

# The Linguistic Reflection of Young People in Estonia towards Political Framing



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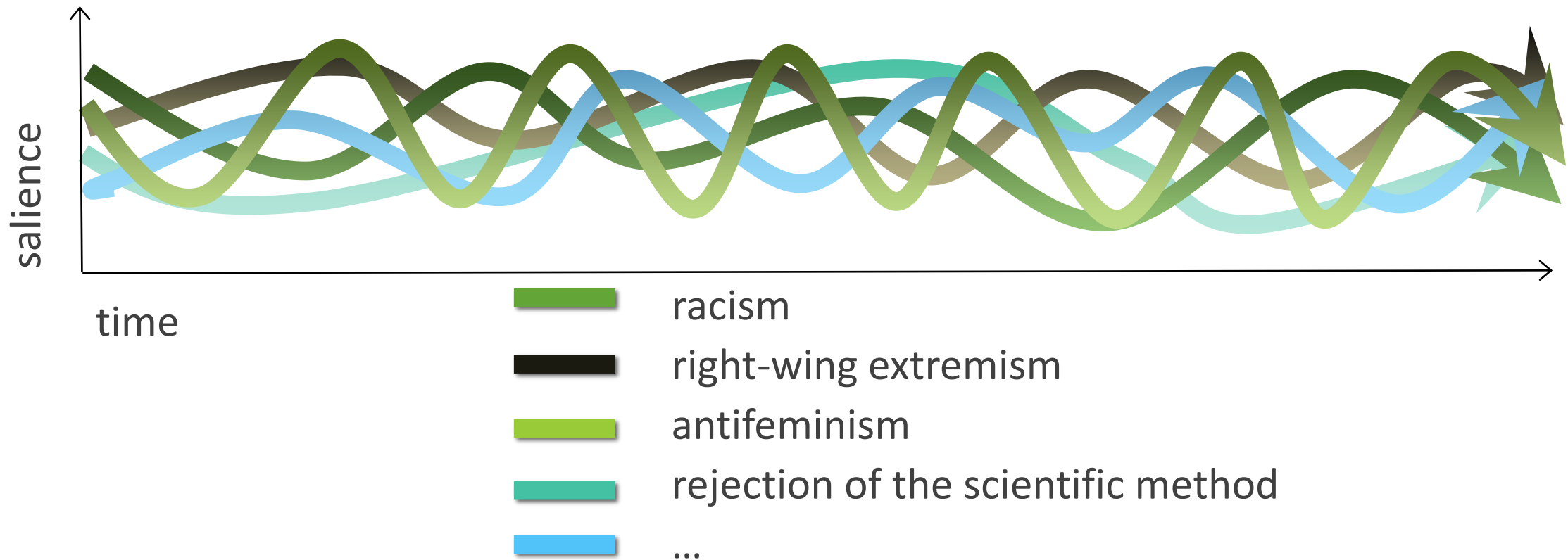
19TH ANNUAL CONFERENCE OF APPLIED LINGUISTICS 2022

JUNE 16.-17.2022, TALLINN

# New nationalism: Fractured transformations

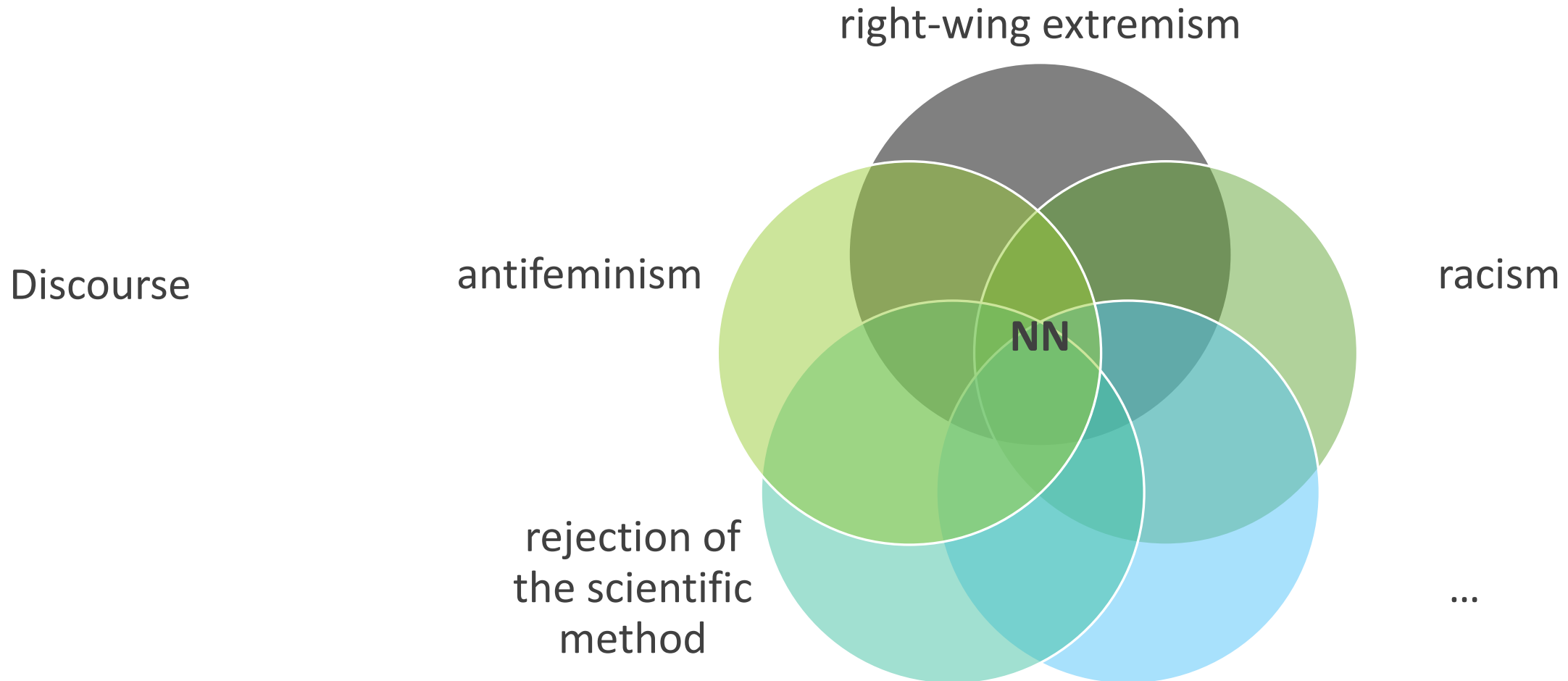
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Discourse



# New nationalism: Fractured transformations (2)

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# The power of language: Framing

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**Framing** (Entman 1993: 52):

select issue and make it salient	Russians' and Belarusians' right to vote in local elections in Estonia
define problem	non-citizens decide on Estonian issues
evaluation	against Estonia's constitution: Estonia's interests
treatment recommendation	strip them off their voting right

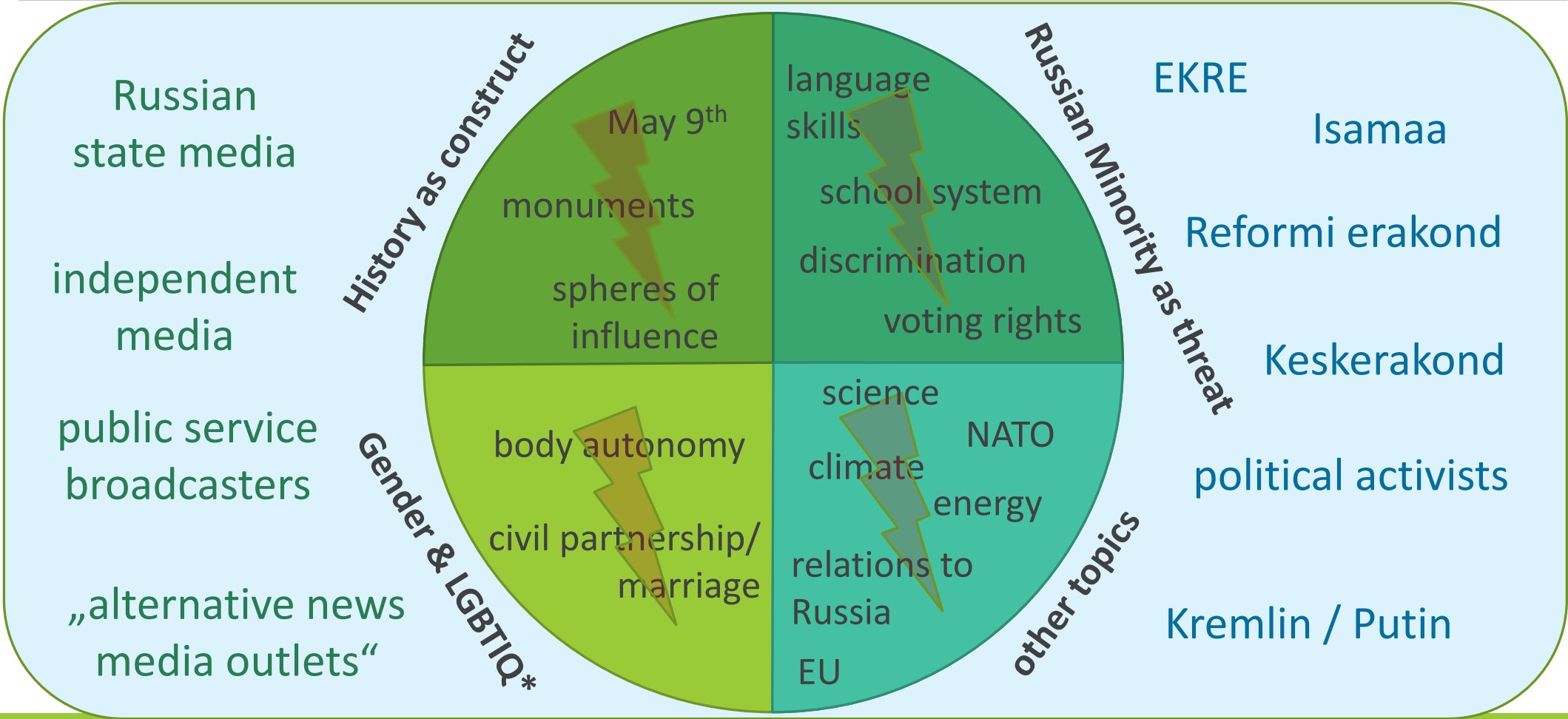
**Strategic framing** (Matthes 2009: 118):

in **Politics**: competition with the frames of other communicators  
likely to effect the implementation of policies

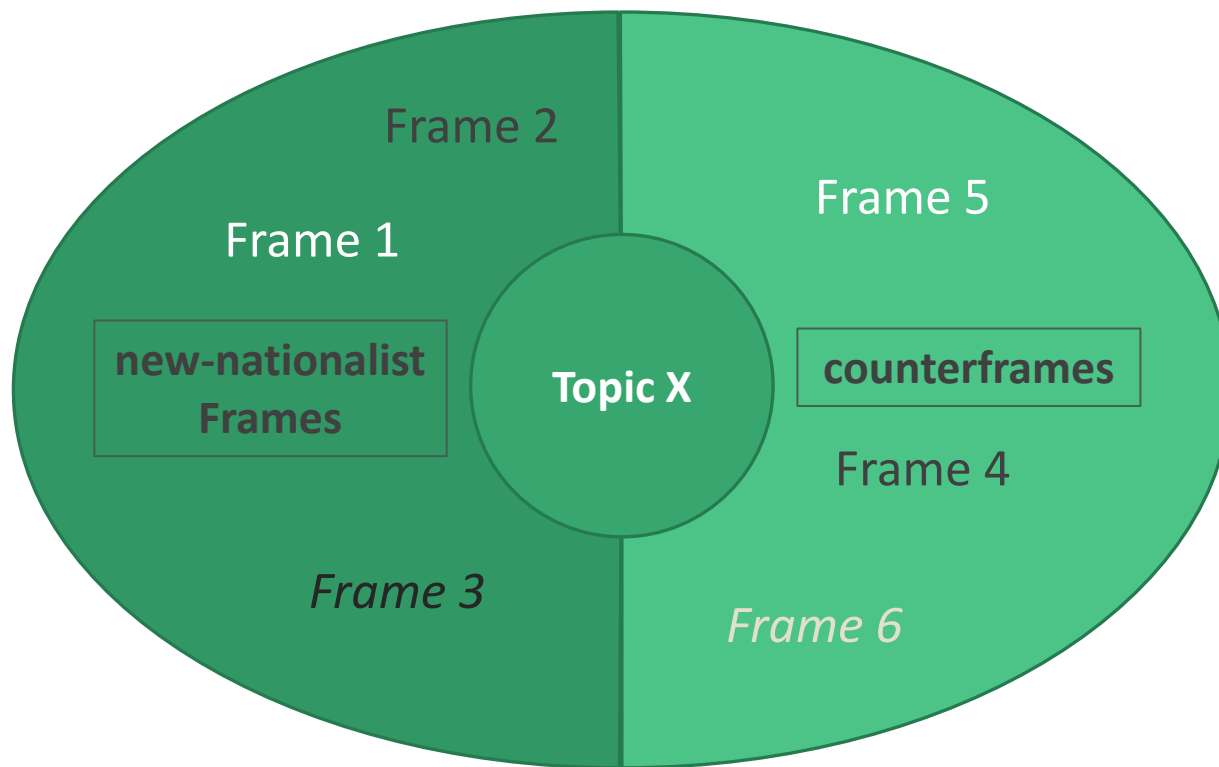
# Estonia's public communication space: Counter-/Frames

COMMUNICATION CHANNELS

STAKEHOLDERS



# Research design



## Questionnaire

1. **active language use**  
*Which statement reflect best the language you use when talking to friends about the topic?*
2. **reflection of meaning**  
*Do other statements reflect the description of the topic equally well?*
3. **recognition of framing**  
*Can you match the statements with someone, who might express their views that way?*

# Participants

different linguistic socialisation

L1

age

region

knowledge of other language

level of education

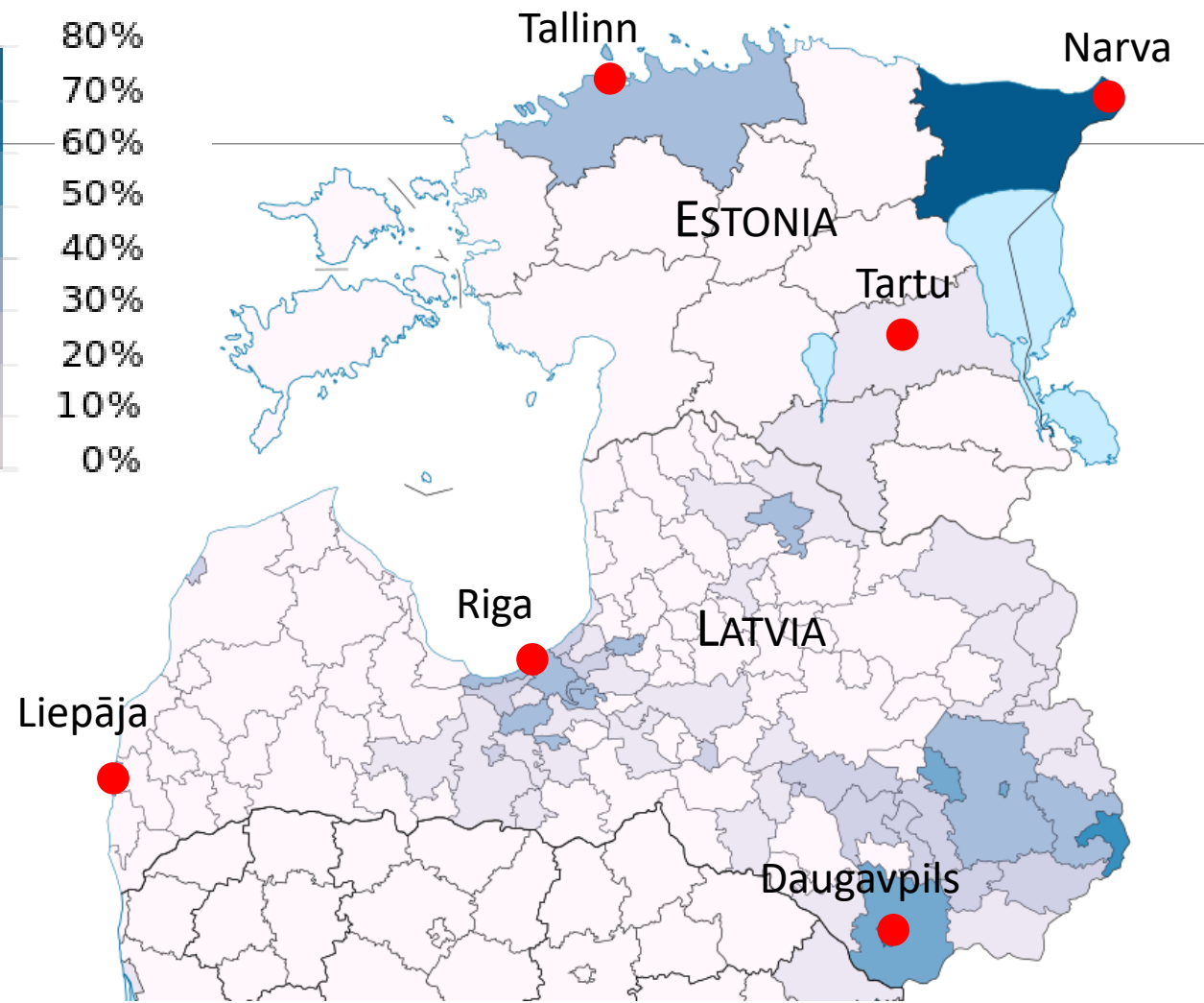
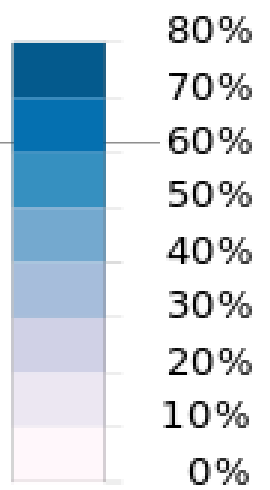
political interest

kontakt with speakers of other language

education  
titular lang. or Russian,  
60:40 modell,  
lang. immersion

language use:  
– Familie  
– work  
– leisure time  
– media

...



HTTPS://EN.WIKIPEDIA.ORG/WIKI/RUSSIANS\_IN\_THE\_BALTIC\_STATES#/MEDIA/FILE:RUSSIANS\_IN\_BALTIC\_STATES\_(2011).SVG

Proportion of Speakers of Russian in Estonia and Latvia (Census 2011).

# Potential conclusions to be made

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Is framing successful from the point of view of the stakeholders?

How common are certain frames being followed?

Which sociodemographic characteristics and linguistic socialisation turn out to be predictors for susceptibility to framing content?

What direction do the predictors have?

How strong do different school systems effect especially Russian speakers?

Are there interdependencies between the different frames?



# Literature

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