

Conflict in Ukraine in the German Media: Psycholinguistic Analysis

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Abstract: This study is devoted to the linguistic and psycholinguistic analysis of the information materials of the popular German mass media covering the Ukrainian conflict. Also, the study discusses the main methods of information impact of the media on a person. Special attention is paid to the formation of the Russian and Ukrainian images in the framework of the information-psychological confrontation through psycholinguistic processing of the text, usage of special approaches to information definition and representation. As a result of the analysis, the researchers have come to conclusion that a lot of articles contain not only informational but also propagandistic implied sense, main aim of which is to suggest readers such point of view which corresponds to the current political line of the EU and Germany in relation to the Ukrainian crisis and its main actors.

Key words: Ukrainian crisis, Russia, Ukraine, Germany, conflicts information support, psycholinguistics

INTRODUCTION

Ukrainian crisis which began with mass riots on Maidan in 2013 had a significant effect on the current international relations system. There are two basic camps of information and economic combating powers involved in this conflict. The first one is headed by Russia which is in favor of federalization on the South-Eastern Ukraine (called in the Russian and pro-Russian mass media "New-Russia") and a number of countries that back such position explicitly or implicitly by information and economic means. The other camp is the coalition of the Western States, mainly USA and Germany as well as most of the European States and some other countries supporting the Kiev Government.

It is very interesting for scientists to research the information support of this conflict and the ways how the information was presented to the population of the countries involved in the conflict and its consequences in the first turn for Germany.

The aim for the researchers was to analyze the specific of the information support of the events in Ukraine and around it in Germany as the leading EU member-state from the lexical and psycholinguistic point of view. In the framework of preparation for this research more than 60 information issues and articles of different German mass media were analyzed as well as the most characteristic ones were chosen by the researchers for more detailed analysis and illustration in the research.

MATERIALS AND METHODS

As it was mentioned by most of the researches such notion as linguistic and extra-linguistic reality is a very

complex phenomenon implementing a variety of functions: it can be a tool for communication, a mean for exchanging and transferring of information, illustration of psychological life of an individual, product of a determine historical epoch form of cultural existence, illustration of socio-cultural traditions, etc. These all determines the variety of approaches and the multiplicity of definitions (Denisenko and Chebotarev, 2008).

In this regards, if we look at the linguistic elements of a text, it can be defined as "phenomenologically determined initial language form of language existence". Coherent text is understood as some logical sequence of sentences, inter connected with each other in the framework of the sense given by an researcher. "It is specially organized closed chain of sentences viewed as a coherent statement". Text is also a global unity or macro structure. It is also determined as hierarchy of communication programs subject to activity in which it is integrated.

The language of mass media as one of the functional parlances has attracted attention of specialists both Russian and Foreign ones. In the Russian linguistics such names as V.G. Kostomarov, G.Y. Solganik, V.S. Vinogradov, A.N. Vasilieva, A.N. Kozhin, O.A. Krylova, Kurchatkina N.N., Odincov V.V., Stepanov U.S., Firsova N.M., Shisjkova T.N., Popok H.-K.L., Sinayavskiy A.V. can be mentioned (Saiko, 2012).

Communicative problems of modern culture is widely represented and analyzed by thinkers of diverse philosophical branches: D. Bell, Jean Baudrillard, J. Derrida, P. Bourdieu, M. Castells, J.-F. Lyotard, M. McLuhan, E. Toffler, A. Bandura and many others. The analysis of the formation processes of communicative ontology of the modern culture is

also relevant for the current research; it was presented in the theory of communicative action by Y. Habermas, systemic-functional approach by N. Luhmann, constructivist understanding of the nature of social and cultural reality by P. Berger and T. Luckman, critic of mass media in a society of mass by M. Hork-Hymer and T. Adorno, Herbert Marcuse, H. Ortega-y- Gasset.

Numerous works contain analysis of the media as a cultural phenomenon. They study the role and influence of the media in modern society from the philosophical, sociological, cultural and linguistic points of view. These are studies of N.B. Kirillov, Y.Y. Lashchenko, M.M. Nazarov, A. Podoroga, G.G. Pocheptsov, O.V. Orlova, Z.I. Ryazanov, L.I. Ermolenkinoy and E.A. Kostyashina. Such researchers as S.G. Kara-Murza, O. Karpuhin and E. Makarevich, D.S. Naidina, A.S. Nikiforova and L.A. Kuryleva, V.V. Orlova touch upon various practical aspects of the problem areas and functioning of the mass media. Philosophical understanding of the media reality as well as problems of its influence on the individual is carried out in the researches by V.V. Savchuk, M.A. Stepanov, D.A. Kolesnikova, I.V. Chelysheva, E.I. Kuznetsova, T.B. Kudryashova, E.G. Varicheva, L.V. Nurgaleeva and others.

Constructivist studies of the German theorists and practitioners are extremely important from the point of view of the current work and problematic. It is necessary to mention such names as K. Beck, H. Bonfadelli, H.-B. Brosius, W. Donsbach, H.M. Kepplinger, M. Kunczik, A. Zipfel, G. Siegert, M. Schenk, W. Schulz, W. Staab and others.

We also would like to outline the studies analyzing Russian media coverage in Germany. In Russian tradition the image of Russia in the foreign media is presented foremost in philological perspective. We can enumerate the material relating to Russia of American and British (S.V. Krasilnikova, S.V. Kobzeva), Italy (F. Manfredi), Polish (K. Sobiyanek) and German mass media (V. Golyshev, M. Jackowska, A.A. Schipitsyna, O.S. Sharmanova). Several researchers (G. Weinstein, D. Gavra and Savitskaya, O.V. Maleeva, A. Rosomahin and D. Khrustalev, A.V. Fedorov) examined the image of Russia in the context of the current socio-political situation (Petukhov, 2015; Yur'evich *et al.*, 2014).

The general issues of perception of Russia in Germany in the German-language literature are considered by A. Kamp and P. Jahn, L. Kopelew, K. Schlogel, H.-H. Schroeder. Research of media discourse is presented in a rather extensive way and covers the time period from the end of the World War II to the present day, reflecting the coverage of Russia on German television by V. Degtjarova, K. Marx and in

the German-language press by A. Ahrens, S. Gavrilova, E. Essen, K. Seifert, W. Crudopf, D. Porzgen and others.

The research methodology is a conceptual synthesis of several related sciences and theory, practice and experiment when the theoretical principles were not only derived from the experimental practical material but also verified in the subsequent practical application. From the perspective of the present study, we chose the following methods:

- The method of content analysis (sociological and statistical analysis method, based on counting the number of units specified in a particular group of texts)
- The method of discourse analysis, aimed at studying ways of production, distribution and perception of media texts
- A group of linguistic methods-social in linguistics, functional linguistics, rhetorical criticism and pragmatism
- A whole range of methods of historical-cultural and culture-comparative nature

RESULTS AND DISCUSSION

Mind control technologies applied by mass media. Unlike the nuclear bombs or bullets slaughter, the victims of the information war are not so, noticeable as if of a conventional war. It is necessary to remember that the successful manipulation is the one which a victim is insensible to. As by the words of Baudelaire, "The most cunning ploy of Satan-is to convince us that he does not exist". The same is true for the manipulation. We can reduce the effect of manipulation to a minimum by only realizing that we are affected by it. However, it is not so easy of course. Competent psychological operations contain many tricks of false baits and deceptions of the mind.

Supporters of a liberal approach believe that everything which can be interesting and important for the media audience should be reflected in the news. Socially-responsible journalism involves the use of the media to maintain the foundations of society and the education of people with a view to improving them as social actors. Such an approach is typical of societies where the media are monopolized by the state. Critics of this approach believe that journalists cannot act as arbitrators determining social values in a society where co-exist different points of view. At the same time, it should be understood that people gather all the information in our society and present it to broadcasting and general review as a person. Accordingly, we cannot avoid the personal influence on the transferred

information or data and it would be extremely difficult not to affect it. However, it is logical and obvious that the owners of the TV-companies, magazines, newspapers, etc., effect the information that they disseminate. None of the actors-in-power (here is meant not only the power and government agencies but also any person or companies that can exert sufficient influence at their own expense) are willing to pay the media which gives information that prevents them from power or challenges them.

The US Institute for Propaganda Analysis while summing up the assembled experience proposed the analysis of the “persuasion methods” or rather, the ways of human behavior manipulation.

“Determination”: Ideas, individuals and objects blend with the different characteristics (positive or negative depending on the situation) which would be accepted by people without further discussion.

“Brilliant universality”: Describing some events in which you must get the support of the audience “virtuous words” are used (“Coalition of senses”, “vast majority”, “public opinion”).

“Recommendation”: The required position or opinion is spread by a person who is popular in certain groups (a well-known journalist, a lawyer, an actor, a preacher and so on).

“Cards stacking”: The possibility and the justification of the use of accurate and inaccurate, logical and illogical statements that arouse interest of the audience. So, the audience is the captive of manipulation. In accordance with the same institute, the list can be supplemented by the following ways of manipulation.

“Assigning nicknames” or “labeling”: “Transfer” is an instrument that helps to transfer the undisputed authority of any person to another one that needs to be populated.

“Companions”: By using this technique a false sense of intimacy of a group is created. “Along with all” that is inspiration of collective action.

A serious change in the goals of the individual world picture should be seen as a certain information invasion that is harmful to the recipient. This state of danger is increasing while transition from the impact on the individual consciousness to the influence on the mass consciousness because it is believed that the mass consciousness sufficiently conservative and serves a specific situation stabilizer. The cognitive therapy is interesting for us due to the fact that it leads to the change of behavior, like any other therapy. But it is based on the individual’s cognitive errors. As Alexandrov comments

the theory of A. Beck: “The cognitive shift can be similarly illustrated in the form of a computer program. Each disorder has its own specific program. The program dictates the type of input, determines the way of information processing and the resulting behavior. For example, if anxiety disorders arise, “survival program” is activated: an individual selects “danger signals” and blocks “safety signals” in the flow of information (Aleksandrov, 1997). While applying such treatment an individual is treated as more sensible to the cognitive schemes in his head rather than in reality. Examples of such cognitive distortions, specifying pattern of behavior are the following:

- Personalization: when all events are interpreted as exaggeratedly personal
- Dichotomous thinking: all events may be only good and fair or bad and terrible
- Selective abstraction: assessment of one part is interpreted as evaluation of the entire event
- Arbitrary deductions: unsubstantiated conclusions become decisive ones (for example, the phrase: “I’m a terrible mother!”)
- Over generalization: generalization is built on the basis of a single case (such as “All men are the same” or “I always do everything wrong”)
- Exaggeration (“Disasterization”) as an exaggeration of the effects of an event

Thus, the cognitive world model, ways of information processing by people as well as the ways of formatting this information must be guiding while the information war. The most important is such notions as concepts of frame, script, stereotype, cognitive cliches that were developed in the works by Schank (1975). Cognitive cliché can be defined as tough knowledge which is the collective product of social thinking. This is a typical version of the information presentation the human mind and human ways of processing information.

The mass media manipulative activity turns the citizens choice from the free conscious decision into a formal act, pre-programmed by experts on the formation of mass consciousness. They form a picture of a world which actually does not exist and is viewed only on the minds of people and becomes a reality only when people themselves begin to believe in it (Petukhov, 2015). The foundation of the whole illusory picture of the world created by the manipulators make the myths. According to the American Professor G. Schiller, the main ideas, claiming dominance of the ruling elite in the United States are the five social myths:

- The individual freedom and personal choice of citizens

- The neutrality of the most important political institutions: congress, the courts, the presidency and the media
- The eternal selfish nature of human beings their aggressiveness, propensity for hoarding and consumerism
- The absence of societal conflicts, exploitation and oppression

The mass media pluralism which in reality, despite the abundance of sources are controlled by large advertisers and the government and constitute a single industry illusory consciousness (Bourdieu, 1993).

The effect of the significant number of manipulative techniques is based on the provocation in the mind of an individual symptoms of borderline psycho pathology.

Neurosis, as well as any form of instability as a result of mental illness of any other kind (for example, ARD or the flu or any other form of sickness) as well as increased fatigue, drunkenness and so on are some examples of the so-called altered states of consciousness when the mind (consciousness) of an individual can no longer create any barriers on the way of new information in order to evaluate different kinds of information (Petukhov, 2015). We must note that such an assessment is necessary and it characterizes the psyche of a healthy person. In general the brain of an individual is constituted in such a way that it is not able to remember all the information coming into it from the outside world, so all the information after the psyche censorship that allows only a part of information to enter the consciousness and this part is used in the near future and then deposited in the subconscious. And there, in the subconscious such information is kept for the life of an individual and can move into the consciousness of even a few decades later (Bourdieu, 1993).

Obviously, in the moment of modern media there is a huge number of different technologies of impact on society that could potentially carry a significant danger. It lies in the fact that an individual is especially, unprepared and ignorant of the manipulation and easily caught in a net and becomes a plaything of the manipulator. Notably, a person becomes a play toy that is confident in the fact that he/she makes his/her actions as he/she wishes, free and ready to defend "own" interests (Petukhov, 2015).

Processing and distortion of facts in the German media. Analysis of the leading German mass media revealed that one of the basic techniques of manipulation of the reader consciousness is receiving a conscious distortion of facts in favor of the Kiev authorities which actively use the researchers of information support of the Ukrainian crisis.

So, on considerations of the German journalists, the cases of violence intensified in the Ukrainian city of Odessa and therefore, this outbreak of violence was provoked solely by the supporters of Russia: pro-Russian

protesters stormed the police headquarters and demanded the release of detained activists. The activists were armed with batons and used the truck to break down the main gates. After that the activists gathered at the entrance to the prison, demanding the release of pro-Russian activists who were arrested. The Ukrainian Prime Minister Yatsenyuk blamed Russia for the street fighting. The pro-Western politician said that it was an "organized attack on the people". "Russia's consent people here to take care of creating chaos" said Yatsenyuk. In der ukrainischen Odessa eskaliert die Gewalt: Prorussische Demonstranten haben die Polizeizentrale gestürmt und die Freilassung festgenommener Aktivisten gefordert. Die Angreifer versammeln sich jetzt vor dem Eingang des Untersuchungsgefängnisses und fordern die Freilassung von prorussischen Aktivisten, die festgenommen worden sind. Der ukrainische Regierungschef Arsenij Jazenjuk machte am Sonntag bei einem Besuch in Odessa Russland für die jüngsten Straßenschlachten verantwortlich. Es habe sich um einen "organisierten Angriff auf das Volk" gehandelt, sagte der prowestliche Politiker. "Russland hat Leute hierher geschickt, um für Chaos zu sorgen", sagte Jazenjuk. (<http://www.spiegel.de/politik/ausland/ukraine-prorussische-aktivisten-stuermen-polizeizentrale-in-odessa-a-967496.html>).

The next lines demonstrate how the Western journalists are actually depict Russia as an aggressor in favor of their governments and aggravate the already tensed situation in Ukraine: "Russland dämpft Hoffnung auf Kompromisse. Die ukrainische Regierung bot Russland "ernsthafte Verhandlungen auf neutralem Gebiet" über eine Entschärfung des Konflikts in der Ostukraine an. Russland lehnte das erneut zurück." (<http://www.zeit.de/politik/ausland/2014-11/ukraine-lawrow-steinmeier-sanktionen>). Russia destroys hopes for a compromise. Ukrainian government has offered Russia to hold serious negotiations aimed at smoothing the conflict in the eastern Ukraine on neutral territory. Russia is once again rejected the proposal, saying that the Ukrainian government should talk to Russia". One of the most popular German magazine Spiegel demonstrated how the substitution of concepts in the information material can happen: "Die russische Aggression in der Ukraine ist eine militärische Herausforderung, die (auch) militärische Antworten braucht. The Russian aggression in Ukraine is a military challenge that also requires a military response <http://www.zeit.de/politik/ausland/2014-11/machtpolitik-beziehungen-staaten-aussenpolitik>". This is the result of misrepresentation of information and psychological confrontation between the two major world powers-Russia and Germany.

Annexation of the Crimea to the Russian territory could not remain without attention of the German media. Many articles are not only contain certain piece of information but propaganda which is designed to promote

a distorted and warped view of Russia among Foreign readers; Ukraine and the current crisis are the means to achieve this goal. The well-known German journalist and writer Jochen Bittner (Jochen Bittner) published an study "Putin lost" ("Putin verloren") in which he openly and unabashedly in terms ridicules policy of the Russian head of state with respect to Crimea, arguing that Putin lost this war: despite the fact that he acquired the Crimea and Eastern Ukraine these achievements are questionable, costly both economic and political and have more destructible than profitable consequences. (Wer hat dieses Spiel dann eigentlich gewonnen? Wladimir Putin gewiss nicht. Was hat er denn bekommen? Die Krim und die Ostukraine, ja. Aber was sind diese Gewinne wert? Beide verursachen dem Kreml mehr Kosten als Nutzen, sowohl wirtschaftlich als auch politisch <http://www.zeit.de/politik/ausland/2014-11/ukraine-konflikt-wladimir-putin-bittner>).

Putin and his actions in the German mass media. "Putin closes the window to Europe" ("Putin schließt das Fenster zu Europa"). This succinct and metaphorical headline which is both a reminiscence and reference of the reader to the times of Peter I, represents the break of the relationship with Europe. According to the researcher of the mentioned study, this is not the West that threatens Russia, but Putin who threatens the West. ("Nicht der Westen bedroht Russland und den Frieden in Europa-Putin ist es. Nicht der Westen drängt Russland aus Europa hinaus, wie die Autoren des Aufrufs behaupten. Putin ist dabei, das Fenster Russlands zu Europa zu schließen, das Peter der Große einst öffnen wollte" <http://www.zeit.de/politik/deutschland/2014-12/russland-ukraine-putin-aufruf-ruprecht-polenz>).

It should be noted that the comparison of the Russian president Vladimir put in with Peter the great is regular and can be often found on the pages of the German press. However, the question arises whether such a parallel is a compliment for the president in particular and the whole country? After analyzing the article of Josef Joffe (Josef Joffe, <http://www.zeit.de/2014/50/wladimir-putin-politik-deutschland-zeitgeist>) we can conclude that it is not. According to the publicist, put in is an outstanding powerful politician who as Joseph remarked has no equal in the West. "He captured the Crimea and the South-East of Ukraine. He weekly humiliates the West by locating the fleets in the English channel. He is stepping up weapons and knows how far he can go without provoking a sharp military response. It is possible that in then ear future Russian divers will dabble in Spree/"Putin ist ein brillanter Machtpolitiker, dem niemand im Westen das Wasser reichen kann. Er greift sich die Krim, dann den Südosten der Ukraine und kriegt bloß einen Klaps ab. Wöchentlich demütigt er den Westen, zuletzt mit der Flottille im Armeelkanal. Er rüstet auf, das Bündnis ab. Er weiß, wie weit er gehen darf, ohne eine scharfe,

geschweige denn militärische Reaktion zu provozieren. Vielleicht plantschen bald russische Froschmänner in der Spree-schlauerweise ohne Hoheitsabzeichen".

Psycholinguistic analysis indicated that put in's image is formed in the eyes of the German people through the use of a specific language such as words with meanings of threats of violence, attacks, invasions, capture and their synonyms. For example, "pt in's neo-imperialism endangers German interests that not only satisfies put in but also sharpens his appetite"/"Heute bedroht put ins Neo imperialismus die deutschen interessen, doch wie immer funktioniert Appeasement nicht, sondern scharft Putins Appetit"; "Putin threatens with the power of his Army"/"Putin droht mit der Stärke seiner Armee". The German press has merged in unison, arguing that the Russian force invaded Crimea that can be seen by at least in the headlines which are widespread in political periodicals and online publications: "39 Prozent der Deutschen für Anerkennung der Krim-Annexion" [<http://www.zeit.de/politik/deutschland/2014-11/deutsche-umfrage-krim-annexion>], "Putin nennt Krim-Annexion wichtiges Kapitel der russischen Geschichte" [<http://www.zeit.de/politik/ausland/2014-12/putin-neujahrsansprache-krim>], "Krim-Annexion könnte Russland jährlich sechs Milliarden Euro kosten- [<http://www.spiegel.de/wirtschaft/soziales/krim-soll-russland-jaehrlich-sechs-milliarden-euro-kosten-a-1026566.html>], "Keine Verurteilung der Krim-Annexion".

Thus, Putin is depicted as a tyrant, constantly fearing his people and seeking to intimidate and to gain control over Europe. However, loud provocative headlines are often quite nominal because they do not correspond to the content. Thus, referring to an study in the German newspaper Zeit journalist under the provocative head line "Putin droht mit der Stärke seiner Armee" (<http://www.zeit.de/politik/ausland/2014-12/wladimir-putin-russland-rede-an-die-nation>) we can find the following content: "Der Anschluss der Halbinsel an Russland sei in volligem Einklang mit dem Völkerrecht geschehen. "Wir haben den Zusammenhalt und die Ganzheit unserer Heimat erkannt und gezeigt, dass wir vieles erreichen können", sagte Putin. Russland werde sich nicht vor der Unterwerfungspolitik des Westens beugen. Die Krim habe für Russland "große zivilisatorische und sakrale Bedeutung jetzt und für immer", sagte der Präsident in der im Staatsfernsehen übertragenen Rede. Die Krim sei für Russland was der Tempelberg in Jerusalem für die Juden sei». Zum Schluss seiner Rede zeigte sich Putin noch einmal kämpferisch. Er endete mit den Worten "Wir werden siegen". The peninsula annexation to Russia was in the full accordance with international law. "We have shown unity and integrity of our country and have shown that we can achieve a lot," said put in. Russia did not bend before the policy of subordination of the West.

Crimea is of "great civilizing and sacred significance for Russia-now and forever" put in said in his speech. The Crimea for Russia is the same as the Temple Mount in Jerusalem for Jews. In the end of his speech put in again showed his fighting spirit, saying that the Russians win."

The example of journalistic material mentioned above illustrates the following fact: the journalists are quite aware of the political situation in Russia and its relations with the Crimea and the West in general, moreover, they cannot keep silent about the true and real state of things but tend not to reveal it, choosing headlines to their articles carefully, so that, they are at least designed to disguise what is happening and at best give it a new direction vector and start to lucrative promote ideas that are lucrative for Germany.

It should be emphasized that the mass media publishes only those of put in's remarks about USA that contain negative inflection and ignores other statements and comments and as a consequence creates negative reader's attitude towards the President of the Russian Federation which contributes to the formation of the image of allegedly embittered and very narrow-minded dictator: Der Russische Präsident Wladimir put in hat den USA im Ukraine-Konflikt Erpressung und Feindseligkeit Vorgeworfen (Russian President Vladimir Putin chided the United States for extortion and hostilities in the Ukrainian conflict); Put in... hatte dem Westen Vorgeworfen, sein Land zerschlagen zu wollen, weil es zu stark geworden sei (... Putin blamed Western countries for their intention to destroy his country because it has become too strong).

However, speaking about broader and global issues, put in statements cited in the press, according to a number of periodicals are valid: Russland habe Interesse an Stabilität in seinem Nachbarland (Russia is interested in stable relations with its neighbor), "Russland verlangt für sich keinen besonderen, außergewöhnlichen Platz in der Welt (...). Wir wollen nur, dass unsere Interessen berücksichtigt werden", betonte er. (Russia does not need to undertake any special privileged position in the world. We just want our interests to be taken into account...). Moreover, Europe recognizes that the put in power lies in the weakness and indecision of Europe (Put in's ... Starkeliegt in Europas Schwache und Unentschlossenheit).

Considering the issue of vocabulary in particular brutal and extremely informal one, it should be emphasized that it is often accompanied by all sorts of comparisons including sublime and poetic ones: Die USA hatten als selbsternannte Sieger des Kalten Krieges einen Führungsanspruch in der Welt. Putin verglich das Land mit einem «Raffke», der sich immer mehr einverleiben wolle. (United States declared themselves winners of the cold War and claim to leadership in the world. Putin

compared the country with the «upstart» who wants (istrying) to take (grab, soak) more and more; Das Grollen über ihren Kopf ist, so, gewöhnlich geworden wie das Aufstehen am Morgen, so, lastig wie das Husten in der klammen Kälte am Abend (roar over their heads became so, familiar, like getting up in the morning, so intrusive as coughing in the damp cold evening; Frieden, aber es ist wie Krieg (Peace like war).

The most common topic in the German press is the political situation in Ukraine whose image is often depicted through metaphors: In der Republik der Lügen (The country of lies). Frequent examples of the use of the trope as a gradation in conjunction with oxymoron that most clearly emphasizes the contrast and controversial topics in Ukraine: Krieg, wo Waffenruhe herrscht, Menschen, die in Bunkern leben, und Tote, die zu Helden werden: Wie im Osten der Ukraine ein Staat entsteht (war, dominated by a truce, people who live in bunkers and the dead who become heroes, so a new state is born in the East of Ukraine).

Through such technique as antithesis (contradiction) put in and Obama are represented as two opposing camps, two major players in the modern political system in which the steering wheel and the palm of supremacy belongs to both of them by turns: Lieber Putin als Obama (Better Putin than Obama). The transmitted information in the press is of ten falsified by journalists: Offiziell war die russische Armee an diesem Krieg nie beteiligt, und doch wurden immer wieder ihre Soldaten auf ukrainischem Boden festgenommen. (Officially, the Russian army did not take part in this war and yet their soldiers have been re-arrested on the territory of Ukraine).

Closing maneuver that we should pay attention to is a rhetorical question (statement in the form of a question), occurring in all parts of many articles: Wer trägt die Verantwortung und wer die Schuld an ihrer Situation? Wer wird sie entschädigen und wer für sie sorgen? Entsteht ein Staat oder nur die Illusion davon? (Who is responsible for this situation and who is to be blamed? Who will compensate the losses and who cares? There is a State or an illusion?) Such a method or rather the question is addressed to the reader on the one hand encourages him to come to their own conclusion but on the other hand the answer is already incorporated in the formulation, the content of the article and even ingrained to an inexperienced reader by the mass media.

Accordingly, analyzing a series of German-language articles dealing with political events in Ukraine in general and Russia in particular, it can be concluded that due to the use of a number of linguistic means of expression with a strong negative connotation negative image of Russia as the aggressor against a small and miserable in the Ukraine is created on pages of many German publications. Formation of the faulty opinion

about the country, described by journalists as well as subjective presentation of speech and manners of modern leadership of the Russian Federation is the result of the information war and political struggle against Russia.

In the light of the recent events connected with Ukraine, Russia is presented as a potential enemy of the EU and dangerous neighbor, the instigator of military actions restraining the rights of independent Ukraine, violating various international laws and waging wars. This is evidenced by quotations confirming that any information related to Russia and Ukraine is served in the proper doses as well as viewed from the point of view and context that is necessary for the researchers. In particular, frequent statements are designed to cause on the one hand the reader's pity and condescension to the Ukraine as a weak country and on the other hand the perception of Russia as a tyrant. At the same time the reports of OSCE and the red cross about the human rights violations on the territory of Donetsk and Lugansk Regions by the Kiev authorities are ignored completely or almost completely as the statements about the use of offensive weapons against the civilian population and facilitating humanitarian catastrophe. Not to mention the ignored signals from Russia of such action and censuring of the so-called «Putin's propaganda machine» (Putins Propag and amas chinerie) without any initiative of appropriate investigation (for example, massive loss of life in Odessa, 2nd May as a result of the burning of the Palace of Trade Unions by the right-wing radicals).

Often, when the German-speaking media mentions Russia and reproduces the speech of Russian politicians and leaders of the state, from the variety of vocabulary to choose the most rude and rough expression are mentioned to exaggerate the mood over the subject matter and cause negative feelings towards Russia and bad «aftertaste» after reading the article. Due to such pronounced negative coloration statements impregnated with sarcasm and irony of put in about USA, representatives of the media are antagonizing the readers against the Russian president and by doing, so they are forming the image of allegedly

extremely embittered and narrow minded Russian dictator in the minds of the readers who practically are not familiar with how the things really are.

However, for some wider and global issues, the cited put in's quotes and statements are characterized by greater fairness and are being reasonable and prudent. Thus, from the last statement it is evident that we can witness a double standard policy, leading to the formation of the dubious image of Russia in the eyes of the world.

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