

## **Discourse analysis and media representation. Constructing perception and attitude through language**

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This research topic has been lately developed as a line of research within the area of discourse analysis studies.

It mainly deals with analysing media coverage of current social and political events, and the basic assumption underlying our approach is that media, which heavily impacts on attitude and belief shaping, casts a biased perspective when depicting and explaining reality.

Therefore, the goal of our research is to scrutinize the way current public issues are interpreted and represented in terms of language use by media, and in so doing we aim at investigating

- strategies used to legitimize certain opinions over others;
- strategies used to rally and persuade audience;
- patterns of representation (*formules discursives*) bearing 'collective memory' and giving rise to patterns of interpretation.

Social riots, migration and climatic change are prime concern subjects in our analysis that draws on empirical data extracted from media discourse.