

Discursive Strategies in the French Broadcast Media About the Ukraine Crisis

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Abstract—The present paper aims to investigate the use of discursive strategies that critically represent how the act of bias, represented by “hate speech,” is framed within the French broadcast media. Two models of analysis were adopted for this study: one that illustrates the discursive strategies adopted by Reisigl and Wodak (2009) and the other that represents the theme of hate speech as an act of bias, the Hate Speech Intensity Scale by Bahador (2020). The results of the analysis show that perspectivization discourse is the essential type of discourse when comparing it to other discursive strategies such as referential and argumentation. To reinforce the claims, negative actions are associated with raising awareness, discussing, and addressing criticisms and imminent issues.

Index Terms—act of bias, discursive strategies, French broadcast

I. INTRODUCTION

One of the most significant political concerns in Europe, and indeed, the world, is the current crisis between Russia and Ukraine. However, what promotes the political aims of local officials is their attentiveness to radio and television broadcasts and digital media. This is quite clear where the Russia-Ukraine crisis is concerned, as evidenced by the establishment of European military and US involvement that has been accompanied with this crisis. It is worth noting that digital media has organized and presented the circumstances in such a way as to sway common opinion in shaping both Western and European political and military attitudes. As a result, there is a great need to highlight this very significant issue. Moreover, it is applicable throughout critical discourse analysis to shed light on discursive strategies that illustrate hidden hate speech regarding the data under analysis. To the best knowledge of the researchers, no academic study has yet tackled this topic, making it even more critical to fill in this gap in the literature.

Indeed, the study of critical discourse analysis (CDA) approaches indicates a gathering of attitudes and standpoints that are possible to be probed jointly in the form of analysis of the behavior of language in society. This can be done by engaging in the way the main group's interests are advocated through discourse analysis. Models of the analysis are adopted from Reisigl and Wodak's (2009) discursive strategies, along with the adoption of Bahador's (2020) Hate Speech Intensity Scale.

To realize the aims of this study, eight broadcast channels were chosen, including France 24, RFI, and RTL, all of which are considered the largest and most well-known broadcasts that will benefit the research into the topic under study. The selection of the data considers the utilization of the discursive strategies that best represent the theme of hate speech in French broadcast media. The selection of the data is not a random one, but it is with the intention of addressing the theme of this study. France 24, RFI, and RTL services are reliable sources of news for those newsrooms that do not have their own international correspondents stationed all over the world.

More concisely, the present study tries to answer the following questions:

1. What are the frequent discursive strategies that have emerged in French broadcast media, representing the theme of hate speech in relation to the crisis involving Ukraine?
2. What are the frequent types of hate speech examined in French broadcast media that are emphasized by these discourse strategies?
3. What are the reasons for advocating the use of those discursive strategies in French broadcast media?

II. LITERATURE REVIEW

A. Critical Discourse Analysis

Critical Discourse Analysis (CDA) not only considers the ideational categories but also takes the ideological assumptions into account. According to Widdowson (2007, p. 3), CDA is an analytical research tool that identifies opposition to an ideology as well as the attitudes of the governing system in both written and spoken communications

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that attempt to reinforce their dominance and control. Conversely, CDA also searches for assumptions or ideologies to manage inequality and bias (e.g., bias between elites and non-elites). Moreover, it also tries to operate against these assumptions.

CDA is explained by Luke (2002) as a “distinguished if incomplete history of attempts at a normative political linguistics” (p. 97); he then added that it would make a maintainable anti-tradition in linguistics by taking together these predispositions with CDA. To shape liberal and neoliberal approaches in society, this perspective renounces approaches in the field of social sciences, and then, unquestionably, linguistics. In fact, the study of CDA approaches indicates a gathering of attitudes and standpoints that can be probed jointly in the form of the analysis of the behavior of language in society. This can be done by focusing on engaging in the way the main group’s interests are advocated through discourse analysis.

It is a matter of defiance to grasp the difference between those who are interested in their own ventures and those who are discourse analysts or “non-critical” linguists. This defiance is made by asserting that their analyses surpass the ultimate image regarding the behavior of language in society and turning it into an image of the title role of language in society and an image of the reason it takes that role; thereupon, language executes anything it executes. Additionally, language then executes everything that comes before it through “critical” and “non-critical” perspectives (Fairclough, 1989). Likewise, the study of CDA proclaims interrelations that are undeclared and undertakes that which is not obvious (Fairclough, 1992). This refers to ascertaining the operations of ideology.

Van Dijk (2015) points out that what refers to the discourse analytical research that essentially studies the mean by which social –power abuse and inequality are established, duplicated, and challenged by text and talk within the societal and political realm is critical discourse analysis. Those who are specialists in the analysis of CDA approaches undertake both the appreciation and questioning of social inequality. Thus, it is appropriate to view CDA as an indicator of social advancement and shifts in the politics that discourse analysts employ. Concerning the dialectally or regionally interrelated social process, the study of language is foreshadowed according to Fairclough and Graham (2002, p. 188). To elucidate this with an analysis of genuine examples of social relations that have an incomplete or full form of linguistics that it intends to make noticeable, CDA is engaged along with “the ideological loading of particular ways of using language and the relations of power” that determine them.

The crucial focus of CDA aims to keep track of and manage the language of human beings besides enterprise. Thus, with the fundamental realization that releases critical theories from a limited category of mastery and desire, these theories aid in legitimizing humans.

Critical analysis promotes awareness relating to all techniques and methods employed in creating, preserving and reproducing asymmetrical connections of power as implemented through discourse (Van Dijk, 1997). This indicates that CDA aims to clarify and put forward the different relationships of power, dominance, and inequality that are reflected in written and spoken discourse. This happens in a way that is ambiguous to others. Conversely, CDA provides tools to study and analyze 13 types of written and spoken texts to examine discursive sources of power, dominance, and bias. In general, CDA provides a critical evaluation of how these discursive sources are made, remade, and justified within social practice and interaction.

It is worth stating that many scholars have strived to study, recognize, and present the basic principles of CDA that are still enriching controversial inquiries. Moreover, scholars utilizing methods of CDA state that they seek to increase awareness of this feature of language use in society. The following are some of the principles scholars explicitly maintain:

1. CDA is not only interpretative but also explanatory. The aim is to identify the hidden meanings and ideologies and relate texts with their context. Furthermore, there is a need to shape a systematic methodology in this case. This methodology is interpretive and explanatory in nature to thoroughly explore texts (Fairclough, 1992, p. 18).
2. CDA causes ideological change. This means that ideologies often change through both discourse and the process of making discourse, by which different ideologies are shaped and replaced along with their connection to power and domination (Fairclough & Wodak, 1997, p. 18).
3. CDA denotes other social practices like prejudice, resistance, and bias. In other words, discourse itself indicates a social practice. CDA is a “socially committed scientific paradigm” that tries to alternate and involve what is happening in institutional and social contexts (Fairclough & Wodak, 1997, p. 20).
4. CDA is quite interested in “the linguistic character of social and cultural processes and structures” (Fairclough & Wodak, 1997, pp. 271-80). CDA seeks to adopt a critical approach to social problems to detect any hidden power relations. It tries to discover the results of the social problems of language with the distinct cultural, social, political, legal, and economic contexts. In this regard, “CDA follows a critical approach to social problems in its endeavors to make explicit power relations that are frequently hidden”.
5. Another principle of CDA shows that discourse is arbitrated between text and society. CDA appeals to an idea of mediation (Fairclough, 1993). Furthermore, Fairclough conducted a thorough scrutiny of CDA by taking into consideration the order of discourse concerning the relation between text and society. In general, Van Dijk (1997) proposes a “sociocognitive level” to his study. Scollon (2001) refers to mediation also by investigating “mediated action”.

B. *Hate Speech as an Act of Bias*

Discourse “is the main interface between the social and cognitive dimensions of racism,” (p. 15) claims Van Dijk

(2012). Since “the reproduction of social representations, such as knowledge, attitudes, ideologies, norms, and values, is one of the main roles of discourse,” this information is fundamental. Therefore, discourse can play a basic role in giving rise to conflict and in initiating social peace. Moreover, the way the news media portrays social issues impacts how the general public and decision-makers perceive and react to them (Thompson & Ungerleider, 2004).

The basic origin of racist beliefs begins not from individual’s daily interactions but more from the racist speech in societal discourse and ethnically prejudiced media platforms (Deutscher, 2010). More importantly, the public’s primary source of information regarding who to trust and who to undervalue is the media (Dasgupta quoted in Hernandez, 2011, p. 814).

The following examples are displayed by the United Nations (2016) according to what constitutes hate speech: (a). any ideas that are disseminated that include ethnic and/or racial hatred; (b). prompting hatred; (c). threats of violence against individuals based on prompting hatred; and (d) declarations of abuse, scorn, or disrespect. Moreover, hate speech is classified as (a). genocide; (b). an act of violence; (c). an act of discrimination; (d.) an act of prejudice; and (e). an act of bias.

This study adopts Bahador’s (2020) Hate Speech Intensity Scale. Within this scale, there are six items to classify the intensity of hate speech. The first item on the scale is Disagreement and is used to indicate rhetoric that contains words and phrases of disagreement such as “false,” “incorrect,” or “wrong.” Negative Actions is the second item on the scale and indicates rhetoric that contains negative, non-aggressive actions connected to a group. Responses to these actions illustrate non-aggressive actions such as the use of metaphors. The third item on the scale is Negative Character and refers to rhetoric that embraces nonviolence (not involving force features and insults). Dehumanizing, the fourth item on the list, incorporates rhetoric involving subhuman superhuman features such as “rat,” “Nazi,” “demon,” and “monster.” A reaction that means an imposition of physical harm, even if metaphoric, such as “raped,” “mugging,” or “starved,” refers to the fourth item on the scale—Violence. Reactions demand that the other group be physically harmed, such as by being attacked. The last item on the Hate Speech Intensity Scale is Death, which is rhetoric that calls for killing by a group. See the following table for a clearer understanding.

TABLE 1
HATE SPEECH INTENSITY SCALE BY BAHADOR (2020)

No.	Item	Description	Examples
6.	Death	Rhetoric implies collective murder.	damage, sabotage/interference
5.	Violence	Physical injury to the body or metaphorical or aspirational physical harm are also featured in rhetoric. Actions involve bodily damage that is a metaphorical or a real assault.	punched, violated, hungered, cruelly treated.
4.	Demonizing and Dehumanizing	Both superhuman and subhuman attributes can be found in rhetoric. With respect to this item, there are none.	rat, monkey, demon, cancer
3.	Negative Character	Nonviolent traits and insults are involved in this reaction.	foolish, thief, aggressor, insincere/dishonest, crazy
2.	Negative Actions	Negative, nonaggressive actions accompanied by the group are included in this reaction.	frightened, diverted, conducted, preposterous acts, mistreated, abandoned
1.	Disagreement	Disagreeing at the idea and/or belief level indicates this rhetoric. Refuting assertions to change one’s perspective and evaluating and verifying the claims show these reactions.	false, incorrect, challenge, shift in perspective.

C. Discursive Strategies

According to Reisigl and Wodak (2009), discursive strategies include the following types:

The Referential/Nomination strategy refers to the way the speaker specifies social actors for the intention of including or excluding. This is done through many ways, such as through membership categorization devices like race, religion, and occupation; deictics; anthroponyms; tropes such as metaphors, metonymies, and synecdoches; along with verbs and nouns to indicate processes and actions (Sacks, 1989, p. 89; Wodak, 2008a, p. 54; Wodak & Richardson, 2013, p. 78).

The second discursive strategy is Predicational, which denotes the way the social actors are evoked. In this strategy, predicates, adjectives, appositions, adverbials, relative clauses, collocations, metaphors, similes, and other rhetorical tropes such as hyperbole, metonymies, euphemisms, and litotes, along with presuppositions, evocations, allusions, implicatures, infinitive clauses, conjunctive clauses, participial clauses, predicative nouns, pronouns, explicit and/or implicit comparisons, and others are utilized to see how certain characteristics of social actors are usually perceived (Baker & Ellece, 2011, p. 101; Wodak, 2008b, p. 54; Wodak, 2015b, p. 9).

The Perspectivization strategy denotes the speaker’s perspective, participation, and detachment of circumstances in his discourse. This is done by employing direct or indirect speech in forms of narration or quotation. Deictics, discourse markers, particles, repetition, and metaphors are also involved to illustrate this strategy (Wodak, 2009, p. 42; Wodak, 2013, p. 49).

The Argumentation strategy is used to indicate the way arguments are employed to account for the way arguments are experienced and maintain the inclusion and exclusion of social actors. This also maintains the (de)legitimization of specific actions (Wodak, 2013, p. 48).

Finally, the Mitigation strategy is used to raise illocutions and to sharpen certain matters by employing gradable verbs, modal verbs, repetition, hyperboles, and argumentation (Wodak, 2013, p. 49). Furthermore, it is also employed to mitigate

some propositions to keep away from the danger of criticism (Fraser, 1980, p. 342) through the use of verbs, feelings, sayings, or where one makes use of implicit references instead of explicit ones (Wodak & Reisigl, 2001). The following figure illustrates these discursive strategies:

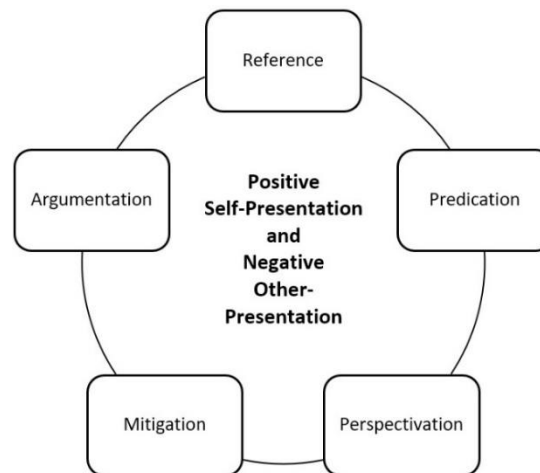


Figure 1. A Selection of Discursive Strategies (Reisigl & Wodak, p. 104)

III. METHODOLOGY

A. Research Design

A mixed method of analysis was selected in this paper. By considering what individuals say and do, qualitative research gathers, evaluates, and explains data. The main concern of qualitative research is to comprehend the meanings that individuals adhere to in occurrences such as decisions, actions, beliefs, and rules. The goal of quantitative research is controlled, objective, product-oriented, and obstructive, which measures the variability of a specific circumstance, problem, event, or phenomenon. Leedy (1993) points out that quantitative research also aims to promote and make use of mathematical models and theories regarding certain events. Altogether, the present study is a mixed method of analysis that is presented since it aids in getting a clearer, more detailed picture than a single quantitative or qualitative study. This mixed method combines the benefits of both methods.

B. Data Selection and Collection

The selection of the data considered the utilization of the discursive strategies that best represent the theme of hate speech in French broadcast media. Data analysis comprising eight news articles was selected from French broadcast media. The selection of the data is not a random one, but it is with the intention of addressing the theme of this study. France 24, RFI, and RTL news services are reliable sources of news for those newsrooms that cannot afford to have their own international correspondents disseminated all around the globe.

IV. DATA ANALYSIS

The following are eight excerpts from broadcasts by French media represented by France 24, RFI, and RTL, analyzed in terms of discursive strategies and hate speech:

A. Excerpt One: France 24

(a). *Russia Extends the Battlefield to Its History Books*

1. The new textbooks are part of a larger gaslighting movement in which Putin has repeatedly tried to persuade his own population—and the world—that Russia is a victim rather than the aggressor in a disastrous war that has now left some 500,000 people either killed or wounded on both the Russian and Ukrainian sides, according to US estimates released in mid-August. US officials caution that casualty figures are estimates, as Moscow is suspected of minimizing losses, while Ukraine does not disclose official figures. (Ciesnik, 2023, para. 2)
2. In a chapter dedicated to the war in Ukraine, the books affirm that Ukraine is “an ultranationalist state” where political opposition is “forbidden.” Over the course of the 28 pages devoted to Russia’s “special military operation,” the authors frame Russian actions as a response to an increasingly aggressive West that sought to use Ukraine as a “battering ram” with which to destroy Russia, echoing rhetoric repeatedly used by Putin. (Ciesnik, 2023, para. 3)

(b). *The Analysis*

The first statement uses the argumentation strategy to present a series of claims and declare a certain viewpoint, rather than to describe events. To build a case, there are certain details the writer provides, such as “500,000 people” either killed or wounded, in addition to mentioning “US estimations.” In this statement, there are claims about Putin’s actions and events in Russia to frame it as a victim. The second statement is a form of perspectivization discourse. It states the authors of the chapter figure Russia’s “special military” actions are a response to an “aggressive West.” The writer presents this action as Russia’s reasoning for its military activities. The mention of “gaslighting” implies that there is a negative behavior on the part of Russia. This is a rhetoric that involves a negative action. The mention of “battering ram” in the second statement is used as a negative action to support a non-inclusive language.

B. Excerpt Two: France 24

(a). *Russian Dissidents in France: The Price of Exile, Far From Putin's Russia*

On February 24, 2022, Russia launched a full-scale invasion of its neighbor, upending the lives of millions of Ukrainians. But the conflict also changed the lives of hundreds of thousands of Russians opposed to the war. Some left for Armenia, Georgia, or Turkey, while others requested asylum in France. It was the start of a long road, far from the country they were born in, but which had left them no choice but to leave. We met Alexei, Ernest, Nastia, and Dmitri—four Russian dissidents who have sought refuge in France. They told us about their decision to flee Vladimir Putin's Russia and start a new life in exile in a foreign land (Vesnitch, 2024, para. 1).

(b). *The Analysis*

The writer states a form of dissatisfaction or negative view toward the leadership of Russia. There is an act of bias in the form of a negative character. This denotes a level of cruelty and a disregard of democratic principles. The statement presents the personal perspective of the Russian refugees who fled to other foreign countries to start a new life in exile. This perspectivization strategy conveys the subjective experiences and decision-making of people affected by the invasion.

C. Excerpt Three: France 24

(a). *Russian Speakers Reject the “Language of the Enemy” by Learning Ukrainian*

One of the stated goals of Russia’s “special military operation” in Ukraine was defending Russian-speaking populations who were allegedly being persecuted by Ukrainian nationalists. Ironically, since the start of the war, Russian speakers in Ukraine have been signing up for classes to improve their Ukrainian-language skills (Gomezano, 2022, para. 1).

(b). *The Analysis*

The use of “ironically” is to indicate a coincidental situation and to signify the writer’s own critical take concerning the event being narrated. This is a form of disagreement at the belief level. This statement is an example of referential discourse strategy. The use of language is to focus on a factor of the external world. The writer frames particular events represented by (Russia’s military operation) and the (response of Russian speakers in Ukraine).

D. Excerpt Four: France 24

(a). *Russia's War on Ukraine: “Vladimir Putin is Desperate”*

France 24 is joined by Dr. Sergej Sumlenny, a Ukraine expert and former Director of the Heinrich Böll Foundation in Kyiv. He highlights three major developments in the war: Russia's offensive spanning between Kharkiv and the neighboring Donbas region, the “humanitarian catastrophe” in Mariupol in what's being labeled a “genocide,” and Russia's attempt to “destabilize” Transnistria. As Russia's invasion of Ukraine rapidly evolves into a war of attrition, Dr. Sergej Sumlenny asserts that “Ukraine is fighting for every single nation in Europe, and we must not make any illusions.” He describes the Russian assault as an onslaught of “terror on a scale unseen since World War II” (France 24, 2022, para. 1).

(b). *The Analysis*

Mentioning terms such as “onslaught” indicates a feeling of fear and aggression. Proposing that the actions of the Russian assault are portrayed in a purely negative action depicts the intensity of the event. The discourse is a perspectivization in this statement. Dr. Sergej Sumlenny presents his point of view concerning the war and its impact on Ukraine along with its consequences on Europe. Dr. Sergei frames the situation based on his viewpoint, even though he asserts his certainty regarding the essence of this conflict.

E. Excerpt Five: France 24

(a). *“Ghost Recruits”: Is Putin Raising a Potemkin Army to Boost Troop Numbers?*

1. Putin wants to turbocharge his offensive in Ukraine by pouring in reinforcements, to the tune of 137,000 extra soldiers—bringing the total to 1.15 million active fighters. This would be the biggest increase in Russian military personnel in years, the last such boost being in 2017, when Moscow announced that the army’s ranks had swelled with 13,698 new soldiers. (Seibt, 2022, para. 1)

2. “So we may be heading for a further Potemkinization of the military, with Moscow issuing decrees and the MOD drawing up new orgs that increasingly don't match the actual numbers in service,” Galeotti went on. “We'll see if/how this gets operationalized, but at first glance, this sounds like a Kremlin grappling with impotence and a lack of proper ideas about how to change the situation in Ukraine,” he concluded. (Seibt, 2022, para. 5)

(b). *The Analysis*

In this headline, “Ghost Recruits” symbolizes fakeness and a lack of honesty. The context is a negative link to the action of increasing a Potemkin force. The event depicts the reality that there is a misleading act to escalate the number of troops on the condition that Putin was raising a Potemkin army as expected. In the first statement, the phrase “turbocharge his offensive” contains some negative connotation in this context. It suggests dramatically escalating an offensive action (negative action). The second statement is a remark about an act of creating an illusion of support for deception by referring to Potemkin, a Russian leader who allegedly set up a fake resolution to impress others. This is a negative character.

The headline suggests a perspectivization discourse. The use of recruiter ghosting frames a specific point of view and reflects the way the writer explains and judges the event under analysis concerning the increasing of the army. The first statement is also a reflection of perspectivization discourse. It depicts a certain view about an event referring to military personnel in Russia. There is also an emphasis on the growing and the historical setting of army ranks. The Perspectivization discursive strategy is depicted in the second statement as an evaluative perspective concerning the subject matter, which is identified by the use of “Potemkinization of the military.” There is also a fundamentally concerned tone conveyed by the language of this statement.

F. *Excerpt Six: France 24*

(a). *“Danger to the Regime”? Russia Faces Anti-Mobilization Protests Among Ethnic Minorities*

1. “This two-speed “partial mobilization” — with outlying regions bearing the brunt—is one of the reasons why “there are more and more people who say the country will never be like it was before the invasion of Ukraine,” Schenk said.” (Seibt, 2022, para1)
2. In Crimea—a Ukrainian peninsula annexed by Russia in 2014 — Moscow has pressed members of the Tatar minority into the army first. “80 percent of summonses for mobilization in Crimea were issued to Crimean Tatars,” Russian journalist and activist Osman Pashaev pointed out via Facebook. (Seibt, 2022, para. 3)

(b). *The Analysis*

In the first statement, the mention of “bearing the brunt” indicates a negative impact. This impact carries an irritating circumstance. Because of this “partial two-speed mobilization,” the statement frames Ukraine and its people as facing severe consequences because of the war. These hard consequences suggest a negative action. Criticality in the second statement is represented by “Moscow has pressed members of the Tatar minority into the army first.” The mention of “pressed” suggests “forced.” There is a reference to undue pressure to link the army in which the people from the Tatar minority may be facing. The choice of the word “pressed” is an impactful verb that indicates a negative action.

An argumentation discourse is suggested in the first statement. This argument is about the relationship between a particular event, partial mobilization, and generating public perception relating to the future of the country. Based upon distinguished conditions, that assertion proposes a logical attitude.

Furthermore, there is a referential discursive strategy in the second statement. The writer suggests references to events or entities. The statement provides a direct reference to Moscow pushing members of the Tatar minority to mobilize into Crimea. In all, making direct reference to specific actions and their effect on the Crimean Tatars is the basic recognition of this statement.

G. *Excerpt Seven: RTL*

(a). *Putin Win in Ukraine “No Victory” for Trump: EU's Top Diplomat*

“On the battlefield, Ukraine's troops are struggling to stave off Russia's advances as they approach three years of full-scale combat” (AFP, 2024, para. 4).

(b). *The Analysis*

In this statement, the mention of “combat” indicates a conflict or a fight between nations. The identification of violence and destruction is accompanied by the negativity of this word. Mentioning such a time in this context of being “three years” into the war and its intense combat indicates a circumstance that has this negative effect. This is a form of a negative action.

In this statement, a referential discourse is stated. It indicates specific items such as Ukraine’s troops, Russia, and the battlefield. The writer sets these items to frame the event described.

H. *Excerpt Eight: RFI*

(a). *France Says Russia's Attack Signals "New Era" for Europe With Tough Days to Come*

"The Russians entered Ukraine looking for a blitzkrieg, a fast advance that would allow Russia to control Ukraine," Le Drian told France 2 TV on Thursday morning. (RFI, 2022, para. 4)

(b). *The Analysis*

The implementation of the Nazi regime concerning Blitzkrieg strategies is connected to aggression. This is a negative action committed towards civilians.

In this statement, a referential discourse is stated. The writer gives information and refers to certain entities and concepts in this text. The statement illustrates certain information concerning the aims and the actions of the Russians, which mirrors this referential discourse.

V. RESULTS AND DISCUSSIONS

Results of the analysis show that there were 12 instances of discursive strategies employed in the French media broadcasts representing acts of bias (hate speech). The highest-ranking type of discursive strategy was Perspectivization which accounted for six instances, representing 50% of the total. Referential discourse accounted for four instances, representing 33.333% of the total. The lowest-ranking type of discursive strategies was Argumentation which accounted for two instances, representing 16.667% of the total (see Table 2 below).

TABLE 2
DISCURSIVE STRATEGIES IN THE FRENCH BROADCAST

Types of Discursive Strategy	Frequency	Percentage %
Perspectivization	6	50
Referential	4	33.333
Argumentation	2	16.667
Total	12	100

Regarding the theme of hate speech in the data under study, findings indicated a notable difference between the type associated with Negative Actions and those linked to Disagreement and Negative Character within the theme of hate speech. There were 12 instances of hate speech. Negative Actions were the highest-ranking type, which contained nine instances, representing 75% of the total. The lowest-ranking type is Disagreement, which accounted for one instance, representing 8.333% of the total. Negative Character accounted for two instances, comprising 16.666% of the whole (see the following table).

TABLE 3
HATE SPEECH IN THE FRENCH BROADCAST MEDIA

Types of Discursive Strategy	Frequency	Percentage %
Negative Actions	9	75
Negative Character	2	16.666
Disagreement	1	8.333
Total	12	100

VI. CONCLUSIONS

The writers strengthened their claims by using the Perspectivization strategy rather than using any other type of discourse. This is because this strategy presents information from a specific perspective to show how the readers perceive certain situations or circumstances. By presenting specific viewpoints or perspectives in the media, writers inspire readers about certain political and/or societal events. Altogether, this helps to navigate through this thematically distinguished collection.

With reference to the act of bias represented by hate speech, the wide use of Negative Actions is because they are rhetorical and include negative non-violent actions accompanied by the group or an individual, thus strengthening their claims. To reinforce the claims, Negative Actions are associated with raising awareness as well as discussing and addressing criticisms and imminent issues.

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