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## EXPRESSION OF THE CONCEPT OF "PATRIOTISM" IN THE RUSSIAN-LANGUAGE MEDIA

## ВЫРАЖЕНИЕ ПОНЯТИЯ "ПАТРИОТИЗМ" В РУССКОЯЗЫЧНЫХ СМИ

## RUS TILIDAGI OMMAVIY AXBOROT VOSITALARIDA "VATANPARVARLIK" KONSEPTINING IFODALANISHI

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*Ushbu tadqiqot ko'p qirrali "Vatanparvarlik" konsepti va uning ommaviy axborot vositalarida tasvirini o'rganadi. Tadqiqot ommaviy axborot vositalarining rus milliy o'ziga xosligi kontekstida "vatanparvarlik" konsepti qanday qurilishi va manipulyatsiya qilishini o'rganishga qaratilgan. Amaldagi usullar kognitiv modellarni, intertekstuallikni va ommaviy axborot vositalarida qo'llaniladigan kontrastli tasvirlarni tekshirishni o'z ichiga oladi. Natijalar vatanparvarlikning murakkabligini ta'kidlaydi, u ham chuqur ijobiy, ham turli ijtimoiy tuyg'ular va qadriyatlarning uyg'unlashuvi sifatida namoyon bo'ladi. Ushbu tadqiqot rus kontekstida vatanparvarlik tushunchalarini shakllantirish va tarqatishda ommaviy axborot vositalarining muhim rolini ochib beradi. Bu tasvirlar ommaviy axborot vositalarida qo'llaniladigan usullarga qarab, milliy g'ururni rag'batlantirishdan tortib salbiy stereotiplarni davom ettirishgacha bo'lgan turli xil tasvirlarni yoritib beradi. Ushbu dinamikani tushunish milliy o'ziga xoslikning murakkabligini va ommaviy idrokni shakllantirishda ommaviy axborot vositalarining ta'sirini tushunishda juda muhimdir.*

**Аннотация**

*В данном исследовании рассматривается многогранное понятие «патриотизм» и его изображение в медиадискурсе. Целью исследования является изучение того, как медиатексты конструируют и манипулируют понятием патриотизма в контексте русской национальной идентичности. Используемые методы включают исследование когнитивных моделей, интертекстуальности и контрастных изображений, используемых в медиа-нарративах. Результаты подчеркивают сложность патриотизма, который представлен как глубоко позитивная эмоция, так и сплав различных социальных настроений и ценностных ориентаций. Это исследование проливает свет на ключевую роль СМИ в формировании и распространении понятий патриотизма в российском контексте. Это проливает свет на то, как эти изображения могут варьироваться от внушения национальной гордости до увековечения негативных стереотипов, в зависимости от методов, используемых в средствах массовой информации. Понимание этой динамики имеет решающее значение для понимания сложности национальной идентичности и влияния средств массовой информации на формирование общественного восприятия.*

**Abstract**

*This research delves into the multifaceted concept of "patriotism" and its portrayal in media discourse. The study aims to explore how media texts construct and manipulate the notion of patriotism in the context of Russian national identity. The methods employed include an examination of cognitive models, intertextuality, and the contrasting images utilized in media narratives. The results highlight the complexity of patriotism, which is presented as both a deeply positive emotion and a fusion of various social sentiments and value orientations. This research elucidates the pivotal role of media in constructing and disseminating notions of patriotism within the Russian context. It sheds light on how these portrayals can range from inspiring national pride to perpetuating negative stereotypes, depending on the methods employed in the media narrative. Understanding these dynamics is crucial in comprehending the complexities of national identity and the influence of media in shaping public perception.*

**Kalit so'zlar:** vatanparvarlik, media nutq, rus milliy o'ziga xosligi, kognitiv modellar, intertekstuallik, qarama-qarshi tasvirlar, ijtimoiy tuyg'u, qadriyat yo'nalishlari, ijobiy his-tuyg'ular, ikki tomonlama tabiat, milliy g'urur, salbiy stereotiplar.

**Ключевые слова:** Патриотизм, медиадискурс, российская национальная идентичность, когнитивные модели, интертекстуальность, контрастные образы, социальные настроения, ценностные ориентации, положительная эмоция, двойственная природа, национальная гордость, негативные стереотипы.

**Key words:** Patriotism, media discourse, Russian national identity, cognitive models, intertextuality, contrasting images, social sentiments, value orientations, positive emotion, dual nature, national pride, negative stereotypes.

**INTRODUCTION**

The concept of "patriotism" plays a significant role in media discourse. The author of a media text, being a representative of the national mentality, relies on the cognitive models of their culture that have evolved over many years. One of the key elements of national identity is the idea of "patriotism." This term has ancient Greek roots, where "patriotas" meant "compatriot" or "son of the homeland" [4: 217]. According to S. Ozhegov and N. Shvedova's dictionary, patriotism is

defined as "devotion and love for one's homeland and people" [3: 486]. Patriotism is considered a deeply positive feeling, but it also represents a complex combination of various social emotions, moods, attitudes, and value orientations. Patriotism encompasses both love for the motherland and hatred for its enemies, dedication to the interests of one's country, and an uncompromising attitude toward anything that hinders its dignified existence. Russian patriotism is characterized by duality: love for the great motherland is combined with hatred, sometimes turning into compassion, for less noble phenomena within its territory.

### MATERIALS AND METHODS

National identity has multiple aspects and a complex structure that Homo Sapiens seeks to understand. As noted by S. Bulgakov, patriotism "is not limited to instinctive self-understanding but seeks its own logos" [1: 180]. The conceptual field of "patriotism" is actively represented in the information space, where the technology of identification plays an important role and, depending on socio-political conditions, elicits various cognitive reactions.

In modern media texts, imitation is closely related to the micro-motive of "patriotism demonstrates the greatness of a person." In this context, identification is aimed at creating a reference model for imitation. For example, academician and TV host S.P. Kapitsa tells us, "I am a representative of a family where patriotism and the Motherland are concepts filled with specific meaning... My grandfather was also a statesman. He said he served not the government but the country. That was his principle. And the same goes for my father" [Vesti – Russia. 2008. February 14]. Patriotism revives the homeland, giving it a sacred significance, evoking personal feelings, and inspiring selfless actions. As I.A. Ilyin pointed out, "Russia is not only 'out there,' somewhere in boundless expanses and impenetrable forests... but also 'here,' within us, with us always, in a living and mysterious unity" [2: 3]. National feelings do not suppress but elevate the individual, contributing to self-identity and the realization of one's internal intellectual and spiritual potential.

1. *\*Intertextuality\**: In postmodern discourse, intertextuality is used, involving the introduction of a famous classical text into the modern media context. This allows for enriching the understanding of national feelings and intensifying the positive aura of the concept of "Russia." An example is given using a classic quote: "The land of Russia has not grown poor in talents. It continues to give birth to 'its own Platos and quick-witted Newtons'" [Arguments and Facts. 2008. April 24].

2. *\*Contrasting Images\**: As an alternative method, another approach provokes a negative undertone in the identification process. The conflicting aspects of market-oriented journalism, combined with the psychological inclination of Russian society towards self-flagellation, lead to the proliferation of texts constructed on the destructive manifestations of Russia's existence. The contemporary information space tends to emphasize the negative aspects of Russia - economic, social, sporting, and legal. This includes portraying Russia as a "nation of alcoholics," a "criminal and corrupt country," and an "uncivilized state" [Various sources].

### RESULTS AND DISCUSSIONS

Identification is a popular method not only in media psychology but also in psychotherapy. Identification involves the process of comparing one's own personality with another individual who evokes specific strong emotions, such as admiration or fear. This process alters the boundaries of personal identity (Ego). Unconscious imitation often goes hand in hand with axiological identification and the acceptance of certain values and goals. The effectiveness of identification as a method of influencing individuals is rooted in the instinctive nature of this process. The socialization of an individual is largely built on imitation: children mimic the behavior of their parents, and young people choose professions by emulating the experiences of their teachers. Healthy identification is a natural phenomenon that cannot be avoided. People in society need role models, heroes to emulate, and they unconsciously seek suitable role models.

Contemporary media actively reproduce these concepts in the context of positive identification, showcasing examples of service to Russia, which contributes to the personal reflection of the audience, eliciting admiration and national pride. Examples of this can be found in publications in newspapers and magazines, such as "Yuri Bashmet. Success in the West is Patriotism" [Arguments and Facts. 2008. January 28], "I Dedicate My Medal to the Whole Transbaikalia" [Extra. 2008. August 27], and "I Will Always Love and Respect My Homeland! – The Captain of the Kirov Hockey Team Tells 'Komsomolskaya Pravda' Why He Decided to Play in Kazan" [Komsomolskaya Pravda. 2008. May 5]. In media works, patriotism becomes the

justification for a glorious and meaningful life. Often in such contexts, national and ethnic affiliation is emphasized: "Andrei Kirilenko: Russians Have the Spirit of Winners" [Arguments and Facts. 2008. July 30], "Irina Alferova: We Are One of the Richest Nations, We Have Such Genetics, Literature, Art, and History – Just Take It – I Don't Want It" [Arguments and Facts. 2008. October 10].

1. *\*Intertextuality and the Reinforcement of Positive Connotations\**: The use of intertextuality, in this case, quotes about the Russian land, helps create a positive image of Russia and its ability to continue producing talented individuals. This contributes to the strengthening of national feelings.

2. *\*Contrasting Images and Negative Connotations\**: The method of creating contrasting images in media discourse contributes to the formation of a negative aura around the concept of "Russia." By emphasizing issues such as alcoholism, corruption, and social problems, the media fosters a negative perception of the country and its citizens. The technique of using "loose slogans" creates a simplified, generalized view of the nation's negative characteristics.

Politics successfully utilizes identification as a method for shaping national identity. The crisis of national identity is a result of information-psychological influence that can lead to the disintegration of a state. On the other hand, the successful preservation of the cultural core of a nation is possible with the maintenance of a certain identification.

Contemporary media emphasize the key idea of the text, showcasing the "greatness of a person – a patriot." For example, in one of the articles in the newspaper "Arguments of the Week," they describe a contemporary hero in an epic style: "I am glad that the son of Moscow's sloboda, artist, writer, and tribune Savva Yamshchikov lives among us... We can rely on his mighty shoulders... Without such glorious sons, Russia would not be Russia" [Arguments of the Week. 2008. October 9]. Thus, modern media texts underscore the role of patriotism as a powerful factor in personal and collective identification, stimulating national pride and a sense of belonging to the homeland.

However, in addition to positive identification, media discourse also includes another ideological modality that contributes to negative identification. This is associated with the conflicting aspects of market-oriented journalism and negative opinions about Russia, such as it being a "nation of alcoholics," a "criminal and corrupt country," and an "uncivilized state." In media texts representing these negative concepts, the "slogan technique" is used, where specific facts are generalized and presented as inherent traits of the entire country. This also contributes to the formation of a negative image of Russia and its citizens.

### CONCLUSION

In conclusion, media discourse incorporates two distinct ideological modalities: one that enhances positive perceptions of Russia through intertextuality and the creation of positive images, and another that reinforces negative perceptions through the highlighting of negative aspects and the use of slogan techniques. These methods and techniques enable media texts to shape specific perceptions and identifications in society.

The discourse surrounding the concept of "patriotism" in media is a multifaceted exploration of national identity. It delves into the complex interplay of emotions, attitudes, and value orientations that constitute patriotism. This article has highlighted how patriotism represents both love for one's homeland and a readiness to confront any obstacles to its prosperity.

The use of intertextuality in media texts, drawing on classical references, serves to enrich the understanding of national feelings and intensify the positive aura surrounding the concept of "Russia." This reinforces the idea that Russia continues to produce talented individuals and fosters a sense of national pride.

Conversely, negative identification is also present in media discourse, where the media portrays Russia in a negative light, emphasizing issues such as alcoholism, corruption, and social problems. This approach contributes to the formation of a negative image of the country and its citizens, utilizing a simplified, generalized view of the nation's negative characteristics.

In the context of politics, identification plays a crucial role in shaping national identity, and the preservation of a nation's cultural core relies on maintaining certain forms of identification.

Modern media texts underline the significance of patriotism as a powerful factor in personal and collective identification, inspiring national pride and a sense of belonging to the homeland. The discourse illustrates that the concept of "patriotism" remains a subject of ongoing exploration and interpretation within the evolving landscape of media and national identity.

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