

FAKESPOTTING

The metaphorical framing of fake news in the English and Hungarian press

1. Introduction

- *Fake news*: difficult to define (cf. Kalsnes 2018)
- Corpus of Contemporary American English:
 - 2010-2014: 13 hits
 - 2015-2017: 779 hits
- OED: meaning of fake news is still evolving (<http://time.com/4959488/donald-trump-fake-news-meaning/>)

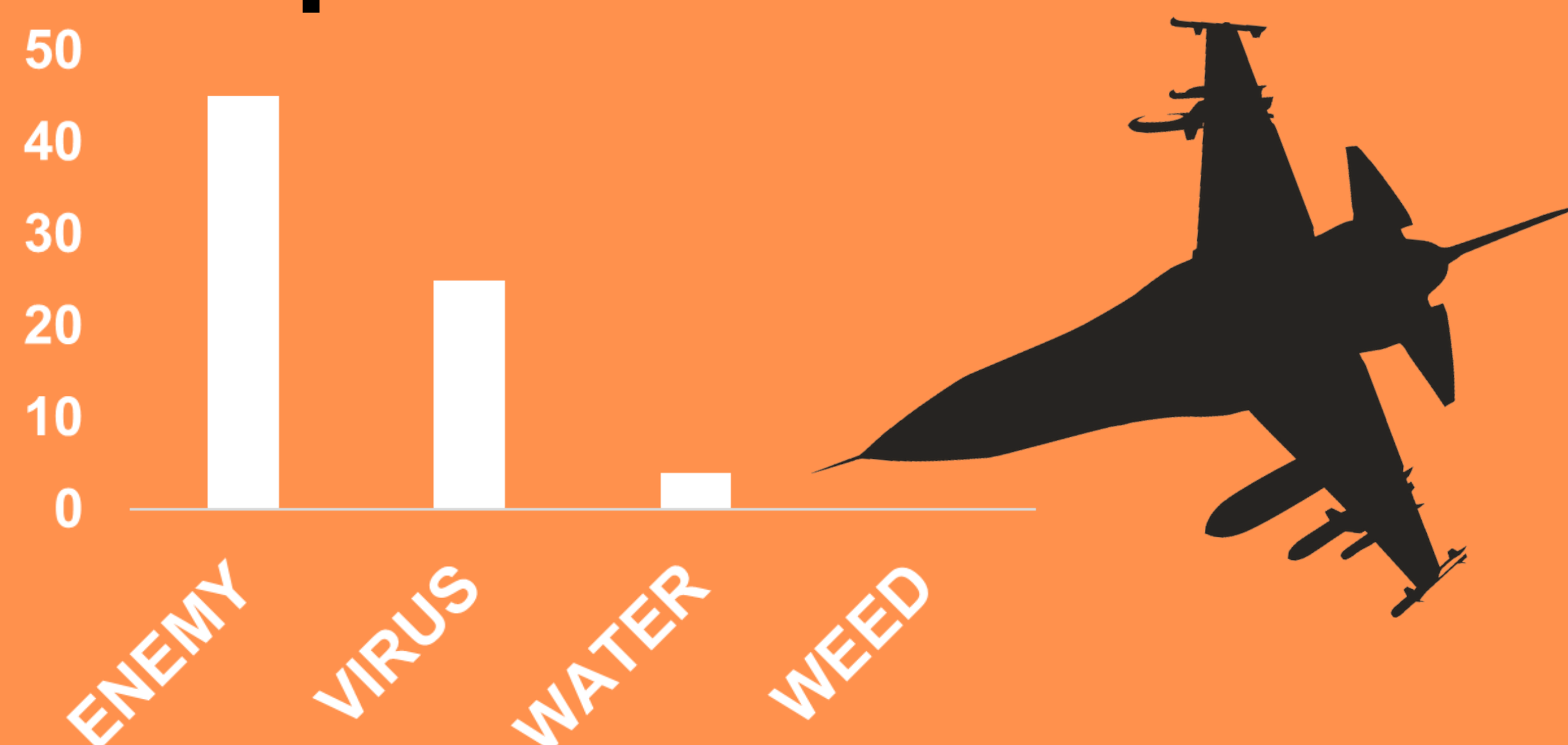
2. Frame semantics

- Frame semantics: meaning and linguistic form (Fillmore 2006)
 - Linguistic forms can trigger frame knowledge
- Metaphors and framing
 - Metaphors: strong framing potential (Krippendorff 2017)

3. Fake news, framing and facebook® (Szabó 2018)

- Data: website of the most widely circulated daily newspapers in the USA (cf. Alliance of Audited Media)
 - *USA Today, New York Times, Los Angeles Times, Chicago Tribune, New York Post, Washington Post*
- Time span: January 2016-March 2018
- 102 articles
 - ENEMY (85), e.g. *to combat fake news*
 - VIRUS (81), e.g. *fake-news epidemics*
 - WATER (16), e.g. *tide of fake news*
 - WEED (12), e.g. *to weed out fake news*

4. Trump and fake news



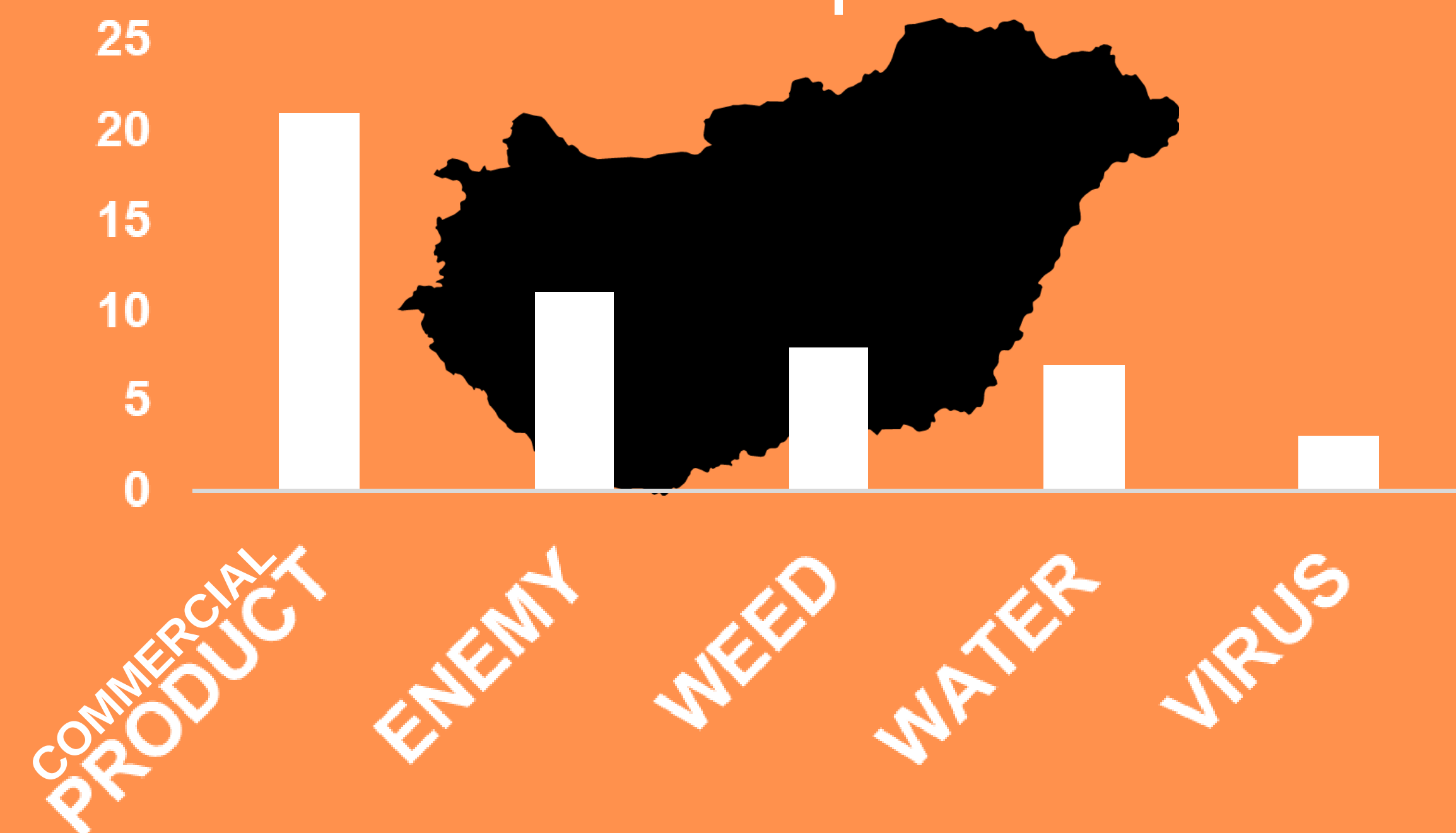
- FAKE NEWS IS A COMMERCIAL PRODUCT
 - e.g. manufacturer of fake news
- FAKE NEWS IS A WEAPON
 - e.g. commandeer fake news

5. Fake news in Hungary

- *Fake news* = *álhír* (Aczél 2017)
 - Hungarian news websites
 - 134 articles
 - *index.hu, origo.hu, startlap.hu, 24.hu, hvg.hu*
- FAKE NEWS
 - 55 - 9% metaphorical
 - COMMERCIAL PRODUCT > WATER, VIRUS

• ÁLHÍR

- 406 - 12% metaphorical



- Creative language use: *álhír*
 - DRUG, CARD-GAME, FIRE

6. Conclusion

- Same domains
- American English: ENEMY
- Hungarian: PRODUCT
 - Preferential conceptualisation (Kövecses 2005)

Lilla Szabó

Corvinus University of Budapest

lilla.szabo5@stud.uni-corvinus.hu

References:

Aczél, P. 2017. Az álhír. Kommentár a jelenség értelmezéséhez. [Fake news. A commentary on interpreting the phenomenon.] *Századvég* 84: 5–25.
Fillmore, C. J. 2006. Frame Semantics. In: Geeraerts, D. (Ed.). *Cognitive linguistics: basic readings*. Berlin – New York: Mouton de Gruyter
Kalsnes, B. 2018. Fake News. *Oxford Research Encyclopedia of Communication*.
Kövecses, Z. 2005. *Metaphor in culture: universality and variation*. Cambridge: Cambridge UP.
Krippendorff, K. 2017. Three concepts to retire. *Annals of the International Communication Association*, 41.1: 92–99.

Images:

<https://requestreduce.org/image/black-facebook-clipart/16402.html>
<https://www.kisspng.com/png-fighter-aircraft-mikoyan-mig-29-airplane-mikoyan-m-2132101/download-png.html>
<https://www.maxpixel.net/Washington-Usa-Donald-Trump-Trump-President-3123765>