =3], we determined that the effect size was moderate to large [Cramer's V = .26].

After running a cross tabulation of data, the results provided evidence concerning what industry used necromarketing most often in the advertising efforts. Advertisements in the product categories of insurance, films, television network show and news promotions were found to have the greatest number of necromarketing appeals. Out of 281 advertisements in these five categories, there were 108 necromarketing appeals [4%]. Table 1 shows the percentages of explicit and implicit found in each product category. However, important to note is that three of the four product categories featured both implicit and explicit appeals in television advertisements.

Cross tabulations reveal the time slots of 8:00pm, 8:30pm, 9:00pm, and 10:00pm had the most necromarketing featured.

Necromarketing in Primetime								
Types	8:00 PM		8:30 PM		9:00 PM		10:00 PM	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Implicit	22	16%	17	13%	16	19%	20	22%
Explicit	3	2%	2	1%	1	1%	3	3%
None	110	81%	114	86%	66	80%	67	74%
Total	135	100%	133	100%	83	100%	90	100%

Table 2: Necromarketing in Primetime

Nineteen percent of all advertisements airing in these evening hours [primetime] on television [n = 441] featured necromarketing appeals with 89% of all necromarketing ads using implicit appeals. Furthermore, the late morning/afternoon time slots of 10:30am, 11:00am, 11:30am, and 2:00pm featured more necromarketing then other timeslots in that day part. Twenty-two percent of all advertisements coded for these day parts were found to contain necromarketing appeals [n = 198], with 63% of all necromarketing advertisements being implicit. Tables two and three illustrates the total advertisements coded, and the percentage of advertisements found to be necromarketing in daytime and primetime television respectively.

Necromarketing in Daytime								
Types	10:30 AM		11:00 AM		11:30 AM		2:30 PM	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Implicit	8	9%	7	25%	5	12%	8	24%
Explicit	2	2%	5	18%	5	12%	4	12%
None	84	89%	16	57%	33	76%	21	64%
Total	94	100%	28	100%	43	100%	33	100%

Table 3: Necromarketing in Daytime

When investigating which American television network featured necromarketing, we ran cross tabulation, which revealed that while all networks had advertising with necromarketing, NBC had 82 [17%] explicit and implicit appeals in advertisements [n = 496], 71% [n = 58] of which were implicit appeals.
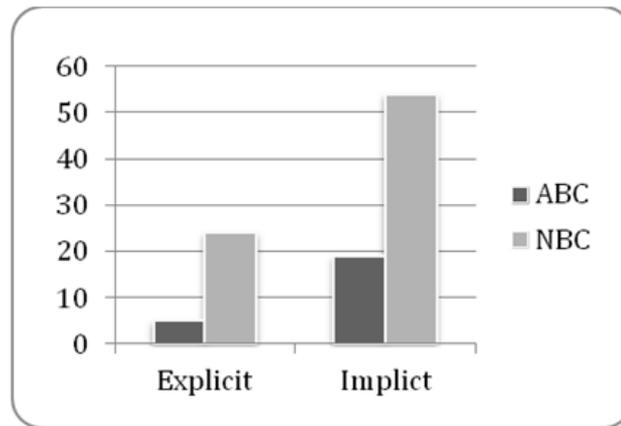
Figure 3: Necromarketing by Top Network

However, while the ABC network had fewer advertisements coded in this study then other networks, the advertisements collected reveled that 20% of all ads [n = 135] featured necromarketing. To investigate if the television network differed regarding type of advertisements purchased by marketing departments, we ran a one-way between groups anova. We found a statistically significant difference at the p < .05 level between the networks CBS and NBC [F = 3.4, df = 3, p = .016]. Despite reaching statistical significance, the actual difference in mean score between the groups was quite small. The effect size, calculated using eta squared was .01. Post Hoc comparisons using the Tukey HSD test, indicated that the mean score for ABC was [M = 2.86, SD = .65] , CBS was [M = 3.14, DS = .93] and NBC was [M = 2.87, SD = 1.01], and FOX [M = 2.7, SD = 1.25]. ABC and FOX did not differ significantly from the other two.

In order to determine whom advertisers target with necromarketing, we conducted cross-tabulations to reveal which day of the week advertisers use necromarketing appeals. We found that Sunday, Tuesdays, and Fridays had a significantly higher amount of necromarketing appeals then Mondays, Wednesdays or Thursdays.

Days	Explicit		Implicit		Both	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Sunday	1	7%	14	19%	0	-
Monday	2	13%	17	24%	0	-
Tuesday	1	7%	16	22%	0	-
Wednesday	0	-	1	1%	0	-
Thursday	2	13%	7	10%	2	50%
Friday	9	60%	17	24%	2	50%
Totals	15	100%	72	100%	4	100%

Table 4: Necromarketing Appeals by Day

Discussion

The proliferation of death in a myriad of marketing efforts can be attributed in some part to the proliferation of media channels and information sources, and due to modern death defying attitudes. To get consumers attention, advertising must be shocking and provoking. In fact, attention is so necessary in effective advertising, and the market is so competitive that attention is now often regarded as currency [Teixeira, 2014].

While previous studies have investigated fear appeals and their effect on consumers, very little research has been done on how advertisers market death. While only 13%

percent of advertisements were considered necromarketing, we still were able to show that consumers are exposed to it in American television advertisements. Of the two methods of necromarketing, implicit necromarketing is used most often. This indirect approach means that advertisers tend to prefer to appeal to the subconscious than to use a shock approach.

Advertisements in the product categories of insurance, films, television network show and news and show promotions were found to have the greatest number of necromarketing appeals. Program promotions, while not advertising because they are not paid [and are therefore excluded from Kantar's advertising sponsor categories], were included in this study to be able to better understand what consumer groups were being targeted by necromarketing appeals. Based on the amount of advertising expenditures by product category, insurance, and films fall in the top five according to Kantar Media. Thus, if necromarketing is a strategy in these categories, the viewers have a greater likelihood of being exposed either through the explicit or implicit route. The findings regarding product categories, support the prediction that the industries of insurance companies, and entertainment promotions will use necromarketing appeals more often then others.

However, an interesting finding was that television shows promotions and news/station promotions rated higher then another category. This was an interesting finding, as network promotions of its own content were not considered when investigating advertising expenditures. However, the use of necromarketing to promote primetime shows and newscasts is not surprising considering the amount of violence shown in American television shows [Shelton, 2007]. Furthermore, as one of the purposes in conducting this study was to define the consumer groups being targeted by necromarketing, these network promotions yield a great deal of information when cross tabulated with times and network.

Our assumption was that implicit necromarketing would be a more commonly used marketing tactic than explicit necromarketing was proven to be valid. Our assumptions that more necromarketing appeals would be found in primetime television, was also found to be valid. While there were a greater number of necromarketing appeals found in primetime, the daytime programs had nearly 6% of all ads having a necromarketing premise. Furthermore, we were able to pinpoint which time slots in primetime that had the highest occurrences of necromarketing, which was 20-21:00. This finding was important, as one of the goals of this research project was to determine who is targeted by necromarketing appeals. To make this determination, in addition to the time necromarketing was found in, we investigated which American television network aired more necromarketing advertisements, and what day they aired. Our findings revealed that while all networks had advertising with necromarketing, NBC and ABC advertisements featured necromarketing more often. The days of Sunday, Tuesdays, and Fridays had a significantly higher amount of necromarketing appeals then Tuesdays, Wednesdays or Thursday [Figure 6]. These findings, combined with ratings information from Nielsen, show us that necromarketing is widely disseminated, exposing viewers from age's 18-65. The number of death related advertisements shown on NBC supports this statement, as NBC is the number one network with adults 18-49. Furthermore, six of the top 15 primetime shows air between 20-21:00, and four of the top 15 primetime shows air on NBC. Further support comes a Pew research report last year, that cited women ages 18-49 are the viewer most sought by advertisers during daytime TV. Thus we can say that necromarketing appeals in advertising are broadly, not narrowly targeted.

Implications

Overall these findings indicate that necromarketing is still a developing construct that isn't widely used by advertisers as of yet. This study is just the start of multiple opportunities for future research into the idea of necromarketing; to expand and

better understand the concept and intricacies of both routes of persuasion. Further research should study the question of whether death marketing is ethically justified in and among various cultures. Further research should investigate specifically if explicit necromarketing is considered in the creative process in advertising planning.

Future research could also look at the amount implicit and explicit necromarketing and the industries that use them in other mediums such as magazines, newspapers or Internet advertisements. It would be interesting to see if there is a difference in necromarketing use in traditional media versus new media. This study combined with future research could aid advertisers in new tactics to persuade consumers to buy their products or services, create attachment to their brand and to stand out from competitors, specifically if research explores whether necromarketing makes a difference or not in terms of the effectiveness of ad. For example, future research could investigate, in addition to cultural difference, any difference between various age groups, ethnic or economic groups. Other studies experimental studies could measure behavior over time and what the effects of necromarketing may be to consumers over time. Other factors than can be researched are advertisement placement, in other words, does it make a difference where and in what context a consumer sees the advertisement. Furthermore, comparisons could be conducted investigating two different necromarketing appeals or the same product, where consumers would be asked to identify the most effective ad, which ad may portray the brand/message the best, and which overall leaves a lasting impression leading to increased purchase intention.

Conclusion

The purpose of this study was to set a baseline regarding the use of necromarketing in American televisions advertising. Through a content analysis of 1012 American television advertisements, this study determined to what extent implicit and explicit necromarketing exists in advertisements in American television. Additionally, this present study investigated what product categories employ necromarketing marketing as a strategy and ultimately which consumers are targeted. Findings show that implicit necromarketing is a more commonly used marketing tactic than explicit necromarketing; the industries of entertainment promotions and insurance use necromarketing appeals more often then others, and that necromarketing appeals were more heavily used during primetime. These results suggest many avenues for future experiments investigating the effects of necromarketing appeals on consumers and ethical standards.

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