

Postdisciplinary Studies in Discourse

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Media Discourse of Commemoration

The Centenary of World War One
in Europe

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Preface

This book represents the work of LEMEL-DIREPA, a European research network on media representations of Europe's troubled past. The book chapters are authored by eight researchers who are particularly interested in the construction of Europe. Thanks to their varied disciplinary backgrounds, they offer a transdisciplinary perspective for the study of European matters which combines social sciences and the humanities.

Everything started with the LEMEL (*L'Europe dans les médias en ligne* [Europe in Online media]) network (<https://lemel.hypotheses.org/>) that was launched in 2014 by CY Cergy Paris Université (formerly University of Cergy-Pontoise). From 2014 to 2017, the LEMEL project comparatively analysed the framing and representations of Europe and European controversies in online European media. The objective was to identify different patterns of storytelling about Europe, the EU/European identity(ies) that were being promoted, and European political values. All researchers collected data in a similar manner during the same time period, and each national corpus was analysed with the goal of identifying transnational themes. Results were discussed at various workshops and at the 2016 international conference “*Médias en ligne, acteurs européens et discours/Online Media, European Actors and Discourse*” at CY Cergy Paris Université, which resulted in the publication of a collective volume, *L'Europe dans les médias en ligne* (Radut-Gaghi et al. 2017). This conference also attracted a few new members to the research network.

Based on the completed project, the network members designed a subsequent and wider project called DIREPA-Europe, *Discours, représentations, passé de l'Europe/Discourse, Representations, Past of Europe* (<https://lemel.hypotheses.org/direpa>), in 2017. The team took up a new name, LEMEL-DIREPA, and now counts the Europa-Universität Flensburg (Germany), the CY Cergy Paris Université (France), and the National School of Political and Administrative Studies of Bucharest (Romania) as its partners. DIREPA-Europe investigates how online news media represent the troubled past of Europe as these representations take part in memory construction and thus in how readers see and envisage the construction of Europe. The first topic chosen for study is the Centenary of WWI and the 2018 commemorations. Members of the team discussed their respective methodological approaches and shared their preliminary results during three workshops. The first was held at Europa-Universität Flensburg (Germany) in 2017, the second at the CY Cergy Paris Université (France) in 2018, and the third at the National School of Political and Administrative Studies of Bucharest (Romania) in 2019. MA and PhD students were invited to participate. Furthermore, two panels were organized to present results to a larger audience: “Mainstream Online Media Dealing with Europe’s Historicity” at the 24th Council for European Studies Conference *Sustainability and Transformation* (University of Glasgow, 12–14 July 2017), and “Usages des références historique dans le discours journalistique européen/Use of Historical References in European News Media Discourse” at the International Congress DNC3-ALED *Knowledge and Power in a Polycentric World: Discourses Across Languages, Cultures and Spaces* (CY Cergy Paris Université, 11–14 September 2019). With the participation of its new members, the team was able to publish another book, *Die Darstellung der konfliktreichen Vergangenheit Europas in Online-Medien* (Wagner and Aleshina 2019) about the importance of the representation of the European conflictual past in online media for the construction of present-day Europe.

Then, the COVID-19 pandemic came and the LEMEL-DIREPA team could not meet face-to-face at its planned 2020 Summer School at the Europa-Universität Flensburg. However, through regular online meetings we continued to share our mutual interest in the investigation

of Europe, be it through the question of belonging in terms of collective memory or the questions of transnationalization and Europeanization. The present book in which eight of us have participated is a product of these meetings and represents the first results of the DIREPA-Europe project.

This book is not composed of independent studies linked to a common theme; it is the research outcome of a team. Each study originates from the same project and presents a comparison between various European national news media. Furthermore, not being a monograph, the book does not present the homogeneous perspective of a single author but reflects our diversity in terms of disciplinary and national backgrounds. Nevertheless, to facilitate communication within the team we had to choose a common working language: French (mainly). This explains why French media are analysed in several of the chapters.

We would like to express our acknowledgements to the institutions that funded our research: the Franco-German University (UFA/DFH), the German Federal Foreign Office (*Auswärtiges Amt*), the Institute of Advanced Studies of CY Cergy Paris Université, the CY Foundation of CY Cergy Paris Université, the research centre Lexiques, Textes, Discours et Dictionnaires (LT2D EA 7518), the National School of Political and Administrative Studies (SNSPA), Bucharest, and the Romanian Ministry of Education, Culture and Research. We also deeply thank our LEMEL network colleagues and the graduate students who were involved in data gathering, database design, and corpus annotation: Mouloud Allek, Isabelle Chaplot, Zakarya Després, Katarzyna Gajlewicz-Korab, Anna Grutza, Clémentine Leroy, Alexandre Morjon, Denisa-Adriana Oprea, and Joanna Szytko.

Paris, France

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- Ekaterina Aleshina, and Hedwig Wagner (ed.). 2019. *Die Darstellung der konfliktreichen Vergangenheit Europas in Online-Medien*. Penza: Penza State University.

Praise for *Media Discourse of Commemoration*

“The central question raised here could not be more relevant, given the present tensions within the European Union. The readers will be fascinated to see how the construction of WWI memory in a sample of countries speaks both to an Europeanisation and a nationalisation trend, thus mirroring the complex cultural dynamics at work at the EU scale.”

—Gérard Bouchard, *Université du Québec à Chicoutimi, Canada*

“A powerful and diverse range of interdisciplinary scholarship that offers an up-to-date appreciation of how 21st century media events and representations produce a culture of First World War memory across Europe. Each chapter explores the memorialising, inscribing, performing and shaping of how we are meant to remember this war through contemporary media. It shows clearly how media discourses turn past stories into influence and action—ensuring that audiences as well as those in power align themselves (through images and text) to the key narratives. This book is a must read for students and researchers of media and communication studies, memory studies, history and war studies.”

—Joanne Garde-Hansen, *Professor of Culture, Media and Communication, University of Warwick, UK*

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and West Europe. Important parts of his research deal with the migration topic and try to reflect on the way that information and communication science can help to understand this major societal challenge. Boursier focused on the analysis of the digital public sphere and the study of digital controversies. He co-edited *Hate Speech Against Migration* (Palgrave Macmillan, to be published end 2021) and he wrote in 2021 the article “Le discours médiatique de commémoration. Quand le présent est tenu par le discours”, *Communication*, 381/1, 2021 (co-authored with Luciana Radut-Gaghi and Isabelle Boyer).

Isabelle Boyer is Associate Professor of Information and Communication Studies at CY Cergy Paris Université, research centre Lexiques, Textes, Discours et Dictionnaires (LT2D EA 7815), France. For the past 20 years, she has been exploring social representations and their links with the context. Co-director of two research projects labelled and financed by the Maison des Sciences de l’Homme Paris Nord, she analysed the representations that young people have of themselves and their city. Then, her work focused on the analysis of information sources and young people’s representations of state-initiated events (2019. “Etude du sentiment d’appartenance de jeunes Français lors d’une manifestation d’unité nationale: la minute de silence”, Emil Stan and Diana Costea (eds.), *Gérer les différences: le défi de nos jours*. Editions Universitaires Européennes). Inside the LEMEL network, she carried out a comparative study of online media in order to analyse the representations used when the readership is different (young or adult) to evoke the same event, the commemoration of the end of the First World War (2021. “Le discours médiatique de commémoration. Quand le présent est tenu par le discours”, *Communication*, 381/1, with Axel Boursier and Luciana Radut-Gaghi).

Elisabeth Le completed her PhD in 1996 from Université de Montréal, Canada. She is Professor of Applied Linguistics at the University of Alberta. As a discourse analyst with a background in political science and international law, she has mostly worked on news media discourse, in particular but not exclusively from France (*Le Monde*). She has investigated how news media from different states interact with each other in an “international media echo” (*The Spiral of ‘Anti-Other Rhetoric’*, 2006, Amsterdam: John Benjamins), how they construct their identity at various levels to participate in the corresponding public spheres (*Editorials*

and the Power of Media, 2010, Amsterdam: John Benjamins), and how they define a socio-political entity (*Degrees of European Belonging*, 2021, Amsterdam: John Benjamins). She is now engaged in comparing how news media from France, Germany, and Great Britain construct Europe on the basis of the past.

Luciana Radut-Gaghi received her PhD in 2008 from Université Paris Descartes, France. She is habilitated Associate Professor of Information and Communication Sciences at CY Cergy Paris Université, research centre Lexiques, Textes, Discours et Dictionnaires (LT2D EA 7518). Since 2019, she has been vice-president for the European alliance in her university. Since 2014, she has been coordinating the research network LEMEL—Europe in the Online Media, which now brings together researchers from eight European countries and aims to diachronically analyse representations of Europe and European history in the media; in 2017, she co-edited with Denisa-Adriana Oprea and Axel Boursier the book *L'Europe dans les médias en ligne*, Paris: L'Harmattan. Between 2017 and 2019, she co-coordinated with Hedwig Wagner the DIREPA project (Discourses and Representations of Europe's Past). Her theoretical approach is based on discourse analysis, journalistic appropriations, representations of Europe, discourse of intellectuals and politicians, media discourses of commemoration, comparisons between Eastern and Western Europe, and the history and circulation of ideas. Her paper was published in 2021 “Le discours médiatique de commémoration. Quand le présent est tenu par le discours”, *Communication*, 381/1, (with Axel Boursier and Isabelle Boyer).

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ment”, *Bulletin of the University of Nizhny Novgorod, Series: Social Sciences*, 2019, 4 (56): 169–176, with Irina Voevodina, Konstantin Korolev (in Russian); 2) “Das Deutschland-Bild in den russischen Massenmedien“ with Ekaterina Rewa, in *Die Darstellung der konfliktreichen Vergangenheit Europas in online-Medien*, ed. Hedwig Wagner & Ekaterina Aleshina, 2019, 195–215, Penza State University (in German).

Alida Maria Silletti became Associate Professor of French Language and Translation at the University of Bari Aldo Moro, Italy, in 2021. She completed her PhD in Compared Languages and Cultures at the University of Modena and Reggio Emilia in 2009 and she became Lecturer in French Language and Translation at the University of Bari Aldo Moro in 2012. Her main research interests lie in comparative French and Italian linguistics with a focus on verbs and the morphosyntax of complex sentences. She also studies the popularization of scientific and legal discourses, discourses on the representation of Europe, and multimedia discourse in French and Italian, as well as discourses on French politics and identity. More recently, she has been studying French political discourse about the COVID-19 pandemic and post-pandemic. Her two main publications regarding the analysis of illustrations in the context of popularizing scientific and legal discourse and discourses on the representation of Europe are Silletti, A. M. (2018), “Outils de reformulation et de paraphrase dans les brochures de l’UE”, *ÉLA, Études de Linguistique Appliquée*, n. 192, thematic issue by Preite, C., Silletti, A. M. (eds.), *La terminologie et la construction/transmission des connaissances spécialisées dans le web*, pp. 489–504; and Silletti, A.M. (2015), “The Role of Illustrations in Popularizing Medical Discourse”, *Linguae &*, vol. 15/2, Milan, LED Edizioni Universitarie, pp. 65–81.

Hedwig Wagner has been Professor of European Media Studies at the European University Flensburg (EUF), Germany, since 2016 and a member of the directorate of the Interdisciplinary Centre for European Studies (ICES) at the EUF since 2017. She has held visiting professorships at the Universities of Vienna, Lyon 2, and Lorraine, and is the (German) director of the European research projects MEWEB: Media of East/West-European Border Traffic in Times of Cold War and DIREPA DICOME discourses of commemoration in media. Her main research interests are

the intersection of Europe and media, especially Europe in the media as well as European media studies, border studies, and geo-media. Recent publications include (1) *Europäische Medienwissenschaft. Zur Programmatik eines Fachs*, Hedwig Wagner (ed.) and “Europäische Medienwissenschaft. Zur Programmatik eines Fachs: eine Einführung”, pp. 7–38, Bielefeld: transcript Verlag 2020; (2) “Zum Werden Europas durch Medien. Politik und Kultur der Ost-/West-Systemgrenze überschreitenden Medien nach dem Zweiten Weltkrieg”. In: Renate Möhrmann (Hrsg.): *Europa im Spiegel der Kunst. Von seinen mythologischen Anfängen bis in die Bilderwelt der Gegenwart*. Stuttgart: Alfred Kröner Verlag 2019, pp. 308–328.

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