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INTRODUCTION

Background of study. Everywhere in the world, there are conflicts, and the media portrays them in a number of ways. The media is a crucial instrument for effective foreign policy. Every country has unique interests and foreign policies. A nation's foreign policy may be described in terms of regional interests.

Political difficulties in the country are inextricably linked to the media and discourse. Media organizations track linguistic bias in political discourse throughout time and modify their coverage of international news to fit specific circumstances. News is generally presented differently in different cultures. This study's primary objective is to ascertain how and from what angles the Nagorno-Karabakh conflict was portrayed in the discourse of newspaper with respect to objectives of West countries.

Media organizations can localize or domesticate news while representing national or international news sources. This provides an opportunity to add one's own news policy. Domestication is therefore a crucial component of news reporting, both domestically and internationally.

In the centre of political circles and a significant constraint in the Caucasus region is Nagorno-Karabakh. Numerous media outlets, including those in the Europe, are covering this clash. The Nagorno-Karabakh dispute is a contentious matter that has persisted unresolved for over two decades. The battle was reported by the media in a number of ways over those years.

At the conclusion of the 20th century, in 1991, the Union of Soviet Socialist Republics fell apart. It led to a great deal of unsolved issues in the Caucasus region. Along with political, democratic, and economic issues, there have also been ethnic clashes between the nations. The Nagorno-Karabakh conflict was similarly sparked by ethnic issues, but it quickly gained attention from other nations, including Iran, Azerbaijan, Armenia, and Russia.

One of the complex issues that arose in the area, that was Nagorno-Karabakh. The Nagorno-Karabakh conflict was an international disagreement between the two sovereign nations. Karabakh was a historical region claimed by both Armenia and Azerbaijan. None of the sides was eager to compromise this enclave. Due to the area and the time period, the Karabakh conflict drew the

attention of regional and international forces. Armenia and Azerbaijan are the post-Soviet nations. Natural resources such as oil and gas abound in Azerbaijan. One of the most picturesque and abundantly natural locations in the Caucasus is Karabakh. The conflict escalated and became more serious following the collapse of the Soviet Union in 1991. The war in a post-Soviet territory influenced by Russia became a religious schism between Muslims and Christians, in addition to a struggle between two countries. As a result, this battle gained traction in worldwide media organizations and continues to be widely covered. Furthermore, Nagorno-Karabakh's casualties and suffering in the Caucasus region received widespread attention. This is how the Karabakh conflict became newsworthy in the first place.

This study looks into how linguistic bias realizes in political discourse. The study also focuses on how the Nagorno-Karabakh conflict has been represented in West media during Second Karabakh War.

This study aims to shed light on the various forms or frameworks that the Nagorno-Karabakh war has taken throughout time and how it has been depicted and domesticated in political discourse. Additionally, this study will look at the various perspectives that the media has taken on the conflict.

The statement of problem. The linguistic bias of Western media in their discourse against Azerbaijan was not discussed in the earlier pieces. Previous articles have addressed the countries' news flow, with a particular focus on the bias of any news channel or just 1 or 2 countries and news channels. Prior research has not focused on the causes of this discrimination in the media.

The purpose of study. This study's primary objective is to identify the ways and contexts in which linguistic bias appears in political speech. In particular, first we can observe biased discourse in the language of leading politicians of the countries, and then in the language of the news, which is influenced by politicians and determines its position. It is also indisputable that the media played a part in the conflict. One of the key variables influencing how the war plays out is media discourse. This study investigates how Western nations manifest bias against Azerbaijan in their news and speech while obviously favouring their religious and war allies.

Research Questions.

- 1) How does linguistic bias realize itself in political discourse?

- 2) How did the Western countries show their position in the media during the II Karabakh War?
- 3) What is the primary cause of linguistic bias in opposition to Azerbaijan in Western political discourse?
- 4) Especially which biased expressions and words are used against Azerbaijan in the Western media?

The significance and justification of the study. This study attempts to investigate how political discourse and foreign policies of Western countries affect how international news is portrayed in the media. It is not just about conflict and its aftermath. This study contributes significantly to the literature review in a number of ways. First, it uses a periodical approach to analyze coverage of the Nagorno-Karabakh conflict, taking into account political discourse and media of West. It focuses primarily on the BBC, The Guardian, Politico, and France newspaper.

Also, this study clearly shows the importance of politicians in their discourse and media and the secret partnership during the war. In the interest of clarity, this work aims to investigate the ways in which the media defines and functions. Politicians shapes media and the media shapes people's perceptions. There aren't many studies about the relationship between the media and political discourse, despite the fact that media representation and coverage of conflicts have been extensively addressed.

The purpose of this study is to investigate the relationships that exist between foreign news and national interests. It's thought that a countries' interests lie on how international news is framed and represented.

The definition of the key terms.

Discourse- In linguistics, discourse is natural spoken or written language in context, especially when complete texts are being considered.

Political discourse -Refers to the communication and exchange of ideas, opinions, and information related to politics and government.

Racism-a belief that race is a fundamental determinant of human traits and capacities and that racial differences produce an inherent superiority of a particular race

Linguistic racism-In the terminology of linguistic anthropology, linguistic racism, both spoken and written, is a mechanism that perpetuates discrimination, marginalization, and prejudice customarily based on an individual or community's linguistic background.

Media discourse -Media discourse refers to the language and communication used in media messages, such as in newspapers, television, radio, and social media.

Media Bias- Perception that the media is reporting the news in a partial or prejudiced manner.

Code word- A code word is a word or phrase that someone, especially a public figure, uses in order to avoid saying something else.

Linguistic realization-In linguistics, realization is the process by which some kind of surface representation is derived from its underlying representation; that is, the way in which some abstract object of linguistic analysis comes to be produced in actual language.

Limitations and delimitation of the study. The primary limitation of this study is that it is limited to a single conflict represented in a Western media, namely online newspapers. These newspapers have global coverage. The advantage of using these newspapers is that they offer a website with an archive of news from 1871 to the present. The research is then restricted to specific time periods. The news stories from the Second Karabakh War were chosen as a sample for this study. The years 2020-2024 were chosen to encompass the fighting era in the Nagorno-Karabakh enclave, a ceasefire agreement, and the economic and political state in the region following the truce.

The technique of this study employs critical discourse analysis (CDA) to examine the linguistic manifestations of racism in political speech. CDA is an analytical tool that was designed to better understand how language is linked to power and ideology in social and cultural situations. This paradigm acknowledges that language, texts, and conversations serve not only as means of communication, but also as tools for generating and reflecting social and political power dynamics.

In this study the news is chosen from West media during the second Karabakh war. While analyzing the content of news we observed linguistic bias and discrimination against Azerbaijan and even in headings. During the research, several online news sites were analyzed and explicit or coded expressions were selected and analyzed, which were observed biased discourse against

Azerbaijan. In its media, the West has portrayed Armenia as oppressed and pitiful, and Azerbaijan as an aggressor. However, 30 years ago, Azerbaijan was attacked and occupied by Armenia, but this did not bother the West at all.

CHAPTER I. LITERATURE REVIEW

1.1 Discourse and Racism.

Political discourse encompasses various sorts of communication and text. We may be referring to a type of discourse that is a political production, such as a speech, debate, political interview, policy document, and so on (Van Dijk 1997; Fairclough and Fairclough 2012), or we may be referring to any talk or textual output that is either about a political subject or is politically motivated. In the book *Political Discourse and Conflict Resolution* (Hayward and O'Donnell 2011), the phrase "political discourse" refers to extended talks or texts created by political actors.

Liebes and Ribak (1991) suggest that family discussions on political events can be considered political discourse, as they focus on "political events or issues". According to Blommaert (2005), Feldman and De Landtsheer (1998), and Joseph (2006), language is intrinsically political and can be considered "political discourse."

A major factor in the development and spread of racism is discourse. Discourse is one way that racism manifests itself as an idea and a social practice. Discourse serves as a vehicle for the preparation, spread, and legitimization of discriminatory practices as well as the production and promotion of racist ideas and beliefs. Discourse, on the other hand, is used to pursue anti-racist tactics by challenging and opposing racist beliefs and behaviours. We adopt Garner's description (2010: 18):

Racism is a multifaceted social phenomenon, with different levels and overlapping forms. It involves attitudes, actions, processes and unequal power relations. It is based on the interpretation of the idea of "race", hierarchical social relations and the forms of discrimination that flow from this.

1.1.1 Representation: Reference and Metaphor

One of the primary problems of political speech is how the world is shown to the public through specific types of language expression. What role does language play in defining people and groups based on their social practices? How are acts and occurrences interpreted and described? What modalities of reference are employed to represent places, objects, and institutions in positive or negative frames? (Blommaert and Verschueren 1998; Van Dijk 2009a, 2009b; Fairclough 1989, 1995; Wodak and Van Dijk 2000). According to Sapir (2010) and Whorf (1956),

"reality" is not merely conveyed through language, but rather through several types of representation.

Viewing political speech in this light, analysts frequently describe politics as a link between language and power, namely that political control is a type of language control (Wodak 2011). One of the first scholars to note the use of language in controlling the distribution of power in society was George Orwell. In *Politics and the English Language* Orwell argues that there is a link between language and the way we view the world, and that politicians manipulate this for their own ends, as he puts it: "using political speech and writing ... in defence of the indefensible" (1969: 225). Here he is referring to forms of "inverted logic" such as those found in his novel *Nineteen Eighty-Four* (Orwell, 1949), where slogans such as "WAR IS PEACE," "FREEDOM IS SLAVERY," and "IGNORANCE IS STRENGTH" create "doublethink," and invert the positive into the negative and the negative into the positive.

Orwell's theory of representation suggests that politicians can manipulate negative events to create positive or neutral worldviews, hiding issues like pain, suffering, and homelessness within neutral or positive representations.

In political discourse there is a significant literature on how conceptual metaphors are used for political purposes, ranging from explaining economic theory via "Economy is a person" (Sacco, 2007), to explaining interparty and intercultural conflict in South Africa through "Racism is a disease" and "Reconciliation is healing" (Malan 2008; El Refaie 2001; Musolff 2004).

Lakoff (2004) suggests that cognitive metaphors can help politicians delimit our thinking about politics and provide a way out of controlling language. He gives the command "Don't think of an elephant," highlighting the difficulty in not summing up images associated with the frame. Once invoked, it is difficult to block the ideas and images associated with the frame, even when negated. Lakoff also suggests that one can change certain "frames" by offering counter "frames," alternative ways of looking at the same object, event, or concept.

Lakoff's position seems limited by its own relativism. Invoking counter-frames gives us choice, including the choice to ignore or retranslate new frames back into original frames to accommodate previous beliefs. Additionally, analysts have found it difficult to code the appearance of "progressive" and "conservative" conceptual metaphors in political speeches.

Further, politicians can also take the same frame, or metaphor, and, just like the analysts, use it for their own purposes. Consider the following alternative assessments of the metaphor “political policy is an iceberg.” In the first example UK Prime Minister Margaret Thatcher critically assesses the Labour opposition election manifesto of 1987 (Atkinson 2011):

Thatcher: The Labour party iceberg manifesto, one tenth of its socialism visible nineteenthths beneath the surface (laughter).

Mrs. Thatcher uses the "iceberg" metaphor to accuse Labour for concealing its genuine socialist intentions. In a subsequent speech, Labour leader Neil Kinnock reacted as follows:

Mr Kinnock: In a way she was right, it is a bit of an iceberg manifesto. it is really cool and it is ah very tough and it is totally unsinkable! (laughter)

Taking the same metaphor Mr. Kinnock uses it to draw on positive aspects of the same frame, in doing so both supporting the Labour manifesto and making a meta-humorous comment on Thatcher’s humorous comment (Musolff 2004; Sclafani 2008).

1.1.2 Concepts of “Race” and “Racism”

The term "racism" is a derogatory term that is often used as a political "fighting word" and has multiple meanings. Most commonly, the concept refers to social discrimination (Reisigl 2007a) based on practices of racialization, that is, semiotic practices that construct social relations in terms of race categories (Banton 1977; Murji and Solomos 2005).

If not defined adequately, the terms “racism” and “racist” risk becoming analytically weak categories being used for too many and also quite different phenomena. Nowadays, we encounter a “genetic,” “biological,” “cultural,” “ethnopluralist,” “institutional” and “everyday racism,” a “xeno-racism,” a “racism at the top,” an “elite racism,” a “racism in the midst,” an “old” and a “new” or “neo-racism,” a “positive racism,” and even a “non-egalitarian” and a “differentialist racism” (Reisigl and Wodak 2001: 5–10).

Even for geneticists and biologists, the concept of “race,” in reference to human beings, is not linked to biological reality; it presents a scientific artifact (Jacquard 1996: 20). "Race" is a social construction, according to social function theory. The concept of "race" can be used to exercise power, to oppress and exploit particular social groups, and to justify claims of individual and collective superiority. On the one hand, it has been used as a legitimising ideological tool to

construct hegemonic collective identities and scapegoats. "Race" is frequently used to exclude particular people from pertinent resources, employment, social programmes, benefits, housing, and political rights.

The word "race" has no clear etymological past from a linguistic perspective. The terms "razza" from Italy, "raza" from Spain, "raça" from Portugal, and "race" from France have all been recorded from the thirteenth century onward, however usage of them has increased since the sixteenth century, when the term was also used in English.

The concept of "race" was gradually introduced into political-historical writings before being adopted into the vocabulary of human history. The term gained popularity outside of the scientific sciences in the second half of the nineteenth century when it was associated with social Darwinism and had particular historical and national connotations. The interpretation of history by "race theorists" began to depict historical events as a "race struggle," in which the strongest "races" would (should have) prevailed. For the advancement of their biopolitical initiatives involving eugenics, birth control, and "racial cleansing," they utilised the term "race" as a catchphrase that was nearly interchangeable with the terms "nation" and "Volk."

It was this use of "race theory" "that stimulated a more thorough critical appraisal of the idea of 'race' in Europe and North America and the creation of the concept of racism in the 1930s" (Miles 1993: 29). Since 1945, use of the term "race" in German language countries has been taboo. In France, the expression "relations de race" would also be regarded as racist (Wieviorka 1994: 173). However, the United States and the United Kingdom continue to use the term "race relations." These linguistic variations should be considered in studies about racism. When dealing with issues of racism, misinterpretations might result in difficulties translating and even in forming other analytical categories (Wieviorka 1994: 173).

Social constructions and divisions based on ethnicity, nation, gender, class, and other factors intersect with racialization. So long as "race" or "racialization" are seen as separate factors influencing social interactions, this perspective is misguided. Developing effective anti-racist strategies necessitates multidimensional analysis, which takes intersectional and compound discrimination issues into account as well as similar and overlapping phenomena like sexism, nationalism, antisemitism, and ethnicism (Makkonen 2002: 1).

We consider racism to be discrimination against racialized social groups or racialized imagined communities. Racism includes the following practices and processes in which discourse plays a crucial role (Rommelspacher 2009: 29):

- 1) In order to create homogenous groups or communities of people, two sorts of distinctions—natural and cultural differences—are noted, stereotypically generalised, and polarised
- 2) The naturalisation of cultural differences is the link between these two categories of differences. This suggests that genuine or imagined, typically visible, and mostly immutable aspects are connected to social, cultural, or mental attributes as purportedly natural traits (naturalisation of cultural differences).
- 3) This naturalizing social construction is accompanied by the hierarchization and negative evaluation of the racialized Other (hierarchization and negative evaluation).
- 4) Negative assessment and naturalised hierarchy help to legitimise and justify power disparities, (economic) exploitation, and other forms of social and political exclusion (Priester 2003: 250).

1.1.3 Discourse Analytical Approaches to Racism

The socio-cognitive approach to racism

A portion of Teun van Dijk's concept of prejudice is grounded in Quasthoff-like sociopsychological considerations. According to van Dijk, prejudice is a socially:

shared form of social representation in group members, acquired during processes of socialization and transformed and enacted in social communication and interaction. Such ethnic attitudes have social functions, e.g. to protect the interests of the in-group. Their cognitive structures and the strategies of their use reflect these social functions. (van Dijk 1984: 13)

Since the 1990s, van Dijk has done a number of significant case studies on "elite racism" and racism in both the press and politics. Van Dijk (2004: 351-2) defines two types of racist discourse: (1) Members of dominating groups engage in racist speech directed at ethnically diverse Others. This type of racist language (commonly referred to as "everyday racism") might be clear and obvious, or more subtle and indirect. It covers all aspects of language use, from intonation to pragmatics and nonverbal communication. (2) Racist rhetoric about ethnically diverse people is typically directed at other members of the dominant group. This type of prejudiced rhetoric may become obvious both in informal everyday discussions and in "elite

discourse" (van Dijk 2008). It can be found in parliamentary debates, TV shows, movies, news reports, editorials, textbooks, scholarly publications, laws, and treaties. It evolves at all levels of text and talk (including visuals) and around the two overall strategies of negative other-presentation and positive self-presentation (van Dijk 2004: 352).

Van Dijk identifies three main topic clusters in racist discourses relating to minorities and migrants: topics emphasizing the differences of Others, and hence their distance from the we-group; topics emphasizing that the behavior of Others is deviant and breaches the norms and rules of the ingroup; and topics referring to "them" in terms of a threat (van Dijk 2004: 352–3). Moreover, van Dijk stresses the difficulty of minority groups and minority journalists in getting access to leading media (van Dijk 2004: 354, 2005).

Discursive psychology of racism

According to Margaret Wetherell and Jonathan Potter (1992: 70), attitudes and stereotypes are not solely mediated by cognition, but also actively shape social and psychological processes, including racist prejudices. Wetherell and Potter (1992: 59) follow Billig (1978, 1985, 1988) and Billig et al. (1988) in viewing racism as a sequence of ideological effects with flexible and changeable content.

Racist discourses should be viewed as dynamic and conflicting, rather than static and monolithic. Individuals can express conflicting viewpoints and ideologies throughout a same discourse.

Wetherell (2004) explores the role of research interviews in social interaction and information production, with a focus on attitudes towards "race" and ethnicity. Their interviews demonstrate that racializing and ethnicizing attitudes, as part of interviewees' "lived ideology," are frequently more inconsistent and disordered than social scientists believe. These empirical findings prompt a rethinking of the theoretical idea of "prejudice." (Wetherell 2012).

The discourse-historical approach

The discourse-historical method recognizes written and spoken speech as a type of social activity, similar to other Critical Discourse Analysis techniques (van Dijk, this volume; Fairclough and Wodak 1997; Wodak 1996a). The term "discourse" refers to a set of interconnected, context-dependent semiotic activities that belong to established genres and

subgenres within distinct social sectors. They are socially constituted, socially constitutive, and relevant to a larger theme. They are associated with debates about validity claims such as truth and normative validity, which involve several social actors with opposing viewpoints (Reisigl and Wodak 2009:89).

Discursive activities shape social conditions. Discourses help to define collective subjects such as "races," nations, and ethnicities. Second, they reproduce or justify a particular social status quo and the "racialized," "nationalized," and "ethnicized" identities that accompany it. Third, they play an important role in altering the status quo and the "racializing concepts," nations, and ethnicities that accompany it. Fourth, discursive practices can undermine the status quo and related racist, nationalist, and ethnicist ideologies. Discourses can be classified as constructive, sustaining, transforming, or destructive according on their overall goals.

The discourse-historical approach relies on a concept of "context" which takes into account:

- 1 the immediate language, or text-internal co-text and co-discourse, of utterances and the local interactive processes of negotiation and conflict management;
- 1 the intertextual and interdiscursive relationship between utterances, texts, genres, and discourses;
- 2 the language-external social/sociological variables and institutional frames of a specific "context of situation;"
- 3 the broader sociopolitical and historical context that the discursive practices are related to (Reisigl and Wodak 2001: 41).

1.2 Racism in Political discourse

1.2.1 Defining political discourse

As we have seen, political discourse analysis must first be able to establish its legitimate object of study. What is 'political discourse'? The simplest, and not entirely wrong, response is that political discourse is identified by its actors or creators, i.e. politicians. Indeed, the vast majority of studies on political discourse focus on the text and speech of professional politicians or political institutions, such as presidents and prime ministers, as well as other members of government, parliament, or political parties, at the local, national, and worldwide levels. Some research on politicians use a discourse analytical approach (Carbó 1984; Dillon et al. 1990; Harris

1991; Holly 1990; Maynard 1994; Seidel 1988b). There are various studies in the United States, particularly on presidential rhetoric.

Politicians are those who are compensated for their political activity and are elected or appointed as key players in the political system. Discourse analysis should consider all recipients of political communication, including the public, people, citizens, 'masses', and other categories. Placing politics and discourses in the public realm allows for increased participation in political communication.

Categorization of people and groups should be strict, in the sense that their members are only participants in political discourse when they act as political actors, and thus participate in political actions such as governing, ruling, legislating, protesting, dissenting, or voting. The fact that many of PDA's political actions or practices are also discursive practices is particularly interesting. In other words, in such instances, text and talk serve political purposes and have repercussions.

1.2.2 The domain of politics

Political science studies encompass not only official or unofficial political actors, events, settings, actions, and discourses, but also abstract concepts such as political systems (e.g. deincestry and communism), ideologies (e.g. liberalism), and group relations (e.g. power, inequality, hegemony, and oppression). The term "polity" encompasses not only political actors, events, interactions, practices, and properties, but also social, economic, and cultural aspects. We try to define political text and context by focusing on relevant categories.

The basic categorization of political structures and processes positions political discourse among other aspects of the political system. Defined as special political action, as a strategic component of the political process, requires a preliminary understanding of its conditions, consequences, and associated aims and functions. Various types of discourse, such as parliamentary debates, propaganda leaflets, campaign speeches, and revolutionary slogans, can be classified based on their societal domain, political system, institutions, group relations, actors, and interactions. A parliamentary (or House) debate could be described as follows:

- Domain: Politics.
- System: Democracy.
- Institution: Parliament.

- Values and ideologies: Democracy, group and party ideologies.
- Organizations: Political parties, lobbyists.
- Political actors: Members of parliament, cabinet ministers.
- Political relations: Legislative power.
- Political process: Legislation.
- Political action: Political decision making.
- Political cognitions: Attitudes about the relevant issue (e.g. about abortion, affirmative action or nuclear energy). (Teun A. van Dijk.19)

1.2.3 Political discourse as political action

In politics and political science, language is often viewed as a type of political action and a part of the process. Such a view is perfectly compatible with the dominant paradigm in most social approaches to discourse, viz., that discourse is a form of social action and interaction (Atkinson & Heritage 1984; Boden & Zimmennan 1991; van Dijk 1985). While spoken conversation has been proved to be a form of social and political action, written texts also play an important role. Textual communication, whether written, printed, or on a computer, is still a type of interaction. Political action involves more than just producing or perceiving discourse in political contexts and among political actors. In most political contexts, a conversational side-sequence or non-topical talk (on a personal or non-political topic) between parliamentarians in parliament does not necessarily constitute political discourse, assuming all other contextual conditions are met (Jefferson 1972).

Additional criteria, such as speaking aloud, may be necessary when assigned a speaking turn. Carbó (1992) allows for interruptions when addressing the assembly and speaking on a relevant topic. This analysis highlights that political conversation and text are only relevant when they are part of the political process, such as governance, legislation, election campaigns, and party propaganda. Politicians and other elite speakers frequently speak 'off the record'. The institutional consequences of such conversation, including issues of attribution, identification, and privacy, make it unsuitable for public political discourse. The event will not be recorded or publicized, and the speaker will not be held accountable politically.

Official and institutional political texts and surroundings can be clear, while less formal events and conversations, even among politicians, might be more ambiguous. Informal side-

sequence conversations in parliament might be about political topics or agenda items, and can help prepare speakers, exchange information, and persuade members.

Outside of formal politics, such as citizens' groups, pressure groups, social movements, media, and social organizations, 'political speech' can be more difficult to understand. When members of a group publicly or secretly affect the political process (e.g., elections), this is classified as political discourse based on the contextual criterion of conditionality and functioning. Many sorts of speech, such as news, editorials, background articles, and TV shows, can have an impact on politics, regardless of their level of public or 'about politics'.

1.2.4 Code words in Political Discourse

Political discourse in America and other countries sometimes involves deception, including false promises, lies, and misleading comments. The social sciences have recently highlighted the use of code language to challenge democratic norms.

Politicians often utilize code words to express information without overtly declaring them. This is surprising. Donald Trump wants us to oppose Obama's second term, and his approach for securing our opposition is to suggest that an Obama second term will result in white safety and wealth giving way to black crime and poverty. Why doesn't he state it explicitly? According to Tali Mendelberg (2001), utilizing a code phrase might allow speakers and audiences to transgress social standards without denying it (Mendelberg 2001). Donald Trump's ambiguous remarks regarding African Americans allow for a plausible denial of racism. Individuals who believe Trump's comments and oppose Obama's second term may argue that their actions are not racist or motivated by racial anxieties. According to Jason Stanley (2015), the usage of code words can undermine democratic norms by excluding particular perspectives and leading to undemocratic policy adoption (Stanley 2015).

1.2.5 Discourse and Media

Media, once defined as broadcast and print institutions, has evolved significantly in the twenty-first century. Marshall McLuhan's 1960s observation that the "medium is the message" has influenced research on discourse in and of the media. The advent of digital technologies, such as the internet and social media platforms, has changed the way media handles deadlines, transmission, and story presentation. Economic downturns and corporate mergers have led to

staff reductions in newsrooms and closures, affecting the media's ability to adapt and adapt to new adaptations.

In the twenty-first century, media encompasses more than just print and broadcast, with consumption possibilities and choices becoming endless. Social media platforms like YouTube, Facebook, and Twitter are now prime players on the cultural stage and sources of news for many. The media's scope is far-reaching and globally influential, attracting intellectual scrutiny across academic areas.

Despite economic and digital-instigated changes to news practice, participant structure, and genre form, news often finds its way into discussions by policy makers and politicians, effectively setting the agenda for public discussion.

Media discourse and media language have been the focus of research in the United Kingdom since the 1980s. The Glasgow University Media Group's work, particularly in the book *Bad News* (1976), laid the groundwork for the development of media studies, which borrows from semiotics and critical theory-oriented traditions. This multifaceted approach has been influenced by British and continental scholars, as well as researchers from Australia, New Zealand, and Europe and Asia.

The primary objective of most media discourse analysis is often to account for the presence of bias or ideology in language or the problematizing of power relations in society. Social theory has often been more a basis for analysis than linguistic theory, with early literature focusing on ideological implications of language in the media. Critics argue that approaches that are too simplistic presume a clearly definable relation between any given linguistic choice and a specific ideology, assigning news workers a far more deliberate ideological intervention in news than is supported by the research on news production.

Approaches to Media Discourse

There are three basic ways to studying media discourse: discourse analysis, sociolinguistics, and "non-linguistic." Media discourse scholars often combine all three approaches in their work. The "discourse analytic" paradigm examines discourse-level issues beyond words and sentences, such as participant, topic, function, and discourse structure. It also considers genre-specific discourse phenomena such as interviews, quotations, and reported

speech, as well as register issues, politeness, positioning, framing, stance, graphic display, and visual communication.

The term "sociolinguistic" refers to the analysis of media variance and style, as well as socially motivated language standardization and prescription. Sociolinguistic insights are frequently used by researchers to analyse media language or inform discourse-level work, including genre and register. Non-linguistic research focuses on political science, media studies, cultural studies, history, and communication studies paradigms. Media studies scholars increasingly use discourse analysis ideas like narrative and framing (Craig 2008; Peelo 2006; C. Squires 2011).

Initially, these techniques, which tend to cluster rather than work independently, included critical, pragmatic, narrative, intercultural, and cognitive discourse approaches. Over the past decade, practice-based, ethnographic, multimodal, and corpus-assisted methodologies have gained prominence.

Key Components of Media Discourse

The news media discourse consists of three components: the news story (spoken, written, or visual), the production process, and audience alignment. The first dimension, the text has traditionally been the primary focus of most media studies, especially because it encodes values and beliefs that influence and reflect the greater world. Over the last 10-15 years, research has shown that aspects in the production process have a substantial impact on news discourse. This includes the conventions and routines of the news community.

The third component, based on Bell's audience design framework (1991) and accommodation theory (Giles, Coupland, and Coupland 1991), considers the audience and the resulting social and linguistic meanings. Given new digital platforms and the changes wrought by the interactivity potential of social media, this area is ripe for further research, as numerous scholars across disciplines and theoretical frameworks have done (Alia 2010; Androutopoulos 2013; Jones and Hafner 2012; Knas 2009; Koteyko 2010; Law 2013; Myketiak in press; L. Squires 2011; Thurlow and Mroczek 2011).

Re-evaluating what constitutes the text (Lewis 2003), theorizing the visual (and video) dimension (Caple and Knox 2012; LeVine and Scollon 2004), highlighting changes in genre form

(Jucker 2006), and understanding interaction and participation (Chovanec 2010; Law 2010) are also part of the ongoing opportunity that digital modalities bring to the text–process– audience investigation.

Insights for Discourse

Discourse-level analysis can also help identify essential traits and practices of news language. The study of media-related language and discourse enhances our understanding of both the media and discourse behaviours. The analysis of media data, including print, broadcast, online, social, historical, and contemporary, focuses on narrative structure, style, and register. The historical or diachronic approach examines structural and cultural change and continuity in news discourse.

Linguistic style is a crucial concept in media discourse, defining the register and unique features of news language. It is influenced by various social tasks a journalistic text performs, such as the informing role of news producers and their attendant linguistic correlates.

Journalists' perceptions of their roles in the public sphere and changing job duties influence their style and the dynamic construction of media identities. Research reveals that what we see at a particular point in time is conditioned by historical and cultural patterns, as well as contemporary dynamics of innovation and responsiveness. The historical or diachronic dimension is also revealing in research on language ideology and prescriptive injunctions about usage, particularly in multilingual national contexts. Changes in technology itself influence media discourse, offering researchers an opportunity to consider the stability or intractability of cultural categories. McKay's historical work on voice amplification and gender highlights how discourse styles had to alter to fit changing production modes in the late nineteenth and early twentieth century, from the megaphone to radio.

1.2.6 Bias in media representation of realities

Media bias occurs when journalists and news producers show bias in how they report and cover news. The term "media bias" implies a pervasive or widespread bias contravening of the standards of journalism, rather than the perspective of an individual journalist or article. The direction and degree of media bias in various countries is widely disputed.

Practical restrictions to media neutrality include journalists' inability to publish all available stories and information, as well as the requirement that selected facts be connected together to form a coherent narrative. Some nations, such as China, North Korea, Syria, and Myanmar, have biased media due to government influence, which includes both overt and covert censorship. Politics and media bias may interact: the media can affect politicians, and politicians can influence the media. This can alter the allocation of power in society. Market forces may also lead to bias. Examples include prejudice introduced by media ownership, such as media concentration, subjective staff selection, or perceived audience preferences.

Assessing possible bias is one aspect of media literacy, which is studied at schools of journalism, university departments (including media studies, cultural studies, and peace studies). Other focuses beyond political bias include international differences in reporting, as well as bias in reporting of particular issues such as economic class or environmental interests. Academic findings around bias can also differ significantly from public discourse and understanding of the term.

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Various proposed hypotheses of media bias have included:

- Advertising bias, when stories are selected or slanted to please advertisers.
- Anti-science bias, when stories promote superstition or other non-scientific ideas.
- Concision bias, a tendency to report views that can be summarized succinctly, crowding out more unconventional views that take time to explain.
- Content bias, differential treatment of the parties in political conflicts, where biased news presents only one side of the conflict.
- Corporate bias, when stories are selected or slanted to please corporate owners of media.
- Coverage bias when media choose to report only negative news about one party or ideology.

- Decision-making bias, means that the motivation, frame of mind, or beliefs of the journalists will have an impact on their writing. It is generally pejorative.
- Demand-driven bias.
- Demographic bias, where factors such as gender, race, and social and economic status influence reporting and can be a factor in different coverage of various demographic groups.
- Distortion bias, when the fact or reality is distorted or fabricated in the news.
- Episodic framing of television, for example, can lead people to ascribe blame to individuals instead of society, in contrast to thematic framing that leads people to look more at societal causes.
- False balance and false equivalence occur when an issue is presented as having equally-compelling reasons on both sides, despite disproportionate amounts of evidence favouring one (also known as undue weight).
- False timeliness, implying that an event is a new event, and thus deriving notability, without addressing past events of the same kind.
- Gatekeeping bias (also known as selectivity or selection bias), when stories are selected or deselected, sometimes on ideological grounds. It is sometimes also referred to as agenda bias, when the focus is on political actors and whether they are covered based on their preferred policy issues.
- Mainstream bias, a tendency to report what everyone else is reporting, and to avoid stories that will offend anyone.
- Negativity bias (or bad news bias), a tendency to show negative events and portray politics as less of a debate on policy and more of a zero-sum struggle for power. Excessive criticism or negativity can lead to cynicism and disengagement from politics.
- Partisan bias, a tendency to report to serve particular political party leaning.
- Sensationalism, bias in favour of the exceptional over the ordinary, giving the impression that rare events, such as airplane crashes, are more common than common events, such as automobile crashes. "Hierarchy of death" and "missing white woman syndrome" are examples of this phenomenon.
- Speculative content, when stories focus not on what has occurred, but primarily on what might occur, using words like "could", "might", or "what if", without labelling the article as analysis or opinion.

- Statement bias (also known as tonality bias or presentation bias), when media coverage is slanted towards or against particular actors or issues.
- Structural bias, when an actor or issue receives more or less favourable coverage as a result of newsworthiness and media routines, not as the result of ideological decisions.
- Supply-driven bias
- Tuchman's Law suggests how people overestimate the risk from dangers that are disproportionately discussed in media.
- Ventriloquism, when experts or witnesses are quoted in a way that intentionally voices the author's own opinion.

1.3 Linguistic realization of racism in Political discourse

Discourse plays a crucial part in the development and perpetuation of prejudice and racism. White people communicate about ethnic minorities and race relations on a daily basis, through parental socialization, children's books, and television programs, as well as textbooks, press reports, and other kinds of public speech. In this way, they develop the mental models, social knowledge, attitudes, and ideologies that govern their actions, interactions, and conversations with—or about—minorities.

The study reveals that elites significantly contribute to the reproduction of racism through discursive processes. Popular racism, sometimes more overt than elite racism, is influenced by interpretations of elite discourse, including media messages, textbooks, corporate discourse, and political discourse.

1.3.1 Theoretical Framework

Racism is understood as encompassing forms of ethnicism, Eurocentrism, and anti-Semitism, especially when criteria of origin and appearance are combined with those of culture. Discourse plays a role at both micro and macro levels, influencing social cognitions and contributing to the acquisition, use, and reproduction of ethnic prejudices. Elite groups within the white dominant group play a prominent role in these processes of reproduction, with their power defined by their preferential access to material social resources and control over various forms of public discourse. Politicians, journalists, columnists, professors, corporate managers, church or union officials, and other leading elites contribute to the definition of the ethnic situation and contribute to the reproduction of racism and the marginal forces that combat it.

1.3.2 Parliamentary Debates: General Strategies

Parliamentary discourse on ethnic affairs is primarily "for the record" and prepared in advance, with spontaneous contributions occurring in moments of direct interaction. This is particularly important for ethnic-racial affairs, as the controversial nature and moral and political implications of the issue can lead to angry reactions from minority groups and white antiracists. Talk of ethnic affairs is highly self-controlled, and most parliamentary delegates refrain from overt, blatant expressions of prejudice. If they play a role in reproducing negative social cognitions under the dominant system of ethnic inequality, they must do so in subtle and indirect ways, characterized by "symbolic," "subtle," or "modern" racism. Systematic and explicit discourse analyses are effective in assessing this "delicate" political talk on race. The analysis of these debates has identified several characteristic overall strategies. (Van Dijk,1993):

1. Positive self-presentation. Parliaments are often the sites of national rhetoric, with self-glorification being common in large countries like the US, Great Britain, Germany, and France. In immigration and ethnic-racial relations, references to "long traditions" of hospitality, tolerance, equality, and democracy are used as face-keeping strategies in everyday interactions.
2. Negative Other-presentation. Conservative parties often use positive self-presentation as a strategic disclaimer, introducing sequences of negative Other-presentation. Immigration is often seen as illegal, refugees as "economic" and "fake," race relations in inner cities marred by white resentment, and social resources under pressure due to foreigners. There is no balance between the positive and negative aspects of immigration, and political talk often focuses on the negative aspects.
3. Denial of racism. Negative talk and cognitions should not be perceived as biased or racist. Disclaimers and strategies of denial, such as mitigating racism or transferring it as "popular resentment" to the white lower class, are common moves used by politicians in elite racism.
4. Apparent sympathy. Immigration decisions often have negative consequences for immigrants or resident minorities, often defended as "for their own good." These decisions encourage potential immigrants to stay in their own countries, fearing resentment or unpleasant surprises in the North. Immigration restrictions may also be justified as necessary for societal harmony.

5. Fairness. Politicians often make "firm but fair" decisions on ethnic affairs, despite political reality forcing them to make unpleasant choices. This dualism is often attributed to prejudice or racism, even when policies benefit immigrants from the South.

6. Top-down transfer. Denial of one's own racism can lead to transfer of blame, as seen in elite discourse. Corporate managers and newspaper editors often blame their subordinates for discrimination against minorities, while politicians often blame the extreme right or ordinary white people for incidents of resentment, intolerance, and xenophobia. This blame is often mitigated or distributed, implying racism is always abroad or among the lower class.

7. Justification. Negative decisions are often justified by the "force of facts," such as international situations, agreements, financial difficulties, and refugees. Popular resentment, often constructed or exacerbated by politicians, can also be used in the "fair but firm" argument.

The strategies used in parliamentary debates on ethnic affairs in Western Europe and North America are similar across countries, despite local differences in style and rhetoric.

1.3.3. Describing Others

The literature in anthropology, sociology, and social psychology explores the ways in which "we" perceive and describe "them," including group perception, biases in intercultural observation, and stereotyping. However, much of this work focuses on psychological or cultural perceptions, beliefs, attitudes, and ideologies, as well as mental strategies of categorization, differentiation, polarization, and social strategies of exclusion, inferiorization, and marginalization.

The fundamental social practice of discourse is often ignored in scholarly approaches to the perception and treatment of Self and Others. This discourse reflects underlying cognitive structures and strategies, such as mental models, attitudes, and processes, as well as their societal functions. Analysing parliamentary discourse on Others contributes to our insight into the broad ideological and sociocultural system of group relations, power, and dominance.

Analysing political discourse directly contributes to political theory itself, highlighting the structures and practices of the body politic and a theory of racism. In this complex framework, explicit and systematic analyses of text and talk can proceed in many ways. However, such full-scale analysis is more like a fishing expedition than a theoretically guided investigation of those

discourse structures that are particularly relevant for the expression of social representations of other groups and the societal and cultural functions of this expression within the system of racism. (Dovidio & Gaertner, 1986).

Theoretically and methodologically, we need to focus on structures that are the preferred sites of expression or articulation of crucial underlying social cognitions and play a primary role in communicating, influencing other group members, and reproducing such social cognitions. Overt uses of derogatory remarks are reliable signals of underlying prejudices, but more subtle and indirect expressions of seemingly reasonable, humane, or tolerant beliefs or arguments may be more insidious and influential in persuasion.

In summary, in the analysis of the description of Others, we must focus on several discourse dimensions that either overtly or more subtly play a prominent role in the expression and communication of social representations of Others and their social and political conditions and functions.

1.4. Historical Background of Karabakh war

The Caucasus, which is the site of intense energy competition between many countries, particularly the United States and Russia, is critical due to its geopolitical, geostrategic, and geo-economic qualities (Bozkush Deveci, 2016, p. 139). The Nagorno-Karabakh conflict is one of the most serious challenges influencing regional stability. Nagorno-Karabakh, located in the South Caucasus, is a long-standing conflict between Azerbaijan and Armenia that has been unresolved for a long time and remains on the international agenda, despite its regional nature (Zor, 2018, p. 57). The Nagorno-Karabakh conflict has remained severe for more than 25 years, with no significant modifications since the May 1994 ceasefire deal reached during the First Karabakh War.

Azerbaijan and Armenia, which gained independence following the fall of the USSR, have social, political, economic, military, and diplomatic ties that are heavily influenced by the conflict that emerged as a result of the approaches taken by Western powers and the countries in the region. The conflict remained unresolved for a long time (Gurbuz, 2008, p. 117). Today, following two wars, the first in the 1990s and the second in 2020, a picture has evolved in which the persuasiveness of political rhetoric behind the lines is as crucial as military accomplishment on the battlefield.

Rich in mineral riches, Nagorno-Karabakh has been ruled by numerous states throughout history, including the Hurrians, the Urartians, the Sassanids, the Huns, the Abbasids, and the Seljuks (Khalilov, 2008). One of the key causes of the conflict's emergence and prolonged duration is Russia's stance in the area, which seeks to maintain its domination over the Karabakh region, which declared autonomy in 1918 (Yighit & Gulbiten, 2017, p. 6).

As the most significant issue between Azerbaijan and Armenia, the Nagorno-Karabakh conflict started in the area where no independent Armenian state could be established between the 11th and the end of the 19th century. Russia promised Armenians that a state would be established in this region in order to carry out its policy of descent to the warm seas (Yılmaz, 2013, p. 72).

A long-term, intentional resettlement scheme caused the demographic shift that resulted in disputes between Azerbaijani Turks and Armenians. The problem is very important and a top priority for both internal and international policy in Azerbaijan, which has suffered socially and economically from Armenians' attempts to settle in the area and grow in number.

Despite having a lengthy history, the Nagorno-Karabakh conflict has escalated dramatically since the 1980s (Aslanlı, 2013, p. 13). The conflict began on February 20, 1988, when the Nagorno-Karabakh Local Council approved the region's admission into the Armenian Soviet Socialist Republic. Karabakh's decision to join the USSR of Armenia and secede from the USSR of Azerbaijan was rejected by the Central Committee of the Communist Party of the USSR. Citing the escalating hostilities, the territory was annexed directly by the Moscow administration on January 12, 1989 (Vaserman & Ginat, 1994, p. 351).

The fight for the rights of Armenians in the Karabakh region intensified with the fall of Soviet Russia. On December 1, 1989, Karabakh's Armenians proclaimed their union with Armenia (Gokce, 2014, p. 2691), but the Soviet Union's government rejected their declaration. Azerbaijan was also affected by the Karabakh wars, which since January 1990 have grown more intense. This protracted conflict is known as the Nagorno-Karabakh War. Over 25,000 people lost their lives in the battles, the most of which occurred between 1990 and 1994 (Tokluoghlu, 2013, p. 320).

Karabakh has become a global issue as a result of the Soviet Union's collapse and the independence of Armenia and Azerbaijan, which allowed them to join international

organizations. The Organization for Security and Co-operation in Europe (OSCE) Council of Foreign Ministers resolved to hold a summit in Minsk to address the Karabakh conflict during their meeting in Helsinki on March 24, 1992. However, the meeting was called off and "pre-conference talks" were scheduled for Rome when the Armenians took over Shusha, a town with a predominately Azerbaijani population, and later Lachin, which links Karabakh with Armenia. Thus, according to Pashayeva and Goksel (2011), the "Minsk Group," which consists of 12 countries, was genuinely founded in Rome.

In 1992, Azerbaijan declared a ceasefire with Kazakhstan, but Armenia later declared it unrecognized. In 1993, conflicts continued, with the Rome Talks in February. The Armenian attack on Kalbajar and the UN Security Council's involvement in the negotiations interrupted the process. In May 1993, a new peace initiative was launched by Russian President Boris Yeltsin, but failed. In 1993, Azerbaijan's new leader, Heydar Aliyev, changed Azerbaijan's foreign policy, focusing on internal security and stability.

In this sense, the Treaty of the Century, which was signed on September 24, 1994, is significant. As a result of this deal, the Karabakh issue is closely related to the top nations in the global energy sector. The idea that stability in the area is necessary to safeguard the interests of foreign corporations making investments there is becoming more and more prevalent. The Nagorno-Karabakh war needs to be resolved in order for this to occur (Adams, 2009, p. 229).

The First Karabakh War ended with a ceasefire agreement in 1994, but lasting peace was not achieved. To resolve the issue, 23 meetings between Azerbaijan and Armenia presidents and 60 meetings between foreign ministers and co-chairs took place in the early 2000s. In 2007, the Minsk Group presented a peace plan in Madrid, focusing on protecting Azerbaijan's territorial integrity, disarmament, and equal rights for Nagorno-Karabakh residents. An updated version of the Madrid Principles was announced in Italy in 2009, allowing for the temporary return of Nagorno-Karabakh regions to Azerbaijan. However, the Madrid Principles did not yield results, leading to the '4 Day War' in April 2016. With Russia's mediation, a ceasefire was declared again in Moscow. Azerbaijan's President, Ilham Aliyev, made significant changes in policy regarding Karabakh, arguing that if the problem could not be solved peacefully, war was inevitable. The election of Armenia's Prime Minister, Nikol Pashinyan, in April 2018 led to another change in the Armenia-Azerbaijan conflict (de Waal, 2018).

On July 12, 2020, Armenia began firing upon Tovuz along the Baku-Tbilisi-Ceyhan oil and Baku-Tbilisi-Erzurum natural gas pipelines (Ergun & Valiyev, 2020, p. 61). Even though there have been tensions and battles in the area for a very long time, it can be said that the Second Karabakh War, often known as the "44 Day War," began on September 27, 2020, and ended on November 8, 2020, when Azerbaijani troops captured Shusha signed at the end of the war, the Moscow Armistice Agreement (Triple Agreement).

1.5 Review of previous theories

International law protects migrants from discrimination, including armed conflicts, refugee laws, and human rights laws. The European Union has introduced legislation to combat racial and xenophobic discrimination since 2000. Racism is a complex, structural phenomenon that is communicated through the media in social representations. In 2019, an EU-wide Eurobarometer survey found that over half of Europeans believe racism or ethnic discrimination is widespread in their country.

To address racial discrimination and inequalities, strategies and actions have been put forward, including the European Parliament's call for the media to stop this approach. The most efficient role of the media in avoiding racism and ethnic discrimination is related to the use of language in mass media communication. Political communication on social media is one of the main sources of hate speech, with politicians displaying inappropriate and problematic language. Their discourse crosses the limits of freedom of speech, taking on negative connotations. Racism in the media is often not blatant, but rather implicit stereotypical representations, generalizing or justifying statements, or the absence of ethnic minorities' viewpoints in news about them.

Migration is one of the defining issues of the globalized world, and the language used towards migrants mainly by politicians shows their attitude and ideology. The media mobilizes to interpret, comment, and promote the same statement of political communication repeatedly over time, affecting public opinion and discriminatory attitudes against migrants.

The language of racism and discrimination through the lens of political communication in online media by Jonida Cungu and Heliona Miço paper examines the use of racist and discriminatory language by politicians in online media about immigrants. It focuses on the essential structures of political communication, including meaning, content, and context. The language used in political communication includes words with negative connotations, repetition of the same word,

aggressive style, generalizations, politicians' ideologies, and public media influence. The intensity of these messages causes negative tension in society, and the European Parliament must find understanding with politicians who are the originators of such language. (Balkan Social Science Review, Vol. 21, June 2023, 217-235).

Leila Aliyeva researched in Azerbaijan and the impact of the lack of democratisation on relations with the EU paper, Azerbaijan has experienced a significant transformation over the past 150 years, transitioning from republican parliamentarianism to a dynastic autocracy in the 2000s. This transition is largely influenced by the political economy of oil and the interests of actors like Russia, the EU, the US, and Turkey who have invested in energy resources to maintain the political status quo. The EU-Azerbaijan relations have seen a convergence of interests in energy security, with the idea of a Strategic Modernisation Partnership Agreement indicating a shift towards cooperation. However, integration in the EU is about political identity and values, and the EU's interests lie in societies that are open-minded, pro-European, and share liberal values. Factors contributing to the speeding up of Azerbaijan's integrationist policy include the signing of the visa facilitation agreement in Vilnius in 2013 and the readmission agreement in 2014. (Leila Aliyeva, Azerbaijan and the impact of the lack of democratisation on relations with the EU)

Economically, the decline in oil production will pressure Baku to reform and diversify its economy. Geopolitics, such as the relationship between the West and Iran and the growing threat of Russia, will urge the EU to become a more active actor and accelerate countries' EU accession (European View, Volume 13, Issue 1, June 2014, Pages 39-48)

In the paper of Azerbaijan – a growing problem for the West by Aleksandra Jarosiewicz has studied Azerbaijan's distance from European values and principles has led to a more civilized and unpredictable state, deprived of communication channels and safety valves. The Baku government's authoritarian tendencies and repression are bringing Azerbaijan closer to Russia, complicating cooperation between the West and the regime. The growing pressure exerted by Russia and the lack of confidence in the West's actions may convince Baku to continue its isolation and pursue a foreign policy limited to selected sectors. Azerbaijan is likely to develop technical cooperation with the West, transforming the state model into an oil company owned by a ruling elite.

Azerbaijan's increased vulnerability to Russian pressure could result in further complications in relations between Baku and the West. In the maximal version, the Kremlin's goals include including Azerbaijan in Russia's integration projects and preventing the implementation of the Southern Gas Corridor project supported by the West. In the minimal version, Russia may attempt to disturb any rapprochement between Azerbaijan and the West and gain influence over the Southern Corridor. Lastly, the risk of a renewal of the Nagorno-Karabakh conflict between Azerbaijan and Armenia could pose a problem for the West, as it could impede current cooperation in the energy area and guarantee Russia's geopolitical victory over the West in the South Caucasus (Centre for Eastern Studies NUMBER 146,2014).

In the study of Political Discourse Analysis of Aliyev's Address to the Nation Regarding the Second Karabakh War, focusing on his use of rhetorical devices to persuade the nation. Aliyev used rhetorical devices such as ethos, pathos, and body language to reassure the Azerbaijani people and reveal their emotional state. He used logical arguments and historical evidence to support the rightness of Azerbaijan in the eyes of the Azerbaijani people and the international community.

Aliyev used alliteration, anaphora, and epiphora to create harmony in his speeches. He also used contrasts, similarities, and metaphors to enhance the impact of his speeches. His use of body language and rhetorical devices ensured the rhythm and harmony of his speeches. This study focuses on six speeches delivered by Aliyev between October 4 and November 10, 2020.

Irada Nuriyeva noted in her paper of Attitude of the world community to the second Karabakh war Armenia occupied 20% of Azerbaijan's territory for nearly 30 years, violating international norms and principles. The impunity of this criminal state forced Azerbaijan to restore its territorial integrity and sovereign rights through military means. If international pressure was applied, the conflict could be resolved in a fundamental and fair manner. The President of the Republic, Muzaffar Supreme Commander Ilham Aliyev, and the Heroic Azerbaijan Army defeated Armenia in the 44-day Second Karabakh War and restored territorial integrity through negotiations. However, the draft statement prepared by Russia and France, co-chairs of the OSCE Minsk Group, did not reflect the territorial integrity of Azerbaijan and the unconditional removal of Armenian invaders. The Non-Aligned Movement member states did not allow the implementation of the draft Declaration. The victory of Azerbaijan in the Patriotic War was largely due to the support of Turkey, Pakistan, and other partner states.

The study of Mapping the Air Time of Eastern & Western Media on Conflict and War a Comparative Study of BBC, DW, TRT and Al Jazeera on the Coverage of Second Nagorno-Karabakh War & the Aftermath investigates the influence of media on public opinion during times of conflict, specifically the Nagorno-Karabakh conflict. The research focuses on the allocation of air time to the conflict and its impact on public perception and prominence. The findings indicate that Western media outlets provided the least coverage of the topic and exhibited a pro-Armenia stance. Conversely, Eastern media outlets demonstrated a higher level of attention to the issue compared to their Western counterparts. Al Jazeera maintained a neutral stance, while TRT World displayed a pro-Azerbaijan slant.

The allocation of air time to a specific subject holds significant influence over public perception and the prominence of that subject within society. The media plays a crucial role in determining the salience and relevance of particular topics for the general public. The extent of audience interest and perceived importance of an issue is shaped by the amount of Air Time dedicated to it. Fair and impartial media coverage can foster better understanding among different groups and facilitate efforts towards peace.

The common belief in war correspondence is that "truth is the first casualty of war," which is particularly applicable to the media reporting on the Nagorno-Karabakh conflict. The BBC World News gave the lowest coverage to war crimes committed by both sides, while DW allocated the second lowest amount of Air Time to war crimes. The media's role is to serve as a public watchdog, monitoring governmental power, exerting social control, and exposing the misuse of authority. However, the media outlets under study failed to fulfill their original responsibilities in broader sense.

Muhammad Fahim and Md. Nazmul Islam also examined the allocation of air time to war-affected civilians, finding that TRT World provided the highest coverage of civilian sufferings but was heavily biased. The media plays a crucial role in identifying, highlighting, and defining specific contexts affected by humanitarian crises. The findings corroborate Galstyan's (2021) study, which examined the media's coverage of the second Nagorno-Karabakh war from the perspective of humanitarian journalism and revealed a general lack of emphasis on humanitarian issues.

The study also discusses "linguistic manipulation" as a powerful weapon for shaping public/viewers' perceptions. Language is not something empty of value, but the way language is

used says a great deal about how ideas have been shaped. Linguistic manipulation refers to employing language techniques to shape public perceptions and beliefs. (2024 *Communication & Society*, 37(1), 79-98)

Communication has always been crucial for conflict resolution and peace, and new mass communication tools have reshaped this role. The study of the role of the media following the Second Nagorno-Karabakh War: The cases of Azadliq radios and Meydan TV news sites in Azerbaijan aimed to analyze how two popular news sites in Azerbaijan framed the Nagorno-Karabakh conflict following the Second Karabakh War. The construction phase of the post-conflict period was the main frame of both news sites, with two sub-frames - reconstruction and rehabilitation - mainly framed in the news. The themes of rehabilitation frames varied, with Meydan TV focusing on the conditions of IDPs and resettlement issues, while Azadliq radios included tragic stories and losses of the Armenian side.

Ilgar Seyidov examined that resolution and reconciliation were framed differently in both news sites. Meydan TV covered only the stories of Azerbaijani martyrs and veterans, while Azadliq radios mentioned concerns of the Armenian people living in border areas. The danger of conflict was mentioned less in both news sites compared to other frames.

Shusha, a symbol of victory and liberation, was the top word used in both news sites. Russia was the most mentioned country in both news sites, while Turkey, Iran were the other regional powers. The research can infer that negative peace was mainly framed in all news, with violence avoided, peace promoted, and reconstruction works and rehabilitation processes predominantly mentioned.

In the framework of positive peace, there were few mentions of issues or proposals to improve hostile relations between the two countries, as there is a strong distrust between the two nations. More research and projects are needed to focus on communication and the media's role in confidence building. (*Istanbul University Journal of Communication Sciences*, 2023, 65, 107-125)

Patricia L. Dunmire found in the study of *Political Discourse Analysis: Exploring the Language of Politics and the Politics of Language* that social scientists have studied the role of discourse in shaping social formation, economic exploitation, and power. Political Discourse Analysis (PDA) has contributed to this understanding by elucidating its role in various political contexts and practices. PDA has explained the structure and function of political discourse, the

connections between political cognition, behaviour, and discourse, and the impact of text and talk properties on political processes and systems. It has also participated in the politicization of social life more broadly. In the 21st century, PDA plays a significant role in understanding complex issues and phenomena, such as the proliferation of new media technologies, the global war on terror, and popular resistance movements. PDA offers valuable insights into how these phenomena manifest discursively, affect macro and micro socio-political processes, and shape socio-political life in the new millennium. (*Language and Linguistics Compass* 6/11 (2012): 735–751) The research of A Systematic functional linguistic approach of political racist speeches against immigration explains the transitivity processes used in President Trump's speech, which reflects his socially meaningful and potential. Trump uses material forms like 'think, lose' and 'I' to express dominance, emotional affection through 'think, guess', and verbal processes like 'think, guess' to express fear from a large wave of immigrants to European countries. His speech also uses behavioural processes to show the negative effects of migration, highlighting racism against the wave. The meta function of transitivity is conveyed through four major processes: material, mental, verbal, and behavioural. (*Humanitarian and Natural Sciences Journal* Mayuuf and Hassan. January, 2022)

The paper of Code words in political discourse has covered the topic of coded speech in political debate in great detail. Justin Khoo argued for a very basic theory: that the use of code words fosters deniable norm violations by preying on pre-existing stereotypes rather than by implying that the words have a secret meaning. In order to counteract the consequences of coded speech in political discourse, he believes that this minimum theory will prove to be useful in advancing political endeavours. (*Philosophical Topics*, 45(2), 2017)

In the paper of Paradigms of Political Mythologies and Perspectives of Reconciliation in the Case of the Nagorno-Karabakh Conflict is noted by Aytan Gahramanova, National identity is based on selective narratives of national history, which can either foster hatred or reconciliation. Post-war, various institutions and discourse sites have propagated clichéd narratives, and conflicting parties have not engaged in self-reflection about their role in the conflict. To achieve positive transformation towards reconciliation and effective peacebuilding, questioning stereotypes is necessary. International organizations in the Nagorno-Karabakh conflict focus mainly on political settlements, which can be harmful in a protracted conflict settlement phase. Socio-cultural aspects of reconciliation are connected to political aspects, and successful reconciliation can be

successful at the international level when it is associated with a signaling process. Political reconciliatory attempts in the post-war situation are essential for peacebuilding. Third parties can support governments in taking the crucial political responsibility for paving the way for reconciliation through laws and education. Mid-level representatives have been voicing a more moderate line, redefining national identities and using more balanced narratives. International actors can support this process by focusing on discourse-transforming projects, with mid-level leaders at the vanguard. (Aytan Gahramanova, *International Negotiation* 15 (2010) 133–152)

The Dutch newspapers' reporting on the Second Karabakh War of 2020 was often oversimplified and lacked nuance, with a significant misinterpretation of the religious framework. The geopolitical frame overemphasised the role of Russia and Turkey, treating Armenia and Azerbaijan as mere pawns rather than agents in their own right. Turkey's role was described in negative terms, possibly due to deteriorating relations between Turkey and the Netherlands. The historical context was often provided in selective frames, with salience given disproportionately to accounts of suffering of Armenian civilians over those of Azerbaijani citizens. The media's representation of the regional context changed over time, with the religious frame being maintained throughout the war. Other references, such as genocide and historical arguments about Stalin's decisions, were also used towards the end of the conflict. Government information was reproduced infrequently, but Armenian sources were given more space, silenced facts and figures from the Azerbaijani side. In contrast to the 2019 Eurobarometer's findings on Dutch media, the study of *Producing knowledge about Eastern Europe in times of war: the case of Dutch media and the Second Karabakh war* found that the studied media did not always present a diversity of views and opinions while reporting on the Second Karabakh war.

The Dutch media's coverage of the Second Karabakh War has been examined in this piece. Between September 27, 2020, and November 10, 2020, 188 stories in the Dutch media and nine newspapers served as the basis for this article. Agha Bayramov's study looked on the framing and reporting tones. Unlike the results of the 2019 Eurobarometer on Dutch media, this study discovered that when covering the Second Karabakh War, the media outlets under investigation failed to offer a range of perspectives and ideas. Despite covering civilian casualties on both sides, the examined publications portrayed Armenia as the weaker party in the conflict and Azerbaijan as the aggressor.

Overall, the study showed that the Armenian side of stories received more space in the examined newspapers than the Azerbaijani side. Consistent with earlier research on Dutch media (Ruigrok et al., 2005; Obermann & Dijkink, 2008; Ruigrok, 2008; Fengler et al., 2020), the report demonstrated how Dutch newspapers portrayed the Second Karabakh war in a very conventional and simplistic manner. The study also discovered that opinion pieces were the only ones with a predominately unfavorable tone against Azerbaijan. (Agha Bayramov (2023) Producing knowledge about Eastern Europe in times of war: the case of Dutch media and the Second Karabakh war, *European Security*, 32:1, 125-146)

The EU and the Karabakh conflict paper discusses the obstacles and difficulties preventing the peaceful settlement of the Karabakh conflict, emphasizing the need for the EU's involvement in the region and its analysis of its interests and concerns. It also highlights that the conflict between Armenians and Azerbaijanis is not unsolvable, as they have a history of cooperation and peaceful coexistence. The EU can take steps to move the Karabakh peace process forward by presenting tangible benefits to Armenia, Azerbaijan, and Nagorno-Karabakh, including political, security, and economic dimensions.

The EU should also aid democratization in Armenia and Azerbaijan, as the erosion of democracy has made progress in the Karabakh negotiations difficult. Democratic governments with unchallenged legitimacy will have an easier time in making necessary compromises without being branded as traitors and sell-outs. The lack of democracy will guarantee no progress in the negotiations.

Lastly, the paper advises the EU to take the fears and interests of Russia in the Caucasus seriously. The Western discourse on Russia's behaviour in the Caucasus has been dominated by fears of Russian neo-imperialism, but it is important to understand that Russia cannot be disinterested in what is happening in the Caucasus. The decline of Russia's foreign policy influence, NATO enlargement, and growing talk of Georgia's and Azerbaijan's inclusion in NATO have convinced many liberal Russians that life in international politics is "nasty and brutish." Russia still retains more powerful tools of influence there than any other third party, and the recent crisis in Georgia was mediated by Igor Ivanov rather than Colin Powell. (European Union Institute for Security Studies EUISS 2003)

The International News Coverage: Nagorno-Karabakh conflict in the New York Times newspaper study investigates the media representation of a country and its foreign policy. The Nagorno-Karabakh conflict was chosen as a case study to explore the relations between foreign affairs of the USA and its media representation of international news. The New York Times online newspaper was selected as a sample for this study, which is mainly government-oriented and has a wide coverage of international news.

The results of the study show that the media is in favour of presenting foreign news in relation to the USA's interests. The Nagorno-Karabakh conflict is a conflict zone between Azerbaijan and Armenia in the Caucasus region. The US and Russia have not had close political and economic relations, leading to the US not sending troops to the Karabakh enclave. After 1992, the US began to move into Caucasus and Central Asian politics, but the relations between the US and Azerbaijan were not close.

NYT mostly published stories with a balanced strategy toward the conflict and region. In 1992, Armenian-oriented news was more than Azerbaijani-oriented news, and the US sent humanitarian help for victims in Armenia. The US had a ban on aid to Azerbaijan until 1997, which was due to Azerbaijan blocking Armenia and depriving it of oil and gas. In 1995, the situation changed, with a cease-fire between Armenia and Azerbaijan, leading to increased focus on local issues such as economic and political development. The media representation of the country is related to its foreign policy. The Nagorno-Karabakh conflict was represented in the NYT newspaper as a disputed region between Armenia and Azerbaijan, with a religious frame and equal space for both Azerbaijan and Armenians.

The New York Times (NYT) has been a major source of news coverage for the Nagorno-Karabakh conflict since 1992. The newspaper initially focused on military actions, with Azerbaijan being seen as an invading country that collapsed Armenian populated territory. However, from 1994 to 2012, the focus shifted to political issues such as presidents' meetings, economic development, oil production, negotiations, and social consequences. The media representation of the Nagorno-Karabakh conflict has changed over time, with the US attempting to maintain a balanced strategy towards the region. The conflict has been presented as a problem between Azerbaijan and Armenia, with no significant use of Muslim or Christian approaches. In the past,

the NYT presented the Karabakh enclave as a territory under Azerbaijan's control, while in the 2007-2012 period, it was presented as a conflict zone between the two countries.

Some articles in the NYT have made corrections, such as misidentifying Nakhichevan as Nagorno-Karabakh, which is a part of Azerbaijan with limited air transportation. The current situation sees both countries' diasporas fighting on cold and information war, spreading their own version of reality to the world audience.

In conclusion, Gunay Sadikhova found in her study the media's approach to the Nagorno-Karabakh conflict has changed over time due to the US-Azerbaijan and US-Armenia relations. The conflict remains unresolved for over twenty years, with no solution found. The solution for Azerbaijan would make the country stronger and prosperous, while for Armenia, it would open borders and cause economic development. However, Azerbaijan recognizes the Nagorno-Karabakh conflict as part of its territory. (International News Coverage: Nagorno-Karabakh conflict in the New York Times newspaper, Eastern Mediterranean University, 2013).

The article Armenian digital communications in Karabakh war of 2020: critical discourse analysis's goal is to investigate war framing in the fall of 2020 during the armed phase of the Karabakh conflict. A few common frames used in social media communications were identified through communication patterns analysis using CDA and framing techniques: reliable news source, triumph argumentation, and «us» versus «them» framing. Often employed strategies in these frameworks were myths, stereotypical metaphors, comparisons, and news frequency. The social media platform used for the event's framing has considerable technological and communication peculiarities.

The messages were closely tied to the guidelines that govern these platforms: personification, the use of daily language style, and the creation of viral material such as hashtags, humor, and textual memes. But the journalistic impact of social media platforms—which necessitate updates round-the-clock—was improperly taken into account. Accordingly, it doesn't seem significant to follow the logic of social media platforms when it comes to combat communications, since creating viral and recurrent content renders communication useless and limits the development of any compelling story. (ANAHIT HAKOBYAN,2021)

CHAPTER II. METHODOLOGY

2.1. Research Corpus

The main purpose of this research is to determine how racism and bias occurs linguistically in political discourse and media representations, especially, the Western media in II Karabakh War. It will be examined what kind of attitude they had towards Azerbaijan during the Karabakh War and how this attitude was expressed through linguistic racism.

A total of 24 news items are given in the text. The news in the text has been compiled from different international news sources. This news sources include Eurasianet, France3, Cnews, Radio Free Europe/Radio Liberty, BBC, RTL, Dutch news, The Guardian, Euronews, Le Monde, Al Jazeera English, Politico, France 24, The New Arab, Sky News and Armenpress.

While Eurasianet presents news about Azerbaijan's decision to withdraw from the European Parliamentary Assembly (PACE); Radio Free Europe/Radio Liberty focuses on Azerbaijan's media war against France. While the BBC covered Syrian fighters in Nagorno-Karabakh and allegations of ethnic cleansing in the region, The Guardian examined the political and humanitarian crises between Azerbaijan and Armenia from various angles.

While Le Monde emphasizes that France should impose sanctions against Azerbaijan's ethnic cleansing policies; Al Jazeera covered Azerbaijan's mediation role in Karabakh and Armenia's allegations of ethnic cleansing. While Politico drew attention to the situation of civilians in Nagorno-Karabakh, France 24 analyzed Azerbaijan's military operations in Karabakh and the regional effects of these operations. The New Arab commemorated Armenia's modern accusations of ethnic cleansing and past mass killings, while Sky News reported on the plight of ethnic Armenians who fled the region after Azerbaijan regained control. Finally, Armenpress criticized the postage stamps issued by Azerbaijan by comparing them with fascist propaganda from the Nazi Germany period.

These various news sources cover the conflicts between Azerbaijan and Armenia, human rights violations and political developments in the region from a broad perspective and convey them to their readers.

Research Questions

- How does linguistic racism emerge in political discourse?
- How do Western countries show their positions in the media during the II Karabakh War?
- What is the root cause of linguistic racism against Azerbaijan in Western political discourse?
- What racist expressions and words were used against Azerbaijan in the Western media?

Qualitative research method will be used in this research. Media news and political discourses will be examined using the content analysis method. The main focus of the research is II Karabakh War in Western media. There will be news published during the Karabakh War.

2.2. Model of Analysis

The research will adopt a Critical Discourse Analysis (CDA) approach to understand linguistic racism. By examining how language relates to social power and ideology, CDA enables us to understand how linguistic racism manifests in political discourse and media representations. In this context, the main components of the research are:

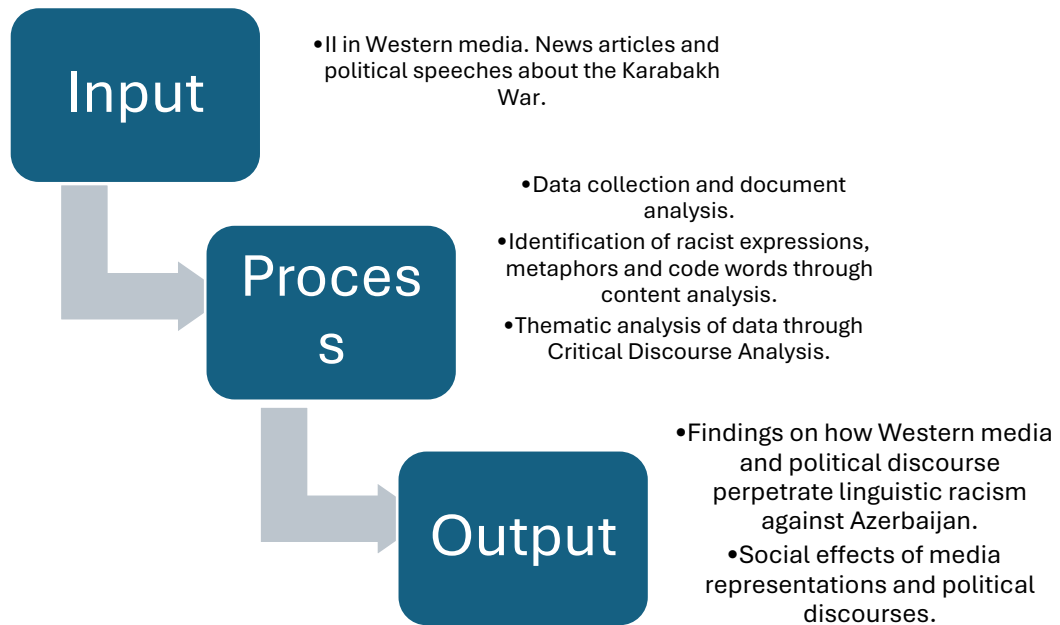
- Language and Power Relationship: How language reflects and reproduces social power relations.
- Ideology and Discourse: How political ideologies are expressed and reinforced through language.
- Metaphors and Code Words: Use of racist expressions and metaphors.

The Research Model Diagram is established as follows:

- Input
 - II Karabakh war in Western media. News articles and political speeches about war.
- Process
 - Data collection and document analysis.
 - Identification of racist expressions, metaphors and code words through content analysis.
 - Thematic analysis of data through Critical Discourse Analysis.
- Output

- Findings on how Western media and political discourse perpetrate linguistic racism against Azerbaijan.
- Social effects of media representations and political discourses.

Table 1. Research Model



2.3. Procedure

Document analysis about II Karabakh War in the Western media will be used as the main data collection tool in this research. News articles and political speeches about the II Karabakh War will be examined. In particular, content published in BBC, The Guardian, French newspapers will be analyzed. These resources will help us understand how Western media and political discourses perform linguistic racism. Document analysis enables such texts to be systematically collected and analyzed, which increases the reliability and validity of the research.

Content analysis is another important tool to use to reveal linguistic racism in collected documents. This method of analysis focuses on identifying racist expressions, metaphors and code words in texts. Content analysis enables data to be systematically coded and thematically grouped.

In this process, examples of what kind of language the Western media uses against Azerbaijan and what kind of racist discourse this language creates are identified.

Critical Discourse Analysis (CDA) will be used to examine the linguistic structure of political discourses and media representations and how these structures reflect social power relations. CDA analyzes how language operates in a social and cultural context and how this process reinforces social inequalities. This method provides a more in-depth analysis of the data collected and helps us understand how linguistic racism is reproduced through political discourses and media representations.

Coding is a technique used in content analysis and CDA processes. The data collected is coded around specific themes and categories. Specifically, racist expressions, metaphors, and code words are identified and grouped under these themes. Coding allows data to become more structured and analysable. This process helps reveal specific patterns and strategies of linguistic racism.

These data collection tools provide a systematic and structured approach to achieve the purpose of the research. Document analysis, content analysis, CDA and coding techniques allow us to deeply understand how Western media and political discourses carry out linguistic racism against Azerbaijan and the social effects of these discourses.

2.4. Data analysis

Document analysis was used in the first stage of this research to examine the effects of II Karabakh War in the Western media. News articles and political speeches about the Karabakh War will be systematically examined. In this process, the documents to be analyzed will be selected and examined in accordance with certain criteria. By examining the news and political discourses published in BBC, The Guardian and French newspapers, expressions and themes reflecting linguistic racism will be determined. Document analysis ensures that data is systematically collected and organized, creating a solid foundation for later stages of analysis.

Content analysis enables detailed examination of the data obtained from document analysis. In this process, expressions, metaphors and code words reflecting linguistic racism are identified and coded in the collected texts. Content analysis allows data to be grouped thematically and to reveal certain patterns. This method allows for structured analysis of texts and increases the

reliability of the research. The themes obtained as a result of content analysis provide important findings about how linguistic racism is expressed and what linguistic strategies are used.

Critical Discourse Analysis (CDA) is used to examine the linguistic structure of political discourses and media representations and how these structures reflect social power relations. CDA analyzes how language operates in a social and cultural context and how this process reinforces social inequalities. This method of analysis enables an in-depth examination of texts and helps us understand how linguistic racism is reproduced through political discourses and media representations. CDA makes significant contributions to achieving the purpose of the research by revealing how language reflects and reinforces ideological and power relations.

Thematic analysis and coding play an important role in the content analysis and CDA processes. The data collected is coded and analyzed around specific themes and categories. In particular, expressions, metaphors, and code words that reflect linguistic racism are identified and grouped under these themes. Thematic analysis helps uncover specific patterns and strategies of linguistic racism and allows us to understand the social impacts of these strategies.

The findings obtained from the analysis of the data provide an in-depth understanding of how linguistic racism is expressed through political discourses and media representations and the social effects of these discourses. The findings provide important insight into how Western media and political discourses perpetrate linguistic racism against Azerbaijan. This information provides valuable suggestions for future research and policy makers and contributes to future studies on peace journalism.

These analysis methods offer a systematic and scientific approach to achieve the purpose of the research. Document analysis, content analysis, CDA and thematic analysis techniques allow us to deeply understand how linguistic racism is expressed through political discourses and media representations and the social impacts of these discourses.

CHAPTER III. RESULTS AND DISCUSSION

3.1 Results

Discrimination in Political Discourse

In this section, examples of perceived biased or discriminatory language towards Azerbaijan in the European media are mentioned. This situation becomes especially evident in political and diplomatic contexts. For example, the Azerbaijani delegation stated that it withdrew from the Parliamentary Assembly of the Council of Europe (PACE) on the grounds of "racism, Azerbaijanophobia and Islamophobia". This situation reveals the systematic discrimination perceived in European institutions.

Dictatorship Government

The Azerbaijani government has long been criticized for its authoritarian and oppressive management style. The government's harsh measures against the opposition and its silencing of political opponents show a form of government far from democratic values. These criticisms are supported by practices such as irregularities in election processes, restricting media freedom and blocking the activities of non-governmental organizations. Human rights organizations and the international community argue that this authoritarian regime in Azerbaijan poses a major obstacle to democratic reforms in the country and that the fundamental rights and freedoms of the people are violated.

Human Rights Violations

The Azerbaijani government is accused of mistreatment and human rights violations against political opponents and ethnic minorities. The main accusations include arresting political opponents, subjecting them to torture and ill-treatment, restricting freedom of expression and violating the rights of ethnic minorities. International human rights organizations condemn these practices of the Azerbaijani government and pressure it to respect human rights. This situation damages Azerbaijan's reputation in the international arena and causes it to be subject to various sanctions.

Military and Political Movements

Ethnic Cleansing

Azerbaijan's forced migration policies towards Armenian civilians in Nagorno-Karabakh are described as ethnic cleansing. These policies included the systematic removal and displacement of the Armenian population from the region. Human rights organizations and the international community harshly criticize these actions of Azerbaijan and state that such practices constitute a crime against humanity. Accusations of ethnic cleansing are seen as an important factor that makes it difficult to achieve permanent peace in the region.

Occupation

Azerbaijan is accused of illegally controlling or annexing lands in the Nagorno-Karabakh region. These accusations constitute a violation of international law and Azerbaijan's military presence and actions in the region are defined as occupation. It is claimed that Azerbaijan's efforts to control these lands are aimed at putting pressure on the Armenian community and changing the demographic structure in the region. The international community emphasizes that such actions harm peace efforts in the region and are contrary to international law.

Aggression

Azerbaijan's military actions against Nagorno-Karabakh are described as aggression. These military operations resulted in civilian casualties and widespread destruction and violated international law and human rights norms. This aggressive attitude of Azerbaijan has led to increased tension in the region and the blockage of peace talks. The international community demands that such aggressive actions be stopped and the problem be resolved by peaceful means.

International Relations and Media Campaigns

Anti-France Campaign

Azerbaijan is waging a strategic media war against France and constantly criticizing this country. This campaign was developed in response to France's pro-Armenian stance and biased approaches to the solution of the Nagorno-Karabakh conflict. Azerbaijan finds France's policies and statements towards Azerbaijan contrary to its national interests, and this negatively affects diplomatic relations between the two countries. This campaign, carried out through the media, aims to prevent France from creating a negative image of Azerbaijan internationally.

Propaganda

Azerbaijan carries out intense propaganda activities aimed at manipulating public perception, especially in foreign media. These propaganda activities aim to support Azerbaijan's stance in foreign policy and create a positive image in the eyes of the international community. Through media campaigns, Azerbaijan's military and political moves are legitimized, while countries and groups seen as enemies are portrayed negatively. This strategic use of media is used as an important tool to ensure public and international support for Azerbaijani policies.

Perception and Representations in Western Media

Human Rights Violations

Western media widely criticize Azerbaijan's mistreatment of political opponents and ethnic minorities. These human rights violations come to the fore especially through issues such as the situation of political prisoners, restriction of freedom of expression and discrimination faced by ethnic minorities. These criticisms of the Western media lead to Azerbaijan's human rights record deteriorating in the international arena and its exposure to various sanctions.

War crimes

Azerbaijan is accused of committing war crimes for allegedly violating the laws of war during the war. These charges include attacks on civilians, use of prohibited weapons, and mistreatment of prisoners. By detailing these war crimes, Western media emphasizes that Azerbaijan violates international law and violates human rights norms. Such accusations damage Azerbaijan's reputation in the eyes of the international community and cause it to face legal sanctions.

Subjective Evaluations and Metaphors

Punching Bag

Azerbaijan constantly criticizes France in the media and political rhetoric and uses this country as a "fighting bag". This discourse is developed in order to strengthen Azerbaijan's stance in international politics and to criticize France's pro-Armenian attitude. These harsh criticisms of France's stance on the Nagorno-Karabakh conflict and other regional issues are considered as a part of Azerbaijan's efforts to defend itself and find allies in foreign policy. Such metaphorical

expressions are among the rhetorical strategies used by Azerbaijan to legitimize its policies and influence international public opinion.

This action followed PACE's refusal to ratify the credentials of the Azerbaijani delegation due to concerns over human rights and democracy in Azerbaijan (Eurasianet).

In the European media, instances of perceived racism or discriminatory language towards Azerbaijan and its government have been highlighted, particularly in political and diplomatic contexts. For example, the Azerbaijani delegation to the Parliamentary Assembly of the Council of Europe (PACE) withdrew from the organization citing "racism, Azerbaijanophobia, and Islamophobia" in the assembly.

Table 2.. Linguistic Realizations of Racism in Political Discourse

Phrase	Context	Implications
racism, Azerbaijanophobia, and Islamophobia	Azerbaijani delegation to PACE withdrawal due to perceived discrimination	Alleged systemic discrimination in European bodies
ethnic cleansing	European discussions on Nagorno-Karabakh conflict	Connotations of deliberate, systemic violence
Separation of Powers	Criticism of Azerbaijan's governance	Governance imbalance criticism
Political Prisoners	Oppression and arrests of political opponents	Human rights abuses allegations
Poor Record on Human Rights and Democracy	Negative human rights and democracy record	International criticism of Azerbaijan
Anti-France campaign	Azerbaijan's media war on France	Strategic, organized media efforts
Dictatorial government	Characterization of Azerbaijani government	Negative portrayal of governance
Outrageous neocolonialism policy	Azerbaijan's alleged foreign policies	Extreme and unacceptable policies
Punching bag	Metaphor for targeting	Ongoing criticism and attacks
Propaganda	Azerbaijan's media strategy	Dissemination of one-sided information

Mercenaries	Labeling of Syrian fighters	Negative portrayal of fighters
Occupation	Azerbaijan's actions in Nagorno-Karabakh	Illegitimate territorial control
Aggression	Azerbaijani military actions	Hostile actions
Violation	Azerbaijan's compliance with international law	Breach of international agreements
civilian casualties	Humanitarian concerns in conflict	Humanitarian law concerns
Destructive	Damage from Azerbaijani attacks	Widespread destruction
Annexing territory	Territorial control allegations	Expansionist actions
Committing a war crime	Human rights violations	Severe human rights abuses
Massacre	Killing of civilians	Systematic killing
ethnic cleansing	Accusation by Armenian PM	Serious human rights violations
Armenian genocide	Historical context in Armenian conflict	Denial of historical atrocities
Neo-colonialism	Description of French colonial history	Criticism of historical policies
Surrender agreement	Ceasefire terms	Formal conflict resolution
Equal citizens	Azerbaijani promises	Promise of fair treatment
Disarmament	Armenian forces' agreement	Military disarmament
Refugees	Displacement due to conflict	Humanitarian crisis
Counter-Terrorism Activities	Azerbaijani military operations	Legitimacy of military actions
High-precision weapons	Military capabilities	Technological prowess
Ensuring social peace	Azerbaijani objectives	Security and order
New manifestations of the policy of ethnic cleansing	Azerbaijani policies against Armenians	Systematic persecution
lightning attack	Military actions in Nagorno-Karabakh	Sudden, aggressive military strategy
identity-based crimes	Accusations against Azerbaijan	Discrimination based on identity

This table illustrates how language can be used to portray bias and discrimination in political discourse pertaining to Azerbaijan by summarizing important terms, settings, and their implications.

Facing expulsion, Azerbaijan quits European parliamentary body

Eurasianet- <https://eurasianet.org/facing-expulsion-azerbaijan-quits-european-parliamentary-body>

European discussions about the conflict in Nagorno-Karabakh sometimes use the term "ethnic cleansing," especially in relation to actions taken by Azerbaijan. This term is extremely charged and can convey a sense of deliberate, systemic violence against an ethnic group, which Azerbaijan argues is a misrepresentation or exaggeration of their policies.

The concept of Separation of Powers used in the news indicates that the executive, legislative and judicial powers in the country should be independent of each other. In the news, he criticized that Azerbaijan did not act in accordance with this principle and that balance was not maintained between the powers.

The phrase Political Prisoners describes people who have been imprisoned or punished for political reasons. The news may include an emphasis on the oppression and arrests of political opponents in Azerbaijan.

The phrase Poor Record on Human Rights and Democracy indicates that Azerbaijan has a negative record in the field of human rights and democracy. It includes an emphasis that Azerbaijan's performance on these issues is inadequate and has been subject to criticism.

Amid Tension Over Nagorno-Karabakh, Azerbaijan Wages a Media War On France

Radio Free Europe/Radio Liberty, France

The article describes a media campaign initiated by Azerbaijan against France, which escalated following remarks by French President Emmanuel Macron referring to the 2020 Nagorno-Karabakh conflict as "a terrible war." This statement was perceived negatively by Azerbaijan, considering the conflict as a victory for them in reclaiming territories. Consequently,

Azerbaijani officials and media began portraying France negatively, citing its colonial history and alleging neocolonialist policies in its overseas territories.

We can see that critical language is used in the news text on the Azerbaijani government and its policies. This type of language often occurs in situations where political or diplomatic disagreements are high.

First, the phrase "Anti-France campaign" attracts attention. This phrase implies that Azerbaijan is waging a conscious and organized media war against France. The word "campaign" indicates that this effort is being conducted in a strategic and planned manner and generally describes a systematic attempt towards a goal.

Secondly, the text uses the expression "Dictatorial government". This strengthens the claim that the Azerbaijani government has authoritarian characteristics. The word "dictatorial" is generally used in a negative context and implies undemocratic, oppressive styles of government.

Thirdly, the expression "Outrageous neocolonialism policy" can be discussed. "Neocolonialism" is a term critical of one state's attempt to gain economic or political control over another region, and the word "outrageous" emphasizes that this policy is extreme and unacceptable.

Fourth, the "Punching bag" metaphor is used. This statement indicates that Azerbaijan constantly targets France and uses it as a target for accusations. This type of language describes an ongoing situation of criticism and attack. The word "Propaganda" describes Azerbaijan's effort to spread information through the media. Propaganda is often used to distort or manipulate reality and, in this context, create the impression that Azerbaijan is disseminating one-sided or misleading information.

The Syrian mercenaries used as 'cannon fodder' in Nagorno-Karabakh

BBC- 10 December 2020

Examining linguistic bias is important to understand how language can be used as a tool to create discrimination. The use of language in the news provides information about how certain groups are represented, the effects of these representations on society, and how these

representations can be empowering or damaging on social perceptions and attitudes. This type of analysis can help raise awareness of more fair and balanced media use of language.

In the news, Syrian fighters are called "mercenaries". The term often has a negative connotation, portraying these people as fighting only for money and without moral or ideological commitment. Such labeling can portray them in a negative light, without taking into account the difficult living conditions of these individuals and the forced choices they face.

Additionally, the news' portrayal of Syrians as "helpless and inexperienced on the battlefield" may present the abilities and capacities of this group in a disparaging manner. Such statements can reinforce negative stereotypes about a particular group and reinforce the perception that these groups are not equal to other communities.

Armenia turns towards west in search of allies amid Azerbaijan tensions

The guardian

The word Occupation used in relation to Azerbaijan refers to a region that Azerbaijan has illegally seized or controlled. For example, the occupation of Nagorno-Karabakh was considered a serious accusation against Azerbaijan in the international arena.

The word aggression means a country or group taking hostile actions or attacking another country or region. Azerbaijan's military attacks against Nagorno-Karabakh and surrounding regions have placed Azerbaijan in an accusatory position in the international arena.

The word violation means the failure of a country or group to comply with treaties, agreements or international law. Allegations that Azerbaijan violated Armenia's borders have caused serious concerns in the international community.

Emphasis on civilian casualties Experiencing civilian casualties during war or conflict causes serious concern in the international community and can put countries such as Azerbaijan in an accusatory position. It is especially addressed in the context of the law of war and human rights violations.

In the text, it is stated that Azerbaijani leader Ilham Aliyev praised the victory and Turkish President Recep Tayyip Erdoğan also supported this victory. However, this can be interpreted in different ways in the eyes of other parties. Azerbaijan's military operation and victory in the region may have resulted in criticism of Armenia and Nagorno-Karabakh-controlled areas. Some of these criticisms may include concerns about civil rights and humanitarian situations.

The humanitarian crisis as a result of the military operation in Nagorno-Karabakh may have caused criticism of Azerbaijan's actions. Additionally, some decisions or policies of the Azerbaijani government have been criticized by those with different views. These criticisms have been described as anti-Azerbaijan. However, there are no openly anti-Azerbaijani statements in the text.

After Nagorno-Karabakh War, Trauma, Tragedy and Devastation

Politico

The word destructive means that something causes great damage and destruction. For example, "As a result of Azerbaijan's attacks, cities were destroyed." The word occupation means that a country or group seizes and controls the territory of another country or region. For example, "Azerbaijan regained its occupied lands."

The word attack means Azerbaijani aggression against another group or country. For example, "Many villages were destroyed as a result of Azerbaijan's attacks." The word disaster means great damage or destruction. For example, "After the war, there were great disasters in the region."

The term human rights violation refers to actions that do not respect the fundamental human rights of Azerbaijan. For example, "Human rights violations occurred during the war." Forced displacement refers to the forced removal and displacement of people from their homes. For example, "Thousands of people were forcibly displaced during the war." The word aggression means hostile behaviour or actions. For example, "Azerbaijan's aggression has increased tensions in the region."

The expression annexing territory means that a country annexes another country's territory into its own territory. For example, "Azerbaijan annexed Armenia's territory." The phrase committing a war crime refers to acts that violate international law, such as harming civilians or mistreating prisoners of war. For example, "Azerbaijan committed a war crime and attacked innocent civilians."

Massacre: This word refers to the killing or wounding of a large number of people. For example, "Azerbaijan's attacks resulted in the massacre of many innocent civilians."

The word massacre refers to the systematic killing of large numbers of people against a specific group. For example, "It is claimed that Azerbaijan massacred the Armenian population by carrying out ethnic cleansing." The word destruction refers to the complete destruction of a place. For example, "Many cities were destroyed as a result of Azerbaijan's attacks."

Op-Ed: Remember Artsakh but never forget the Armenian genocide

Los Angeles Time

The phrase "They celebrate their victory" means that Azerbaijan won the war and captured Artsakh. This is perceived as a defeat and a tragedy for Armenia. The phrase "Those who rule Turkey, those who continue the lie of denying the genocide" means that Turkey has won the war against the Armenians in 1915. Turkey's failure to recognize and deny the genocide is a great injustice and trauma for Armenians.

"The statement Israel and arms manufacturers indicates that Israel supplied weapons and military equipment to Azerbaijan in the Artsakh war, and this is a disadvantage for Armenia. For Armenians, Israel selling weapons to Azerbaijan and taking part in the war creates a feeling of disappointment and betrayal.

"The statement to Nikol Pashinyan, the prime minister of Armenia, accuses the prime minister of Armenia, Nikol Pashinyan, of his failures in the Artsakh war. This is a source of internal sadness and disappointment for Armenians, because thinking that their leaders are incompetent in the war increases the sense of vulnerability and helplessness of the society.

The phrase "the vulnerability of little Armenia and Artsakh against the greatness of Azerbaijan and Turkey" highlights the imbalance that the military and economic power of

Azerbaijan and Turkey confronts Armenia and Artsakh. This increases feelings of injustice and helplessness for Armenians.

'France must act to stop the ethnic cleansing of Armenians in Nagorno-Karabakh and sanction Azerbaijan'

LE MONDE France

The phrase "complete blockade of Azerbaijan" implies Azerbaijan's complete blockade of the Nagorno-Karabakh region, thus plunging the region into a humanitarian crisis. This highlights Azerbaijan's aggressive and cruel policies for the Armenian community.

The phrase "Imposing tough sanctions on Azerbaijan's leaders" emphasizes the tough sanctions that should be imposed by the international community against Azerbaijan's leaders. This suggests that Azerbaijan's actions should be condemned and punished.

The phrase "turning Nagorno-Karabakh into an open-air prison" refers to Azerbaijan's blockade of the Nagorno-Karabakh region, thus turning the region into a prison. This suggests that Azerbaijan is attacking the basic human rights of the people of the region and brutally isolating them.

The phrase "Armenia and Nagorno-Karabakh being subjected to a low-intensity war by revisionist states" suggests that Azerbaijan is waging a low-intensity war against Armenia and Nagorno-Karabakh, threatening the stability and security of the region. This criticizes Azerbaijan's aggressive policies and increasing regional instability.

The phrase "indifference of the international community" criticizes the international community's indifference to the crisis in Nagorno-Karabakh and its failure to respond appropriately to human rights violations in the region. This criticizes Azerbaijan's tendency to support and legitimize its actions.

The statement "Armenian children cannot access medical assistance" emphasizes that as a result of Azerbaijan's blockade of the Nagorno-Karabakh region, Armenian children in the region are denied access to healthcare and are unable to receive assistance when they need medical assistance. This suggests that Azerbaijan is deepening the humanitarian crisis and affecting innocent civilians.

The phrase "Armenian people are deprived of basic needs" emphasizes that by blockading the Nagorno-Karabakh region of Azerbaijan, the Armenian people in the region are deprived of basic needs. This criticizes Azerbaijan's unfair and cruel policies towards the civilian population.

The phrase "silence and ineffectiveness of the international community" criticizes the international community's silence on the crisis in Nagorno-Karabakh and its ineffectiveness and failure to respond appropriately to human rights violations. This highlights Azerbaijan's disrespect for human rights and international norms.

The phrase "Azerbaijan committing war crimes" suggests that Azerbaijan committed war crimes in the Nagorno-Karabakh region. These charges may include attacks against civilian populations, forced displacement, and human rights violations. This highlights that Azerbaijan violated international law and those responsible must be held accountable.

Azeris call for France to lose Nagorno-Karabakh mediation role

Al Jazeera English

The word "provocative" implies that a particular action by Azerbaijan purposefully escalates tensions or provokes another party. For example, "Azerbaijan's provocative actions increased tensions in the region." The word "biased" indicates that Azerbaijan acts in a non-neutral way or supports one side. For example, "Azerbaijan's biased policies complicate peace efforts."

The word "destructive" emphasizes that a particular action by Azerbaijan leads to harmful or negative consequences. For example, "Azerbaijan's destructive attitude threatens stability in the region." The word "unfair" means that Azerbaijan acted unfairly or unbalancedly in a situation. For example, "Azerbaijan's unjust demands violate the rights of other parties in the region." The word "threatening" indicates that a particular action by Azerbaijan threatens or concerns other parties. For example, "Azerbaijan's threatening statements increase tensions in the region."

"Illegal" means that Azerbaijan is committing illegal or unlawful actions. For example, "Azerbaijan's illegal occupation policies are against international law." The word "aggressive" indicates that Azerbaijan is behaving in an aggressive or provocative manner. For example, "Azerbaijan's aggressive behaviour endangers peace in the region."

The word "negligent" means that Azerbaijan neglected a problem or did not take it seriously enough. For example, "Azerbaijan's negligent attitude leads to humanitarian crises." The

word "arbitrary" indicates that Azerbaijan acts in an arbitrary or arbitrary manner. For example, "Azerbaijan's arbitrary restrictions violate human rights." The word "irresponsible" emphasizes that Azerbaijan is behaving irresponsibly or recklessly. For example, "Azerbaijan's irresponsible policies endanger stability in the region."

Nagorno-Karabakh exodus grows as Armenia warns of 'ethnic cleansing'

Politico

The text in the news about the situation in Nagorno-Karabakh focuses more on the humanitarian dimensions and the movements of civilians affected by military actions, especially towards Azerbaijan. In the article, Azerbaijan's military actions are described as a "lightning attack" and the opening of the Lachin corridor by Azerbaijan to allow evacuations is mentioned. "Lightning offensive" term is used to describe Azerbaijan's rapid military campaign to take control of Nagorno-Karabakh. The word "lightning" suggests something very fast and powerful, which is a common military descriptor to convey quick and decisive actions in warfare.

"Ethnic cleansing": phrase is a serious accusation used by the Armenian Prime Minister in the article. It refers to the forced removal of a particular ethnic group from a territory, which can include various coercive methods such as displacement, deportation, and violence. It is used to express concerns about the potential fate of the Armenian population in Nagorno-Karabakh under Azerbaijani control. "Displaced civilians" term refers to people who are forced to leave their homes due to conflict or disaster. In the context of the article, it refers to the Armenians of Nagorno-Karabakh who are moving to Armenia to escape the conflict.

"Besieged region" Describes a region or area that is surrounded by military forces. The use of "besieged" highlights the isolation and difficult conditions faced by the people in Nagorno-Karabakh during the conflict. "Surrender agreement" term is used to describe the formal agreement by the leaders of Nagorno-Karabakh to cease fighting and allow Azerbaijani control over the region. A surrender generally involves one party giving up to another and can be seen as an end to hostilities under agreed terms. "Evacuated" is used to describe the action of moving people from a dangerous or potentially dangerous area to a safer location. In the article, it specifically refers to the movement of wounded and at-risk civilians out of the conflict zone.

The term "ethnic cleansing", used by the Armenian Prime Minister for Azerbaijan's actions in Nagorno-Karabakh, contains a serious accusation. Ethnic cleansing refers to the systematic forced removal of ethnic or religious groups from a given region, usually by a more powerful ethnic group, with the aim of creating an ethnically homogeneous region. This term is intended to attract international attention and reaction as a serious indictment of human rights violations.

"Equal citizens" This term, which indicates that Azerbaijan wishes to reintegrate ethnic Armenians as "equal citizens", attempts to reassure both the international community and the local population with the promise of fair treatment under Azerbaijani rule. This contrasts sharply with allegations of ethnic cleansing.

"Exile from the homeland" This phrase used by the Prime Minister of Armenia emphasizes the seriousness of the situation faced by displaced people and the emotional and cultural impact they experience. It indicates a permanent separation that is unwanted and caused by fear and insecurity.

"Disarmament" is the term indicating that Armenian separatist forces in Nagorno-Karabakh agreed to disarmament following Azerbaijani military action. In this context, disarmament may involve laying down arms under a ceasefire or surrender agreement, indicating a significant change in control and power dynamics in the region.

"Refugees" is the term given to ethnic Armenians who fled Nagorno-Karabakh. Refugees are people who are forced to leave their country due to war, persecution or natural disaster. This term emphasizes the humanitarian aspect of the crisis and highlights the need for international assistance and protection.

Azerbaijan launches attack in Nagorno-Karabakh, announces 'evacuation' of Armenian population

Politico

The term "military offensive" is used to describe offensive military operations carried out by Azerbaijan in Nagorno-Karabakh. It is a term commonly used in conflict reporting to describe

an attack or campaign conducted by a military force. "Evacuation": The article mentions Azerbaijan announcing the evacuation of the Armenian population from "dangerous areas". While "evacuation" itself is a neutral term, in its context it can mean forced removal, which can be perceived as accusatory in a broader narrative or historical context.

"Counter-Terrorism Activities" is how Azerbaijan defines its military operations. This statement can be seen as accusatory depending on the point of view, because the labeling of "counterterrorism" can frame the other party in a negative light, that is, as illegitimate or criminal.

The term "humanitarian corridors and reception points" generally means safe routes and places for civilians during conflicts and has a positive connotation. However, local Armenians' doubts about the safety and effectiveness of these corridors add a critical dimension to their use.

"Ethnic cleansing concerns" The article mentions ethnic cleansing concerns following Azerbaijan's actions. This is a very strong accusation that implies serious human rights violations and the forced removal of a particular ethnic group.

"High-precision weapons" In the statement of the Azerbaijani government, it was stated that the positions of the Armenian armed forces were neutralized using "high-precision weapons". This statement may have been used to emphasize Azerbaijan's military capacity and the accuracy of operations. At the same time, such statements may aim to increase public acceptability by asserting the legitimacy and minimization of harm of the weapons used and operations carried out.

"Harmful area" The evacuation of the Armenian population from the "harmful area" specified by Azerbaijan strengthens the perception of how dangerous these areas are. While this term emphasizes the justification and urgency of the evacuation process, it also highlights the security risks in the areas in question.

"Ensuring social peace" In Hikmet Hajiyev's statements, it was stated that Azerbaijan's aim is "to neutralize the military infrastructure". This expression is used to give the impression that military actions are aimed only at military targets and that the security of the civilian population is protected.

The words "war" and "counter-terrorism" are often used to describe military interventions that are justified under international law and public opinion. By expressing Azerbaijan's operations

in these terms, the message is given that its actions comply with international norms and are defensible.

Azerbaijan launches Karabakh operation, urges Armenian separatists to surrender

France 24

Military Operations and Goals Azerbaijan launched a new military operation in order to maintain control over the region and end the separatist situation. Azerbaijan stated that it captured many military positions and demanded that the separatists lay down their arms and offered to meet in the town of Yevlakh.

International and Regional Reactions The operation received different reactions in the international arena. Important regional actors such as Russia and Turkey were informed of the operation, Turkey supported Azerbaijan's actions, while the United States and France called on Azerbaijan to stop the attacks. This situation emphasizes the importance of peaceful solutions and negotiations. **Humanitarian Concerns and Accusations** Both sides reported casualties and displacement. While Azerbaijan claims that Armenian-backed forces triggered the operation by building a military build-up and taking some military actions, Armenia claims that Azerbaijan aims to carry out ethnic cleansing, which raises concerns that could have serious humanitarian consequences.

Impact in Armenia: Within Armenia, the military action led to protests calling for the resignation of Prime Minister Pashinyan and dissatisfaction with the government's handling of the situation. **Call for International Intervention:** Armenia requests Russia, the UN and other international actors to take steps to prevent the situation and effectively address the crisis. The role of the international community is seen as important by mediating and potentially resolving the conflict.

Russia and Turkey supervise the peacekeeping mission in this region and were informed in advance of Azerbaijan's operation. While Turkey finds the operation justified, Russia is concerned about the situation and invites the parties to the negotiation table. This situation shows the influence of great powers at the regional and international level and the role they play in resolving the conflict.

Protests in Armenia reveal widespread dissatisfaction with the government's handling of the conflict. While there is a great feeling of unrest and instability among the people, there are clashes with security forces. This situation creates serious pressures on domestic political stability and increases the pressure on the government.

The deepening of the conflict between Azerbaijan and Armenia brings allegations of ethnic cleansing to the fore. While Armenia accuses Azerbaijan of ethnic cleansing against the Armenian population in Nagorno-Karabakh, Azerbaijan rejects these allegations and argues that its operations are within the framework of self-defense. Such claims attract the attention of the international community and reinforce the international dimension of the regional conflict.

Armenia claims Azerbaijan 'completed' ethnic cleansing in Nagorno-Karabakh

Dutch news

The accusations made by Armenia against Azerbaijan, especially expressions such as "allowing hate speech" and "destroying Armenian cultural sites", contain a kind of negativity, which contains intense criticism against Azerbaijan. The expression allowing hate speech refers to the Azerbaijani government or it implies that society either turns a blind eye to or does not intervene in discriminatory and hostile discourses against Armenians. Hate speech can be a dangerous situation, often increasing hostility between social groups and sometimes leading to acts of violence.

"Glorifying racism" refers to an attitude that advocates and promotes the superiority of one group or community over another group. "Allowing hate speech" indicates that negative and discriminatory speech against a community is allowed to spread uncontrollably.

The accusation of destroying Armenian cultural sites alleges that Azerbaijan has damaged or ignored Armenian cultural heritage. The destruction of cultural heritage can be considered an attack on the identity and history of a community, and such actions are often associated with ethnic or cultural cleansing.

Armenia blasts modern 'ethnic cleansing' as it commemorates WWI mass killings

The New Arab Staff & Agencies

In the news text, critical expressions and opposing words towards Azerbaijan and the Azerbaijani government are striking. "lightning attack": the phrase implies that Azerbaijan launched a sudden and violent military operation in the Nagorno-Karabakh region. It is often used to indicate surprise and aggressive action. "New manifestations of the policy of ethnic cleansing" include the allegation that Azerbaijan is carrying out deliberate and systematic persecution of ethnic Armenians. This statement constitutes a serious accusation in international law and severely condemns Azerbaijan's actions. "identity-based crimes" suggest that Azerbaijan committed crimes against Armenians based on ethnic or national identity. Such crimes often involve human rights violations and discrimination.

"More than 150,000 Armenians... were forced to leave their historical homeland due to war, xenophobia, identity-based crimes.": In this sentence, expressions are used that indicate that Azerbaijan's actions caused the forcible removal of Armenians from their own lands. The terms "war," "xenophobia," and "identity-based crimes" imply that Azerbaijan's actions involve both violence and ethnic-based discrimination.

The statement "It connects to a historical narrative dating back to the Ottoman period" reveals that Armenia evaluates today's conflict in the context of the Ottoman-Armenian conflicts in the past and sees Azerbaijan as a part of this historical chain of hostility.

The phrase "Azerbaijan, which shares cultural ties with Turkey" identifies Azerbaijan as a common cultural and political ally with Turkey, Armenia's historical enemy. This indirectly positions Azerbaijan against Armenia and gives the impression that it has a similar stance as Turkey on historical issues such as the denial of the Armenian Genocide.

*Thousands of ethnic Armenians flee disputed Nagorno-Karabakh territory after
Azerbaijan regains control*

Sky News

The critical expressions and opposing words used towards Azerbaijan and the Azerbaijani government in the news text contain remarkable elements that emphasize the current conflict and tension. "Azerbaijan regaining control of the region" – This phrase indicates that Azerbaijan has

actively and coercively regained its sovereignty over the region. The expression "seize" is generally used for acts of force and has a negative connotation.

"They fear persecution and ethnic cleansing" - Fear of persecution and ethnic cleansing is cited here as the reason why Armenian leaders do not want to live under Azerbaijani rule. This is a serious accusation that the Azerbaijani government is potentially committing human rights violations.

"He said that he would leave the country rather than live as part of Azerbaijan" - This statement reflects the feelings of Armenians who do not want to live under Azerbaijani rule. The word "leave" here means to escape from Azerbaijani rule and implies that the rule is viewed negatively.

"He made it clear that Azerbaijan would not send troops to fight against a 24-hour blitzkrieg" - This statement highlights Azerbaijan's sudden and violent military action. The term "lightning attack" refers to a sudden and aggressive action.

"He acknowledged Azerbaijan's sovereignty over the region; perhaps he was aware that he would not be able to win another war against a militarily much stronger Azerbaijani army backed by Turkey" - The implication here is that the Azerbaijani army is strong and has become even stronger with Turkey's support. This leaves the impression that Azerbaijan is receiving foreign support to increase its military power.

"No matter what the Azerbaijani president promises that they will be taken care of, history shows that there is little reason to trust him" - This statement contains a deep distrust and suspicion of the promises of the Azerbaijani President. It implies that promises made in a historical context were not kept or are not reliable.

"May blame Russian peacekeepers for failing to keep the peace" – This statement points to Azerbaijan's inability to keep the peace and suggests that blaming Russian peacekeepers could be an excuse.

"Armenians are prone to fear genocide, and conditions in Nagorno-Karabakh are becoming increasingly untenable for them, given the blockade." - This statement states that the blockade imposed by Azerbaijan creates unliveable conditions for Armenians and fuels the fear of genocide.

"They're leaving now because they fear the worst." - This statement emphasizes that rather than remain under Azerbaijani control, Armenians preferred to flee and feared the worst consequences.

"The US and the EU expressed 'deep concern' for Armenians in Nagorno-Karabakh, which is internationally recognized as part of Azerbaijan but remains under Armenian control." - It is stated here that the international community is "deeply concerned" about Azerbaijan's attitude towards Armenians in Nagorno-Karabakh. This can be interpreted as a negative situation for Azerbaijan's international image.

Pashinyan slams Azerbaijan for Nazi Germany-style fascist anti-Armenian postage stamp

ARMENPRESS

The depictions of Azerbaijan on postage stamps have been heavily criticized by Nikol Pashinyan, and a comparison of these stamps with some stamps with propagandist content printed during the time of Nazi Germany shows how seriously the current situation is taken. Such comparisons often involve very strong claims that require historical context and sensitivity.

Relations between Armenia and Azerbaijan are already tense due to long-standing disputes over Nagorno-Karabakh. Pashinyan's statements and the stamps printed in Azerbaijan may further increase this tension. Pashinyan's call to bring these stamps to the agenda on international platforms aims to bring this issue to the field of international diplomacy, and such a step may attract the reaction and attention of the international community. Such actions are full of symbolic expressions that both sides use as propaganda tools, which can cause further tension in relations between the two countries.

The phrase of Azerbaijan's invasive policies is often used in a context criticizing Azerbaijan's military or political control over a particular region. The phrase Azerbaijani oppression is often used to describe oppressive practices allegedly implemented by the Azerbaijani government, especially against ethnic or political minorities. The phrase Azerbaijan's human rights violations can be used in a context criticizing Azerbaijan's human rights record. The term Azerbaijani nationalism may be used to highlight extreme or harmful aspects of nationalist movements or policies in Azerbaijan.

Throughout the news, Azerbaijan and its policies are shown as one of the main elements of ethnic tension and conflict in Nagorno-Karabakh. While relations with separatists and Armenia constitute other dimensions of the conflict, Azerbaijan's actions have been presented as one of the main factors shaping tensions in the region and international reactions.

Lightning Military Attack: Sudden military attacks carried out by Azerbaijani forces in Nagorno-Karabakh caused serious damage to ethnic Armenians in the region. Such attacks are often described in a critical tone and can be perceived as a criticism of Azerbaijan's military strategy in the region.

Cutoff of Basic Needs: As a result of Azerbaijan's military operations, tens of thousands of ethnic Armenians were deprived of electricity and other basic needs. This situation was met with concern by the international community and was expressed by human rights organizations.

Closure of the Lachin corridor: Azerbaijan's closure of the Lachin corridor cut off the connection of the Armenian population in this region with the outside world, as it was the only road to Armenia. This situation increased international pressure and calls were made to reopen the corridor.

Concerns of the International Federation for Human Rights (FIDH) and Action Against Hunger: These two organizations have expressed deep concern over the humanitarian crisis created by Azerbaijan's actions. Poor living conditions and humanitarian crisis in the region have been an important point highlighting the negative consequences of Azerbaijan's activities in the region.

Situation in Stepanakert: It has been stated that the situation in Stepanakert, the main city of Nagorno-Karabakh, is "terrible", with civilians hiding in basements and Azerbaijani forces camped on the outskirts of the city. Such statements express the fear and danger created by Azerbaijan's military presence and operations and constitute a criticism against it.

Fear of Refugee Crisis": Azerbaijan's actions in Nagorno-Karabakh have created fear of a new refugee crisis. This reflects concerns that the number of people forced to flee the region could increase, further increasing regional instability.

"Statements of the Armenian Prime Minister": Armenian Prime Minister Nikol Pashinyan stated that Armenia would welcome the ethnic Armenians living in the separatist region, but that mass resettlement could only take place if it became impossible for the Karabakh Armenians to stay there. This highlights the pressure and hardships that Azerbaijan's actions have placed on the Armenian population in the region.

"Situation of Civilians": International actors such as Germany have expressed concern about the situation of civilians in Nagorno-Karabakh and called for the rights of civilians to be guaranteed. This reflects the international community's concerns about Azerbaijan's treatment of civilians in the region.

"The Role of Russian Peacekeepers": The news stated that Russian peacekeepers helped the separatists in the disarmament process. This reveals the necessity of international intervention to resolve the conflict in the region, in response to Azerbaijani pressure.

"Withdrawal Process": The separatists were expected to lay down their arms within the framework of the agreements made with the Azerbaijani government. This process shows how serious the tension in the region is due to Azerbaijan's military activities.

'Nagorno-Karabakh's tragedy has echoes of Europe's dark past. But a remedy lies in Europe too

The guardian

"Separatist" – Used to describe the Nagorno-Karabakh region, this term often refers to a region's effort to secede from the central government in a negative context. "Ethnic cleansing" – This phrase implies the removal of an ethnic group from an area by force or intimidation and is generally considered a fairly serious charge. "Imperial follies", "immoral devastations" – These are often harsh expressions condemning the violence and tyranny of one state or group against another nation or ethnic group.

"By flight" – This word dramatizes the way the Armenian population left the region and often implies an action taken by force or fear "Reintegrated" – While this phrase describes the process of reintegration of Karabakh Armenians into Azerbaijan, it can give the impression that this process is either necessary or undesirable. "Separatist conflict" – The word "separatist" often

carries a negative connotation and can portray a region's quest for independence as an illegitimate or illegal activity.

3.2 Discussion

Azerbaijan's latest military operation against the Nagorno-Karabakh region has caused different reactions in the international arena. This operation is the latest in the long-standing conflict in the region and has had important consequences both regionally and internationally. Azerbaijan's operation was described as "anti-terrorist" measures and the Armenian separatist forces in the region were called to lay down their arms and surrender. During this period, there was a serious turmoil in Armenia's domestic politics, and protests were held in the capital Yerevan, demanding the resignation of the government.

International reactions were generally in the direction of stopping Azerbaijan's operation. Particularly the USA and France called on Azerbaijan to stop the attacks and emphasized that the conflict should be resolved through peaceful negotiations and diplomacy. Russia and Turkey continue their peacekeeping mission in the region and have stated that they are concerned about the escalation of the conflict. This conflict and subsequent developments put great pressure on civilians living in Nagorno-Karabakh, and many people were evacuated to safe areas. However, Azerbaijan's evacuation and "humanitarian corridor" statements created distrust among the local population, and the Armenian side expressed concerns that these evacuations were not safe.

Azerbaijan's military action remains a situation that needs to be carefully monitored in terms of both regional security and international diplomacy. It is of great importance that the international community takes more effective steps towards resolving the conflict and ensuring a permanent peace between the parties.

Linguistic bias refers to the use of language in political discourse that promotes discrimination and prejudice against certain groups. In this context, examining the language used in news about Azerbaijan shows how political discourse can contain biased stereotypes or fuel ethnic tensions.

The language used in the context of the conflict between Azerbaijan and Armenia often carries strong nationalist elements, and the language appears to play an important role in the political discourse of both sides. Especially in news about Azerbaijan, the use of terms such as "ethnic cleansing", "occupation" and "aggression" makes the issue even more sensitive due to the

historical and emotional weight these expressions carry, and often these terms can be misleading by reflecting the facts one-sidedly.

For example, the phrase "ethnic cleansing" implies systematic and violent expulsion, and the use of such language may misrepresent or exaggerate Azerbaijan's policies. The use of such terms not only describes events but can also be used as a strategic tool in shaping domestic and international public opinion and gaining support and sympathy.

In this context, it can be considered that the linguistic bias used against Azerbaijan in the news supports political goals as well as facts. This could fuel regional tensions and ethnic conflicts and lead to misunderstandings in international relations. Therefore, it should be emphasized that the media and political leaders should use a more balanced, accurate and inclusive language.

Table 3. Summary table

Term/Phrase	Context/Implication	Source
Ethnic cleansing	Used to describe the forceful removal of ethnic Armenians by Azerbaijan; portrays severe human rights violations.	The Guardian, BBC
Occupation	Implies illegal control or annexation of territory by Azerbaijan.	Various sources
Aggression	Describes hostile military actions by Azerbaijan against Nagorno-Karabakh.	Various sources
Violation	Refers to breaches of international law by Azerbaijan.	Various sources
Dictatorial government	Suggests an authoritarian and oppressive regime in Azerbaijan.	Radio Free Europe
Anti-France campaign	Indicates a strategic media opposition by Azerbaijan against France.	Radio Free Europe
Propaganda	Describes efforts by Azerbaijan to manipulate public perception, especially in foreign media.	Radio Free Europe
Human rights violations	General criticism of Azerbaijan's treatment of political dissidents and ethnic minorities.	Various sources

Racism, Azerbaijanophobia, Islamophobia	Claims by Azerbaijan about discrimination and prejudice in international bodies like PACE.	Eurasianet
Mercenaries	Negative portrayal of Syrian fighters in Nagorno-Karabakh, suggesting they fight only for money.	BBC
Annexing territory	Implies forceful expansion and control of territory by Azerbaijan.	Various sources
War crimes	Accusations against Azerbaijan of violating the laws of war, especially regarding civilian protection.	Various sources
Punching bag	Metaphor used to describe Azerbaijan's consistent targeting of France in media and political rhetoric.	Radio Free Europe

As a result, it is important to be careful against linguistic bias or discrimination in political discourses and to use the power of language in a way that promotes understanding and peace between societies. Such an approach can both ensure fairer media use and positively influence social perceptions and attitudes.

CONCLUSIONS

- Summary

In this study, it was examined how linguistic bias towards Azerbaijan emerged in the political discourses of Western media. The research shows that the language used by the Western media when discussing the Nagorno-Karabakh conflict reflects a prejudiced and discriminatory attitude towards Azerbaijan especially in II War. It has been determined that during the II Karabakh War, Azerbaijan was portrayed as an aggressor and occupier in the discourses of the Western media, while Armenia was presented as a victim and innocent country.

The findings of the research reveal that the coded language and metaphors used by the Western media are designed to serve the interests of political powers. This use of language encourages xenophobia, bias and discrimination at both political and social levels and ensures the continuation of social inequalities.

As a result, it has been seen that media bias spread through political discourses and media creates a negative image against Azerbaijan, and this has a significant impact on international relations and policies. The findings of this study make a significant contribution to understanding the power of language and the role of media and provide valuable information for future research.

- Implications

The findings of this study have important consequences for understanding what impact political discourses and media have on society and how these effects can be directed. Western media's linguistically biased discourses towards Azerbaijan have deep effects not only on the political level but also on social perceptions. This situation may reinforce prejudices against Azerbaijan in Western societies, and these prejudices may increase tensions in international relations.

The research reveals how the language used by the media and politicians shapes social perceptions and with what strategies this language is constructed. This shows how language is used not only as a means of communication, but also as an ideological tool. Therefore, it is concluded that the language used in the media should be chosen carefully and responsibly. The awareness of media organizations and journalists on this issue should be increased and language should be used in a way that promotes peace and reconciliation rather than reinforcing discrimination.

Another important implication of the study is that political discourses and media contents should be evaluated critically. In this context, recognizing linguistic bias and developing strategies against it is essential to ensure social equality and justice. The research shows that detecting and exposing such discriminatory discourses is of critical importance in terms of social awareness and the media's adoption of a more responsible approach.

In conclusion, this study reveals how linguistic bias is spread through political discourses and the media and what consequences this situation may lead to at the social and international level. Future research can contribute to a better understanding of the role of language and media in social transformations by conducting more comprehensive and in-depth analyzes in the light of these findings.

- Suggestions for further research

Although the findings of this study are an important step in understanding how linguistic bias spreads through political discourses and media, more in-depth and comprehensive research is needed in this area. Future research can help us better understand the universal and cultural dynamics of linguistic discrimination by examining political discourse across different media platforms and in various countries. Analysis of discourses, especially on social media platforms, can enable us to better evaluate the speed and impact of the spread of this type of discrimination.

Future research may study linguistic bias against Azerbaijan in the discourse of OSCE Minsk Group member countries.

As a result, this research will be highly helpful for future investigations into how to portray foreign news in a way that advances national and international interests. The results of this study can be used to supplement current information on the distribution and format of global news, particularly when it comes to disputes and peace talks. The results of this study might possibly be incorporated into further research on "Peace Journalism."

Additionally, examining how linguistic bias manifests itself not only in political discourse but also in daily life and popular culture can be an important research topic. In this context, studying how popular culture elements such as films, TV series and music reinforce or break linguistic bias can contribute to our understanding of how social perceptions are shaped and changed.

Another recommendation is to develop strategies to combat linguistic discrimination, bias and evaluate the effectiveness of these strategies. Research on programs and policies that can be implemented in educational institutions, media organizations and non-governmental organizations can offer practical solutions on how to deal with this type of discrimination and bias. Such studies may make it easier for us to better understand the role of language in ensuring social peace and justice and to take steps in this direction.

Finally, examining the psychological effects of linguistic bias at the individual and social levels is also an important area of research. Such studies can reveal the effects of language on human psychology and how discriminatory discourses can create trauma in individuals. In this context, understanding the experiences of individuals exposed to linguistic bias and the long-term effects of these experiences can contribute to the development of more inclusive and fair policies.

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APPENDIX

ABSTRACT

This study investigates the linguistic realizations of bias within political discourse, illuminating how language functions as a powerful tool in shaping social perceptions and reinforcing ideologies. The analysis draws on examples from global political arenas, where leaders and media use language strategically to code racial and ethnic identities, often creating divisive 'us versus them' narratives. By employing critical discourse analysis, this research highlights the role of metaphor and coded language in promoting xenophobia and bias, demonstrating how such discourse not only reflects but also perpetuates social inequalities. The findings suggest that political discourse not only constructs social realities but also significantly influences intergroup relations and policy orientations. This study contributes to our understanding of the intricate ways in which language can propagate discrimination and offers insights into the mechanisms through which political power is exercised and contested in multicultural societies.

Conflicts are everywhere in the world and media represents them from different perspectives. With the help of politicians' discourse media defines its position and it is a vital tool for successful foreign policy. Each country chooses its side in politics and represents its partner in political discourse based on its own foreign policy and objectives. The main goal of this study is to find out how and why west countries are against to Azerbaijan. The representation of Nagorno-Karabakh conflict during the Second Karabakh war in West media was chosen as a sample for this study. Historical background of the Karabakh conflict, international news of West media, conflict news value and peace journalism have been discussed in the literature review.

In this case study, the use of qualitative technique has been preferred. Analysis of the content has been done in order to obtain data. This study examines news reports regarding the conflict in Nagorno-Karabakh that appear in Western media. Specific time period Second-Karabakh War was chosen for this research. This demonstrates unequivocally that politicians, journalists and media organizations are not impartial. They mostly combine state objectives, their nation's foreign policy directives, and their own ideological convictions or faith with their reportage.

Keywords: *Discourse, Political discourse, Racism, Linguistic racism, Media discourse, Code words, Linguistic realization*

Xülasə

Bu tədqiqat siyasi diskursda qərəzliliyin linqvistik reallaşmasını araşdırır və dilin sosial qavrayışların formalaşmasında və ideologiyaların gücləndirilməsində güclü bir vasitə kimi necə fəaliyyət göstərdiyini işıqlandırır. Bu araşdırma liderlərin və medianın etnik kimlikləri kodlaşdırmaq üçün strateji olaraq dildən necə istifadə etdiyini, çox vaxt bölücü “biz onlara qarşı” anlayışları yaratdığı qlobal siyasi arenalardan seçilən nümunələri təhlil edir. Tənqidi diskurs təhlilindən istifadə edərək, bu tədqiqat metafora və kodlaşdırılmış dilin ksenofobiyanın və qərəzli münasibətin təşviqində rolunu vurğulayır və bu cür diskursların sosial bərabərsizlikləri necə əks etdirdiyini, həm də davam etdirdiyini göstərir. Tapıntılar göstərir ki, siyasi diskurs təkcə sosial reallıqları əks etdirmir, həm də qruplararası münasibətlərə və siyasət istiqamətlərinə əhəmiyyətli dərəcədə təsir göstərir. Bu iş dilin ayrı-seçkiliyi təbliğ edə biləcəyi mürəkkəb formaları dərk etməyimizə kömək edir və multikultural cəmiyyətlərdə siyasi hakimiyyətin həyata keçirildiyi və rəqabət apardığı mexanizmlər haqqında fikirlər təklif edir.

Münaqişələr dünyanın hər yerindədir və media onları müxtəlif rakurslardan təqdim edir. Media siyasətçilərin ritorikasının köməyi ilə öz mövqeyini müəyyənləşdirir və media uğurlu xarici siyasət üçün mühüm vasitədir. Hər bir ölkə öz xarici siyasətinə və məqsədlərinə uyğun olaraq siyasətdə öz tərəfini seçir, siyasi diskursda tərəfdaşını təmsil edir. Bu araşdırmanın əsas məqsədi qərb dövlətlərinin necə və niyə Azərbaycana qarşı olduğunu ortaya çıxarmaqdır. İkinci Qarabağ müharibəsi zamanı Dağlıq Qarabağ probleminin Qərb mediasında təqdimatı bu tədqiqatın nümunəsi kimi seçilmişdir. Ədəbiyyat icmalında Qarabağ münaqişəsinin tarixi fonu, Qərb mediasının beynəlxalq xəbərləri, münaqişə xəbərlərinin dəyəri və sülh jurnalistikası müzakirə olunub.

Tədqiqatda keyfiyyət analizi texnikasından istifadəyə üstünlük verilmişdir. Bu araşdırmada Dağlıq Qarabağ münaqişəsi ilə bağlı Qərb mətbuatında gedən xəbərlər araşdırılır. Bu tədqiqat üçün İkinci Qarabağ müharibəsinin konkret dövrü seçilmişdir. Bu vəziyyət siyasətçilərin, jurnalistlərin, media qurumlarının qərəzsiz olmadığını açıq şəkildə ortaya qoyur.

Açar sözlər: *Diskurs, Siyasi diskurs, İrçilik, Linqvistik irçilik, Media diskursu, Linqvistik qərəz, Kod sözlər, Linqvistik realizasiya*

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