

Contents

Foreword by Nina Jankowicz	7
Introduction.....	11
Part I: How to Create an Enemy	
The Enemy as a Social Construct.....	17
“We” and “Our” Enemies	20
Do Objective Threats and Real Enemies Exist?	25
The (Un)Changing Face of the Enemy.....	32
The Role of the Media in Constructing Enemies.....	45
Constructing Enemies at Home	47
Enemies on Export.....	59
The Potential for Enmification in News Coverage of Conflicts	70
Part II: Russian Media and Russia’s Wars	
Russian Media Reality: Autocracy, Control, Wars.....	77
Russia and Ukraine: Interplay of Geopolitics and Colonialism	93
Part III: Methodology	
Standardized Content Analysis.....	105
Discourse-historical Approach	111
Part IV: Preparing for the War on Channel One Russia and RT	
Tracing Russian Hostile Communication	117
When Negative Depiction Turns into Strategic Enmification	126
Differences in Enmification on Channel One Russia and RT	137
Evolution of Enmification Over the Analysed Time Period	144

The Recipe of Fear and Hatred	155
Russia's Communication Strategies	155
Same Enemies – Different Enmification Patterns.....	164
The Road to Demonization and its First Fruits.....	170
Conclusion: Autocracies Learn from Each Other.....	189
References	195
Annex	233
Index.....	245