

The Problem of Confusing Images of “Nationalist” and “Patriot” in Polycode Texts in the Era of Digitalization of the Information Space

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ABSTRACT

The article examines peculiarities of perception of Patriotic images in the context of nationalist extremist discourse, which are actively broadcasted in the virtual space, primarily in social networks, by various nationalist communities to create their attractiveness and popularity of their ideas among young people.

In this connection, the definitions of the concepts PATRIOT, NATIONALIST and EXTREMIST presented in the explanatory, special dictionaries of the Russian language and cognitive consciousness of native speakers were correlated within the framework of the associative experiment, which gave us an opportunity to clarify characteristics of these lingua-cultural types in three aspects – ideological, religious and instrumental, filled with different content.

The study showed that in the theoretical plane, recipients quite clearly distinguish the types "nationalist", "patriot" and "extremist": in the first case, the concepts "nationalist" and "extremist" clearly trace the ideological affiliation of a person to any direction: nationalism or extremism; in the second case, their tools of influence on society are presented - radical measures with (possible) use of violence to achieve their goals; the third stands apart from the considered types, since it implements only the concept of PATRIOT due to a positive connotation – a sense of deep devotion to Motherland.

However, when dealing with practical aspect, the picture changes dramatically: participants in research are not always able to distinguish propaganda of patriotism from broadcasting nationalist ideas of extremist groups. The psycholinguistic experiment has shown that nationalist discourse purposefully uses patriotic images to camouflage positions, which enable them to draw together and assimilate expressed ideas belonging to different contexts; to give modern symbols or messages the same positive connotations that are associated with the depicted marker of patriotism; to strengthen significance of their own expressed ideas due to strong emotions and feelings that Patriotic symbols evoke; to create conditions for uncritical perception of other images and transmitted information due to a recognizable emotionally filled strong positive image that causes internal agreement and approval and is clearly perceived as a marker of "own" in the dichotomy of "us-them".

Keywords: *the Internet, extremist discourse, nationalism, patriotism, concept*

1. INTRODUCTION

Researchers have repeatedly noted that the availability of violent extremist content on the Internet can contribute to a burst in radicalizing consequences [Conway, 2017].

It is the easy access to information of an extremist orientation of a certain segment of youth (as a rule, for young people, the content of ideology is not the first motivation to join extremist communities, but the readiness to do so primarily arises in them via general dissatisfaction with society, the search for ways to combat this dissatisfaction [Schils, Verhage, 2017]) that makes

them vulnerable for popularizing the ideas and implementing the goals of extremist groups [Meleagrou-Hitchens, Alexander, Kaderbhai, 2017]. As part of the problem of "expansion" of extremist ideas, researchers pay much attention to the information factor [Greenberg, 2016] as a kind of a tool for forming information aggression, which is understood as "manipulation of information that provokes violation of the integrity of society, its stability, including its emotional state, undermining the goals, views and worldview of the population, as well as inciting conflicts (interpersonal, ethnic, international)" [Ermakova, 2012].

And the presence of such content on the Internet is a huge risk not only for society, because it is one of the sources

of socialization of young people at the present stage, but also for the state as a whole.

2. STATEMENT OF THE PROBLEM

The youth environment is the most perceptive to nationalist sentiments. The student audience can be considered the most active, since these are those who, as a rule, can actively transmit nationalist ideas, who are able to take an active part in nationalist meetings and actions. This audience is the most emotional due to the youth maximalism and monosyllabic black-and-white perception of interethnic and interreligious relations, characterized by higher protest moods, increased activity and determination, which is dictated by the hankering after change, freedom, justice, the desire to destroy and build something new here and now. Students are able to express their life position actively and are characterized by a number of differences from representatives of other age groups of young people. In addition, this group are active users of the Internet, which means that they quickly learn the norms, goals, values, and rules adopted by the online community, even if they are extremist. Therefore, the recruitment activities of antisocial groups are most often directed at young people. An interdisciplinary study (psychology, linguistics and sociology) - this phenomenon will give an opportunity to get a clear idea of mechanisms of influence on the individual's consciousness, their consequences, and work out the methodology of prevention correctly.

3. ISSUES OF THE RESEARCH

- The Internet as a communication space that creates various virtual communities;
- openness of aggressive, radical, and nationalistic content on the Internet contributes to active involvement of young people in extremist communities;
- recruitment activities of radical extremist groups are carried out by means of tools and techniques of informational - psychological influence enable, on the one hand, to camouflage ideas needed by a manipulator, and on the other - to change consciousness and simulate pseudo-reality in it
- it is in the nationalist extremist discourse that their main ideas are veiled as patriotic, which makes it possible to create the most "attractive" linguistic and cultural type for the youth audience – the patriot-nationalist;
- in the context of the study of the conceptual component of the concepts PATRIOT, NATIONALIST and EXTREMIST, as well as in psycholinguistic experiment, the mechanisms of transformation of nationalist ideas into Patriotic ones are identified and described.

4. THE RESEACH OBJECTIVE

In order to influence studied audience there various means of informational and psychological impact (printed texts, video and audio materials, various supporting events, etc.) are used in the Internet space, primarily in social networks, in which information is structured in such a way as to ensure its uncritical perception and so that it can act as a motivator and regulator of behavior of studied audience.

And here it is enough for a manipulator to choose a right strategy, to select appropriate tactics [Babikova, Tagiltseva, 2018; Tagiltseva, Vorobyova, kruzhkova, Rudenkin, Babikova, Nikiforova, 2019], using a certain set of language and non-language means that would provoke emotions, be firmly consolidated in the subconscious, while passing censorship of the human psyche, which is a "barrier of criticism on the way of information from the outside world and human psyche (brain), i.e. censorship of psyche is assigned the role of critical analysis in evaluating information received from the outside world" [Zelensky, 2010], and then the Internet space will do its work.

These are specific properties of the Network, such as immersion, multi-dimensionality, multi-sensory, real time, adequacy, interaction, permeability, the effect of reality and the effect of many users [Bühl, 2000, p. 112], that allow interested circles to spread "charged" information, replace concepts, camouflage and "drag" ideas that are beneficial to them, and provoke certain states and appropriate reactions, due to ambiguous reading of certain texts by the audience. We find such a substitution, first of all, in the nationalist extremist discourse, which is saturated with "concepts reflecting mentality of nationalists" [Korosteleva, 2017, p.46], artfully veiled under patriotic ideas.

5. METHODOLOGY OF THE RESEARCH

The method of associative experiment enables us to identify the content of the concepts PATRIOT, NATIONALIST and EXTREMISM in the cognitive consciousness of native speakers and ranking their features according to brightness of manifestation.

The questionnaire method is necessary for determination of effectiveness of impact of communication strategies and tactics on the minds of respondents (40 undergraduate students – bachelors of Ural state pedagogical university studying "International relations" and "Russian language and literature" were interviewed).

Matrix analysis gives an opportunity to reveal conceptual characteristics of the concepts PATRIOT, NATIONALIST and EXTREMIST, and their cognitive contexts.

A method of conceptual analysis is needed to identify significant features and structure of the concept.

The method of comparative analysis allows us to study the concepts PATRIOT, NATIONALIST and EXTREMIST

in order to identify their common and distinctive properties and features.

The component analysis method is used to interpret words used in creolized extremist texts.

The method of interpretive analysis is used to identify and explain hidden notions and meanings and meanings, taking socio-cultural, psychological and historical factors that allow us to reconstruct the original meaning of concepts used in creolized texts of extremist orientation into account.

6. RESULTS OF THE RESEARCH

To characterize the conceptual component of the concepts PATRIOT, NATIONALIST and EXTREMIST, we would refer to definitions presented in explanatory and special dictionaries of the Russian language.

Bolshoy Explanatory Dictionary of the Russian Language contains the following interpretations: nationalist - "supporter, devotee of nationalism"; patriot - "one who loves his homeland, is loyal to his people, is ready to make personal sacrifices and feats in the name of the Motherland"; extremist - "supporter of extremism" [Bolshoy explanatory dictionary of the Russian language, 1998].

In the "Explanatory dictionary of the Russian language" edited by S. I. Ozhegov and N. Yu. Shvedova, we find the following definitions: nationalist - "supporter of nationalism"; patriot - "1. A man imbued with patriotism. 2. A person devoted to the interests of some cause, deeply attached to something"; an extremist - "a supporter of extremism" [Ozhegov, Shvedova, 2006].

The "Counterintelligence dictionary" gives the following definitions of the concepts under study: nationalist - "1) a person who shares bourgeois-nationalist views; 2) a person system of views, which is characterized by positive (patriot) and negative (nationalist, extremist) features.

who belongs to political and other organizations of nationalists" [Counterintelligence dictionary, 1972, p.174]; patriot is absent, extremist is absent.

Another point is also noteworthy. According to the Dictionary of modern slang SlovoNovo.ru" the concept PATRIOT is represented by the feminine noun "patriotka": patriotka - " 1. A girl whose priority spiritual ideal is love for her Motherland; 2. A girl who follows the ideology of "eternal virginity", in other words, "Keeper of the hymen". Preferably she is a "virgin-patriot". (Sometimes used with irony) "[Dictionary of modern slang SlovoNovo.ru.]. Thus, these notions are revealed via adherence to a certain system of views, which is characterized by positive (patriot) and negative (nationalist, extremist) features.

During the survey of students (aged 18-21), it was found out that associative characteristics of the studied types mostly coincide with the features highlighted in the dictionary definitions, which generally indicates adequate perception of them, but in some cases there is increment in new shades of meaning, due to which the concepts of NATIONALIST and EXTREMIST are brought closer together.

So, in the questionnaires of students there was a common characteristic for the studied phenomena, which has a negative connotation, - "the use of radical and / or violent measures to achieve their goals", "the propagation or violent propagation of their position", which is most likely dictated by the influence of media image that was broadcasted in the media when covering certain political events taking place on the international arena, where the active driving forces were just radical nationalist and / or extremist groups (for example the events in Ukraine in 2014-2018, the activities of "ISIS» - international Islamist Sunni extremist terrorist organization, banned in the territory of the Russian Federation).

Based on the analysis of definitions in the Russian language and in public consciousness, the following main characteristics of the concepts PATRIOT, NATIONALIST and EXTREMIST can be distinguished:

- 1) adherers of a certain ideology;
- 2) a person who has certain qualities and is devoted to something;
- 3) a person who uses certain measures to achieve goals.

Thus, the data from the explanatory, slang, and specialized dictionaries of the Russian language, as well as comments from representatives of this linguistic view of the world, character types such as "patriot", "nationalist", and "extremist", consist of three general components - ideological, religious, and instrumental, which are filled with different content. In the first case, the types "nationalist" and "extremist" clearly prove the ideological affiliation of a person to any direction-nationalism or extremism. In the second case, their tools for influencing society are presented. These are radical measures with (possible) use of violence to achieve their goals. The third stands apart from the studied types, it implements only the concept PATRIOT due to a positive connotation - a sense of deep attachment to the Motherland.

To identify additional features of linguistic-cultural types there has been the analysis of associative features in language consciousness carried out. It can be represented through the comments of students, as the segment most affected from outside, was carried out. The most frequent characteristics of the concepts NATIONALIST, PATRIOT and EXTREMIST in the Russian language consciousness are:

Table 1 Correlation of concepts NATIONALIST, PATRIOT and EXTRIMIST

Parameters	«Nationalist»	«Patriot»	«Extremist»
1. Territory of residence	On the territory of his/her state	On the territory of his/her state	Middle East countries
2. World view/ World perception	Radical ideology; self-aggrandizement and one's own nation; radical attitude towards those who do not belong to one's own nation	Embrace the ideology of one's own country, is proud of it, and strives to do everything for it; tolerate others, does not treat them negatively	Radical ideology; self-aggrandizement and exaltation of one's group; radical attitude to everything that contradicts one's perception of the world
3. Age	18 – 60 years†	from 14 years	16 – 40 years
4. Education	Secondary / higher	Secondary / higher	No education / secondary
5. Social status	Different / a worker /	Different	Different / unemployed / poor / lower social strata
6. Frame of life / lifestyle	Displayed / on strike/ active / lifestyle related to their activities	Open / active / participates in elections / conventional lifestyle	Clandestine (hidden) / lifestyle related to one's activities
7. Appearance	There is a national symbol of the state on the clothes / defiant, insolent/ short-haired / mediocre appearance	There is a national symbol of the state on the clothes / usual / casual style of clothes	Untidy / normal appearance / defiant, insolent / dark clothing tones / medium height / bulked up / bearded / covered head
8. Evaluation of the group	Radical guys / reactionary and chauvinist group	Love their Homeland/ defend the country's interests / try not to notice its shortcomings	Gangsters / people who have not found their place in society

These selected parameters form a complete image and complement each other. Note that they may be closely related, such as appearance, outlook, and activity. It is significant in this regard that, as can be seen from the proposed answers, complete and incomplete coincidence of the content of additional parameters in some cases is also the basis for convergence and confusion of the types under consideration. The most accurately described characteristics of these concepts, such as perception of the world (ideological commitment), territorial affiliation, appearance. Others caused the recipients' difficulty, which is most likely due to the information saturation of a receipt about a particular media image of a linguistic and cultural type.

Let's look at some examples presented in social networks, first of all in Vkontakte. It is worth noting that first, this social network is the largest, having the second place in the Russian Internet space due to the number of registered users and their activity; secondly, the core users are young people (schoolchildren, students and young professionals); thirdly, in video, audio and text materials

posted on the pages users are mostly initiated criminal cases under articles 148, 280, 282. As a result of the analysis of polycode texts of the nationalist extremist discourse the following components of the portrait of a Russian nationalist were identified:

1. self-identification:

- by belonging to a social group, they identify themselves with "youth", "new generation", "patriots" ("Sober and evil youth", "We are a new generation", " Become a patriot!»);
- on a national basis consider themselves to be the Russian or Slavs ("I'm 14/88 Ruʒʒcuc" "the Russians? No! We are Russian!", "Slavic power»);
- identify themselves with such images of culture and mythology as "warrior" ("We are Valhalla warriors"), "divinity" ("For the world of slaves, we are already a divinity with guns brandished!"), "wolf" ("it is better to be the last of the wolves than the first of the jackals"). The lexemes used have a positive connotation, in general, or within these specific contexts;

- by race and skin color they refer themselves to "white" ("Russia is only for 'whites!").

2. the psychological profile of representatives of this group consists of such characteristics as "sober" ("Be sober proud and dangerous", "Sober charge". Struggle is alive"), "evil" ("Sober and evil youth"), as well as "healthy", "proud", "dangerous", "vindictive", "bald", etc.

3. value system of nationalist youth is described by such lexemes as "faith" ("Our honor, faith", " My honor. My faith"), "honor" ("Honor is a wealth for which it is worth dying", "Our honor, loyalty"), "courage" ("Courage leads to heaven"), "sobriety" ("From the forest, from the mountains ... Sobriety, hatred, hardcore"), "saving the race", "love", etc.

4. ideological (political) views are manifested in commitment to a particular political party, supporting the ideas of specific political / nationalist movements: "national socialism" ("National socialism is not the German past, it is the Russian future!"), "nationalist" ("are you a nationalist?", "Russian nationalists"), "fascist" ("grandfather, forgive! I'm with the fascists on the Russian March").

5. active life position and actions aimed at changing society and represented by the following lexemes: "struggle" / "battle"/ "fight", "rebirth" and "preservation" of the white race ("Our race is waiting for the last fight. Death or rebirth? The choice is yours!", "Save our race for the future of white children"); requirement for other members of their community and possible potential representatives to conform to its principles and ideals is implemented through verbs in the imperative mood, including the negative particle "not": "keep" ("Keep the blood clean!"), "stay" ("A sound mind in a sound body! Stay white!"), "be" (Be sober, proud and dangerous) "become" ("Become a patriot!"), "don't give up" and "don't back off" ("Don't back off and don't give up!", "Don't give up!"), "don't be afraid" ("Never be afraid!»)»

There is another point that is worth noting. The nature of the impact of the image is so that visual images captured on it have, as S. G. Kara-Murza notes, "a suggestive value and generate a chain reaction of imagination" [Kara-Murza]. As a result, the visual image as a signal, causes, and then forms the necessary feelings, opinions, and behavior of a person.



Figure 1 «A warrior is a profession

One of the images in the nationalist extremist discourse can be the image of a warrior-patriot. The verbal marker of patriotism in this example is the lexeme "warrior", which is also related to the historical context and associative links with a war, and defense of the Fatherland. Warrior is a lofty, poetic name for a soldier, which, in dictionaries, is marked "high", that supposes a shade of solemnity of its usage, can be used in appropriate phrases with a positive connotation such as, for example, "warriors of light". In historical memory warriors are fighting with the enemy, soldiers, manifesting bravery in battles, are liberators, and that creates a very specific situational context again. Figure 02 shows a positive image of a soldier sitting peacefully. However, the phrase "a warrior is a state of mind" forms a slightly different perception. When is it necessary to feel like a warrior? When there is an enemy, when there is someone to fight with, this state of mind presupposes the presence of danger, external threat, but the soldier serves in peacetime. The weapon shown in the drawing symbolizes strength and an ability to use it. Besides like in the previous example, we can observe the selection of this marker in composition of a phrase by size. Existing of an opposition by means of the opposite conjunction "but" indicates that this verbal marker represents a more significant phenomenon. It performs a borderline function: it protects "its" from the aggression of "others", it marks "its" and "others". Therefore, this image is endowed with certain positive features inherent in a particular nationalist formation, in order not only to differentiate it from others, but also to identify oneself with it. For example, Russian nationalist extremist discourse considers the image of a patriot-warrior to be Russian (Slavic) warriors, hero-knights, a gangsters or a collective image of a soldier who embodies the ideal of Russian military power.

As you can see, nationalist discourse uses images and language tools that act as markers of patriotism, which have such characteristics as a link with the heroic historical past, a positive connotation, particularly, a connection with the war and the defense of the Fatherland (this is where you can observe the intersection of fields of the concepts under consideration, which partly leads to errors in perception). Among the markers of patriotism used in nationalist discourse, there are no images and verbalizer of scientific and technical achievements of civil use, such as space rockets, satellites, there are no images of scientific and technical achievements, no portraits of famous scientists, writers who have made a significant contribution to the development of the country and the prosperity of the nation. This stems due to the fact that Patriotic discourse does not presuppose war, opposition, and confrontation, but has distinct goals, objectives, and strategies. If the task of creolized texts of a Patriotic nature is to unite, then the task of nationalistic texts is to contrast them.

7. CONCLUSION

In nationalist extremist discourse, verbal and nonverbal markers of the concept PATRIOTISM, on the one hand, are used to create the effect of love and devotion to the Motherland and people, demonstrating this love via a certain attitude to activity – to destroy "strangers" for preserving purity of blood of "their" nation, defending interests of "their" homeland – through "images-defenders", "images-border guards" and a family path. On the other hand they perform a number of functions such as: convergence and assimilation of expressed ideas that originally belong to different discourses; giving positive connotations to their own symbols or message text that

characterize the marker of patriotism; strengthening emotional impact and providing their own expressed ideas with greater significance; creating conditions for uncritical perception of other images and transmitted information by creating the illusion of unity, continuity; masking negative features of their own ideology. All this leads to the fact that at the present stage of development of digital technologies in the information space, representatives of the younger generation do not always recognize propaganda and broadcasting ideas of national extremism and read it as propaganda of patriotism.

ACKNOWLEDGMENT

The study was performed with financial support the Russian Fund of Fundamental Researches (RFFR), research project No. 20-012-00415

"Cognitive Internet technology as a factor of formation of the extremist behaviour of young people: mechanisms of action and prevention."

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