

# WHAT'S BEHIND THE WORDS?

Nine steps  
to identify threatening  
discourse

|   | ?  | !  |
|---|--|--|
| 1 | What is the social status of the author, does the statement correspond to the author's power resource                  | – The higher the status of the speaker, the more important the consequences of the statement                   |
| 2 | What is the value of the resource for the audience   | – The more influential a resource, the more important the consequences of a statement                          |
| 3 | Does the author turn to authorities to strengthen his/her opinion  | – References to sources important to the audience increase the text's influence                                |
| 4 | Does the author form a negative attitude towards a certain social group  | 0/1 If there is a negative image of something/someone in the text, it has negative consequences                |
| 5 | What is the nature of the text – peremptory, dialogical, open, polemical Is there a “good us – bad them” polarization? | 0/1 If the author “prophesies the truth”, his/her influence on his audience is high                            |
| 6 | Does the author use passive verbs  | 0/1 If the author attributes positive traits to «insiders» opposing them to «bad outsiders», this is dangerous |
| 7 | in relation to individual “characters” of the text   | 0/1 It is dangerous if certain social groups are presented as objects of someone's influence                   |
| 8 | Does the author call to action/inaction through emotions   | 0/1 The use of images instead of points of view in combination with calls to action is dangerous               |
| 9 | Does the author justify the advantages of some over others in accessing resources                                      | 0/1 The statements where “others” are denied the right to benefits are potentially dangerous                   |

A high score on points 4 to 9, combined with the high status of the speaker, the high influence of the information resource and the strengthening of the author's arguments with references to reputable sources, most likely indicates a dangerous discourse.

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