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KAJA JAKOPIČ

## Veliki brat oddaj resničnostne televizije

**Izveček:** Novi žanr oddaj resničnostne TV, ki je svoj višek dosegel ob koncu 90. let prejšnjega stoletja, je nastal s hibridizacijo različnih drugih TV-žanrov, ki so TV-producentom zagotavljali takojšen uspeh oddaj. Kritiki oddaj so prepričani, da gre za nerealno "realno TV", ki pomeni triumf "tehnofašizma" nad maso TV-gledalcev oziroma potrošnikov. Zagovorniki oddaj pa poudarjajo, da je realnost oddaj izražena v možnosti analize fantazij in prepoznavanju pomanjkljivosti v družbi, kjer v namišljenem elektronskem prostoru posamezniki izražajo želje po povezanosti z drugimi osebami.

**Ključne besede:** resničnostna TV, oddaja *Big Brother*, direktni film, konstrukcija resničnosti, *docu-soap*

### The Big Brother of Reality TV Shows

**Abstract:** The new genre of reality television shows reached its peak at the end of the 1990s, emerging as a hybrid of several TV genres which guaranteed instant success to their producers. While its critics claim that this "reality TV" lacks reality, its defenders believe that reality is reflected in the fantasies, which may be analysed for this purpose, and in the evident deficiency of a society whose members, in an imaginary electronic space, express their desire to connect with others.

**Key words:** reality television, the *Big Brother* show, direct cinema, constructed reality, *docu-soap*

KAJA JAKOPIČ

## Vojni spopadi po televiziji

**Izveček:** Realnost vojnih konfliktov se televizijskim gledalcem predstavlja na zelo segmentiran, omejen in koncentriran način. Interesi vlad, mednarodnih korporacij in ideoloških struktur pogosto določajo, katere vojne konflikte bodo gledalci spremljali na svojih TV-ekranih. Način televizijskega prikazovanja različnih TV-postaj temelji na poudarjanju simplifikacije s pomočjo lahkotnih videoposnetkov, na stereotipih in ponavljanju ter tudi vizualni manipulaciji.

**Ključne besede:** vizualizacija vojne, CNN, zalivska vojna, cenzura in propaganda, realnost po TV

### War Conflicts on Television

**Abstract:** The reality of war conflicts is presented to TV viewers in a highly segmented and concentrated manner. The choice of conflicts to be shown often rests with governments, international corporations, and ideology. The portrayal of televised wars is based on simplification, stereotypes, replaying, and visual manipulation.

**Key words:** visualisation of war, CNN, the Gulf War, censorship and propaganda, TV reality

KAJA JAKOPIČ

## Diskurz resnice v TV-novicah

**Izveček:** Kar gledalec v TV-poročilih zares vidi, je novinarsko poročilo, ki se z vizualnimi dokazi “zgovarja” na realnost. Novinarji so vpleteni v produkcijo “realistične logike”, gledalci pa vidijo le njihovo poročilo, verzijo in ne “resničnost”. Novice namreč izhajajo iz obstoja dogodka, verjetnost pa se nanaša na interpretacijo pomena dogodka.

**Ključne besede:** TV-novice, novinarsko poročilo, neposredni nagovor, TV-kadri, produkcija TV-poročila

### Truth Discourse in TV News

**Abstract:** What is presented to the viewer in TV news is a journalistic report which lays claim to “reality” with the support of visual evidence. Journalists are involved in the production of a “realistic logic”, and what the audience sees is merely their report, their own version, rather than “reality”. While a news item is based on the existence of an event, its probability depends on how the meaning of that event is interpreted.

**Key words:** TV news, journalistic report, direct address, TV shots, production of TV news

MLADEN UHLIK

# Primeri jezikovne politike na postsovjetskem območju

(Ukrajina, Belorusija, Moldavija in Estonija)

**Izveček:** Študija obravnava sociolingvistično situacijo v državah, ki so nastale po razpadu Sovjetske zveze. Glede na to, da so mnoge izmed njih prvič v sodobni zgodovini postale suverene, so morale določiti jezikovno politiko: uveljaviti nacionalni jezik in definirati politiko v odnosu do manjšinskih jezikov. Med temi ima posebno vlogo ruščina, ki je leta igrala vlogo jezika medetnične komunikacije. Pri obravnavi štirih primerov jezikovne politike vidimo, da problem presega samo jezikoslovje. Jezik je namreč pomembno orodje pri konstruiranju nacionalne identitete in ima zato simbolno vlogo. Pomemben je tudi pri vzpostavljanju odnosa do drugega.

**Ključne besede:** jezikovna politika, manjšine, nacionalna identiteta

## Examples of the Language Policy in the Former Soviet Republics

**Abstract:** The study portrays some aspects of the sociolinguistic situation in the states of the former Soviet Union. Since this is their first period of sovereignty in modern history, one of their first tasks has been to organise their language policy, that is, to promote their own national languages and define the policy on minority languages. A special problem is posed by Russian, which had been the lingua franca for years. Four examples of different language policies treated in the paper reveal that the issue goes beyond purely linguistic debates. As a key instrument of constructing the national identity, language has a symbolic function. It is also important in establishing the attitude to the other.

**Key words:** language policy, minorities, national identity

MLADEN UHLIK

# Razvoj postsovjetskega političnega diskurza od perestrojke do Putina

**Izveček:** V članku predstavljamo nekatere značilnosti odnosa med političnim diskurzom in političnim kontekstom v Ruski federaciji v zadnjem desetletju. V prvem delu obravnavamo obdobje 90. let. Opisujemo idealne reprezentacije tega obdobja, kot so glasnost, tj. svoboda govora, aktivni dialog med politiki in državljani ter pluralizem političnih izbir. V drugem delu govorimo o spremembah po prihodu na oblast Vladimirja Putina. Njegova politika pomeni zoženje političnega prostora. Populistične strategije njegovega diskurza pogosto izhajajo iz rušenja kooperativnega principa, kar ima močne perlokucijske učinke.

**Ključne besede:** politični diskurz, diskurzivne strategije, populizem, žalitveni govor, politični akterji

## The Development of Post-Soviet Political Discourse: From Perestroika to Putin

**Abstract:** The study presents some general aspects of the relation between the political discourse and the political situation in the Russian Federation of the last decade. The first part tackles the period of “democratisation” in the nineties, outlining some ideal representations of this period, such as *glasnost*, freedom of speech, active dialogue between politicians and their addressees, and the pluralism of political choices. The second part treats the changes in the political situation and discourse after the ascendance of Vladimir Putin, whose policy has resulted in a reduction of the political arena. The study analyses his political discourse. His populist discursive strategies are often based on the breaking of cooperative principles, which produces a strong perlocutionary effect.

**Key words:** political discourse, discursive strategies, populism, invective, political agents

KARMEN MEDICA

## Perspektive medijev etničnih skupin/manjšin z območja bivše Jugoslavije v Sloveniji

**Izvleček:** Namen tega prispevka je spoznati kakšne so perspektive za nastanek medijev etničnih skupin/manjšin iz bivše Jugoslavije v Sloveniji in možnosti, da bi te ustavno neprizane manjšine dobile “svoj prostor” v osrednjih slovenskih medijih. Izhajamo iz teze, da dobra integracija pripadnika manjšinske etnične skupnosti ali kateregakoli posameznika prispeva k družbeni stabilnosti in razvoju več kot prikrita, odkrita, direktna, indirektna, počasna, potuhnjena ali kakršnakoli druga asimilacija.

**Gljučne besede:** integracija, asimilacija, večkulturalnost, manjšinske politike

### **The Prospects for the Media Representation of the Ethnic Groups/Minorities from Former Yugoslavia Living in Slovenia**

**Abstract:** The purpose of the present research is to assess the prospect of the (officially unrecognised) ethnic groups/minorities from former Yugoslavia founding their own means of mass communication and taking “their place” within the mainstream Slovene media.

The paper is founded on the thesis that social stability and development are promoted more successfully by the integration of minority members – or, in fact, of any individual within a given society – than by assimilation, be it overt, covert, direct, indirect, slow, or disguised.

**Key words:** integration, assimilation, multiculturalism, minority policies



INES MARKOVČIČ

## “Oni”. Analiza medijskega diskurza: *Mladina* in spletni forumi

**Izveček:** V prispevku bomo predstavili kritično in lingvistično analizo nekaterih pomembnih struktur diskurza, s katerimi se v slovenskih medijih vzpostavlja negativen, nestrpen in izključujoč odnos do etničnih manjšin z območja bivše Jugoslavije v Sloveniji, pri čemer smo si za študijo primera izbrali tednik *Mladina* in njegove spletne forume. Opirajoč se na lingvistične reprezentacije v revijalnem in spletnem diskurzu, skušamo pokazati, da so vsi pomeni v medijih družbeno skonstruirani ter da so vsi diskurzi družbena praksa, s katero se (lahko) reproducirajo ideološke in nestrpne reprezentacije o etničnosti, zaradi česar se bo treba v prihodnosti še večkrat pogovarjati o etiki novinarskega diskurza.

**Gljučne besede:** nestrpnost, sovražni govor, novinarski diskurz, spletni forumi

### “Them”. An Analysis of Media Discourse: *Mladina* and On-Line Forums

**Abstract:** The paper presents a critical and linguistic analysis of certain major discourse structures used by the Slovene media to establish a negative, intolerant, and exclusive attitude to the ethnic minorities from the former Yugoslav republics. The presentation is based on our study of *Mladina*, a Slovene political weekly, and its on-line discussion groups. Drawing upon linguistic representations in print and on-line discourse, we attempt to show that all meanings expressed by mass communication texts are social constructs and that every kind of discourse is a social practice, through which ideological and intolerant representations of ethnicity are reproduced. Obviously, the ethics of journalistic discourse will have to be addressed in the future more than once.

**Key words:** intolerance, hate speech, journalistic discourse, on-line discussion groups

KARMEN MEDICA

## Identitetna pojmovanja – med lokalnim in globalnim

**Izveček:** Implicitno razumevanje in tudi interpretiranje identitetne uganke vse bolj postaja svojevrstni stranski produkt sodobnih globalizacijskih procesov. Z različnimi interpretacijami slovenskih avtorjev ter novejšimi predstavitvami Bauman-a, Castellsa in Getineta so predstavljene sodobne percepcije tega fenomena. Tradicionalnemu pojmovanju identitete je dodana subjektivna komponenta. Za nacionalno identiteto pa je značilno, da postaja vse bolj hibridna in razpršena, kar pomeni, da terja nove in delno še nepoznane vzorce refleksije. Od subjektivnosti etničnih identitet do vseprisotne rutine nacionalne identitete se v sodobni družbi vse pogosteje pojavlja in vse bolj uveljavlja opcija neidentitete oziroma nepripadanja.

**Ključne besede:** etnična identiteta, nacionalna identiteta, neidentiteta, nacionalizem, nacionalna država

### **Perceptions of Identity - Between the Local and the Global**

**Abstract:** An implicit understanding and interpretation of the identity riddle is an increasingly common by-product of the contemporary globalisation processes. The paper outlines the current perceptions of this phenomenon, reaching from diverse interpretations by Slovene authors, to the recent presentations by Baumann, Castells, or Getinet. The traditional notion of identity has acquired an additional subjective component. The national identity, on the other hand, grows hybrid and dispersed, thus requiring new and partly unfamiliar patterns of reflection. Modern society is increasingly characterised by the option of non-identity and non-belonging, from the subjectivity of ethnic identities to the ubiquitous routine of the national identity.

**Key words:** ethnic identity, national identity, non-identity, nationalism, national state