

Abstract

The withdrawal of the United Kingdom from the European Union was a significant global issue that attracted the attention of experts in politics and international relations, as well as the general public and mass media. Since the Brexit referendum, the world has been focused on the situation in the United Kingdom. Mass media in all countries have covered this event in different ways. Thus, this diploma thesis “Image of the United Kingdom in Russian media in the context of Brexit” examines the image of Great Britain in Russian pro-governmental media Russia Today and opposition media Dozhd. This study is based on a critical discourse analysis of the articles from both sources in the period from June 23, 2016 to 2018. Based on this analysis, the image of the UK in each of these media was subsequently constructed. Particular attention is paid to the coverage of Russian interference in the Brexit referendum through an emotional appeal to British voters using the social network Twitter and disinformation. The image of the United Kingdom in the context of Brexit in opposition and pro-governmental media was then compared to identify how the image of the UK was changing under the circumstances of Russian interference, as well as to determine the views held by these media on Russian interference in the Brexit referendum.

Keywords

Brexit; referendum; media representation; media image; media and society; Great Britain; Russian Media.