Abstract geometric lines in black on a white background, forming various overlapping polygons and shapes, primarily located in the upper left and center of the page.

# MAPPING THE ANTI-SYSTEM MEDIA REGISTER USING CORPUS METHODS

Konstantin Sulimenko

# ABOUT THE RESEARCH

We analyze 5905 mainstream, political-tabloid and anti-system articles using an additive multi-dimensional analysis to establish which strategies are used by anti-establishment media for persuasion of their audience.

## THEORY

————— We dive into the theory of the multidimensional analysis and anti-system media language research and its gaps.

## METHODS

————— We discuss the hypothesis and methods used in the research.

## RESULTS

————— We look at the overall data for each dimension and media category (mainstream, poltabloid, anti-system)

## DISCUSSION

————— We infer two fundamental persuasion strategies that are widely used by anti-establishment authors.

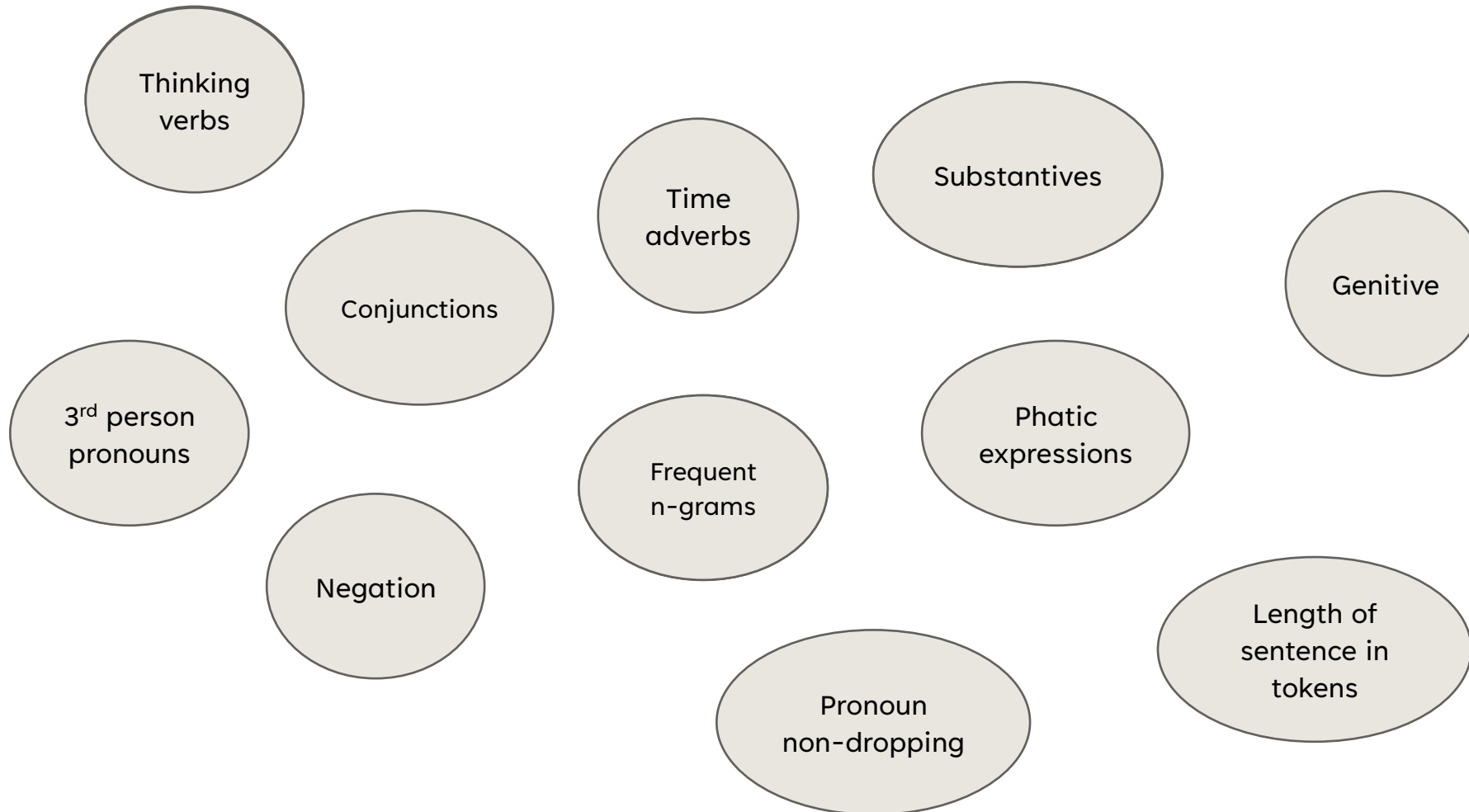
# MULTIDIMENSIONAL ANALYSIS

<b>Spoken</b>	TV interviews	221 812
	...	
	Prepared speeches	213 201
<b>Web</b>	Internet discussions	197 948
	...	
	Wikipedia	201 691
<b>Written</b>	Fantasy novels	189 432
	Nature science literature	206 716
	...	
	Hobby magazines	207 499



Number of  
words

# MULTIDIMENSIONAL ANALYSIS

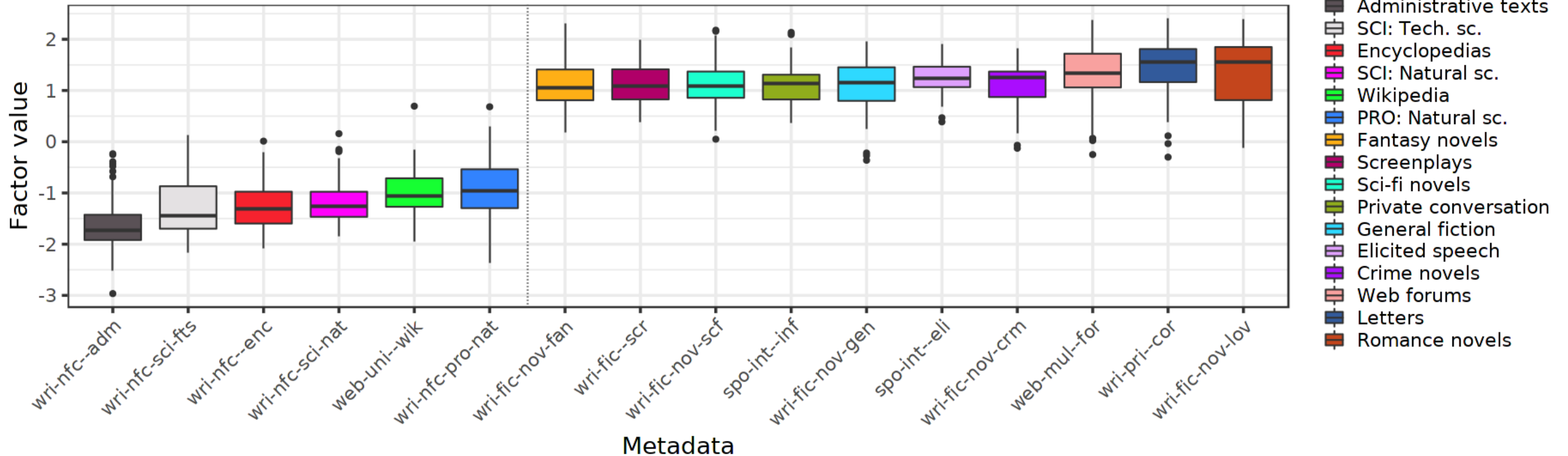


# D1: STATIC (-) VS. DYNAMIC (+)

Substantive attributes, adjectives,  
abstract words, genitive...

Verbs, past tense, 3<sup>rd</sup> person pronouns,  
negation, function words...

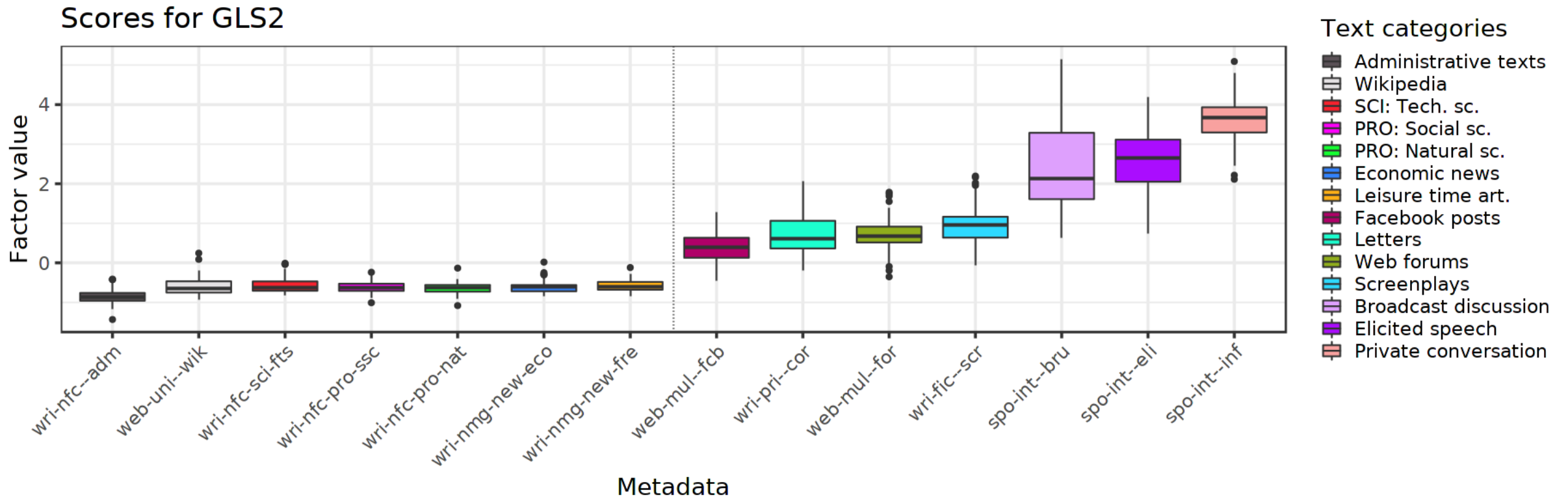
Scores for GLS1



## D2: PREPARED (-) VS. SPONTANEOUS (+)

Cases associated with prepositions, unigrams, nominatives+accusatives...

Phatic expressions, fillers, interjections, demonstrative pronouns...

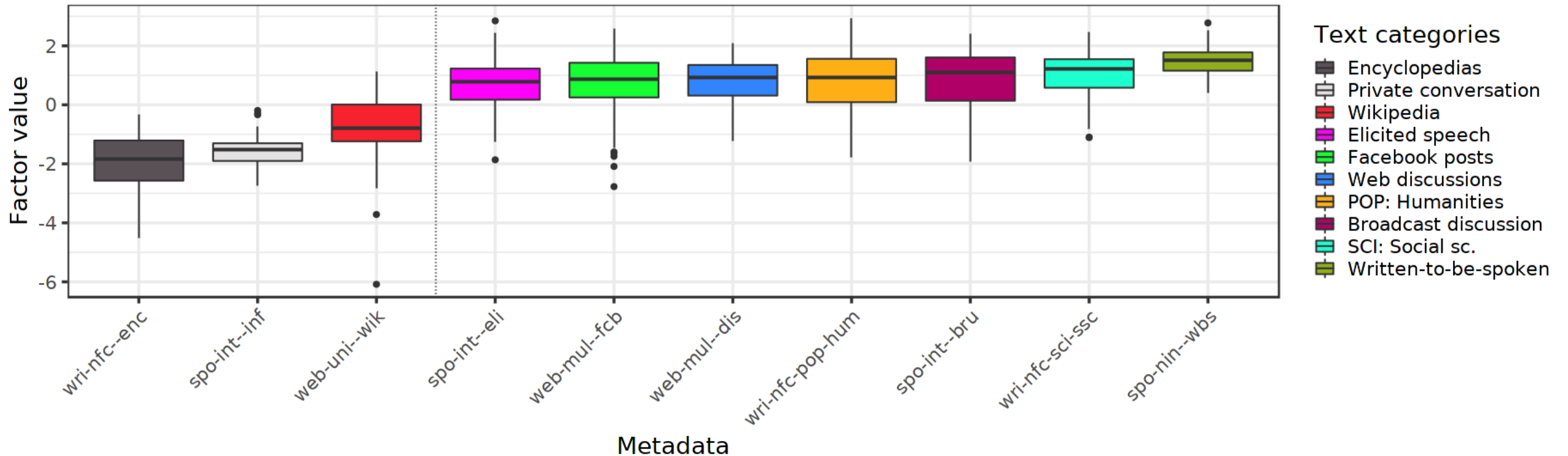


# D3: LOWER (-) VS. HIGHER (+) LEVEL OF COHESION

Numeral

Correlatives, relative clauses,  
possessive pronouns...

Scores for GLS3



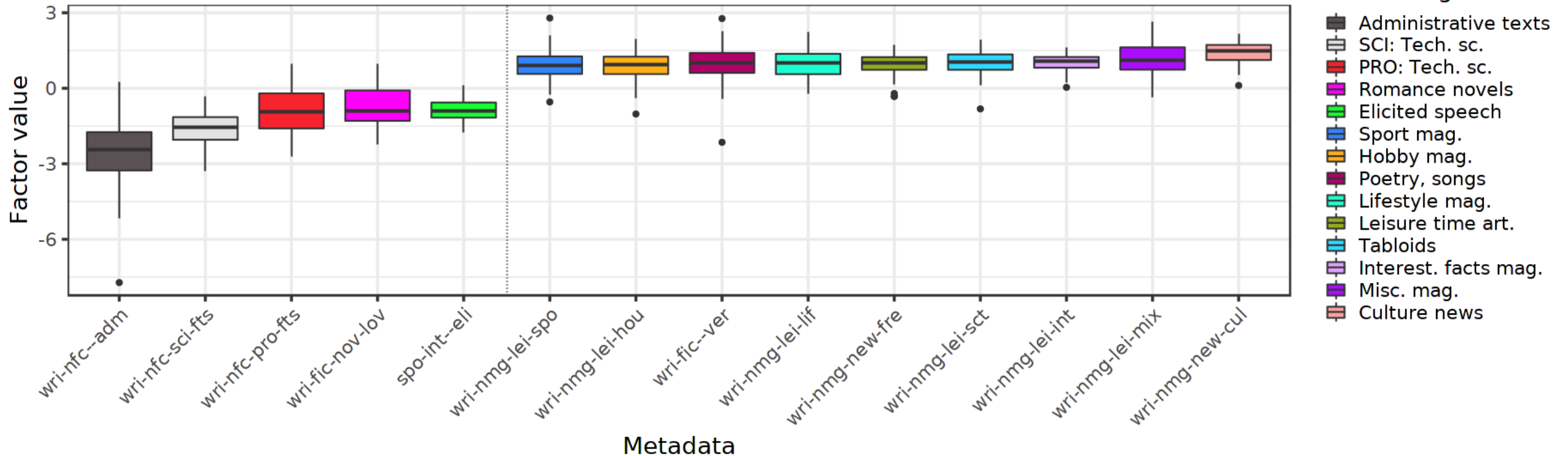


# D4: MONOTHEMATIC (-) VS. POLYTHEMATIC (+)

Thematic concentration, Yule's coefficient, verbal substantives...

Bigrams, unigrams, toponyms, inventory of pronouns & prepositions...

Scores for GLS4

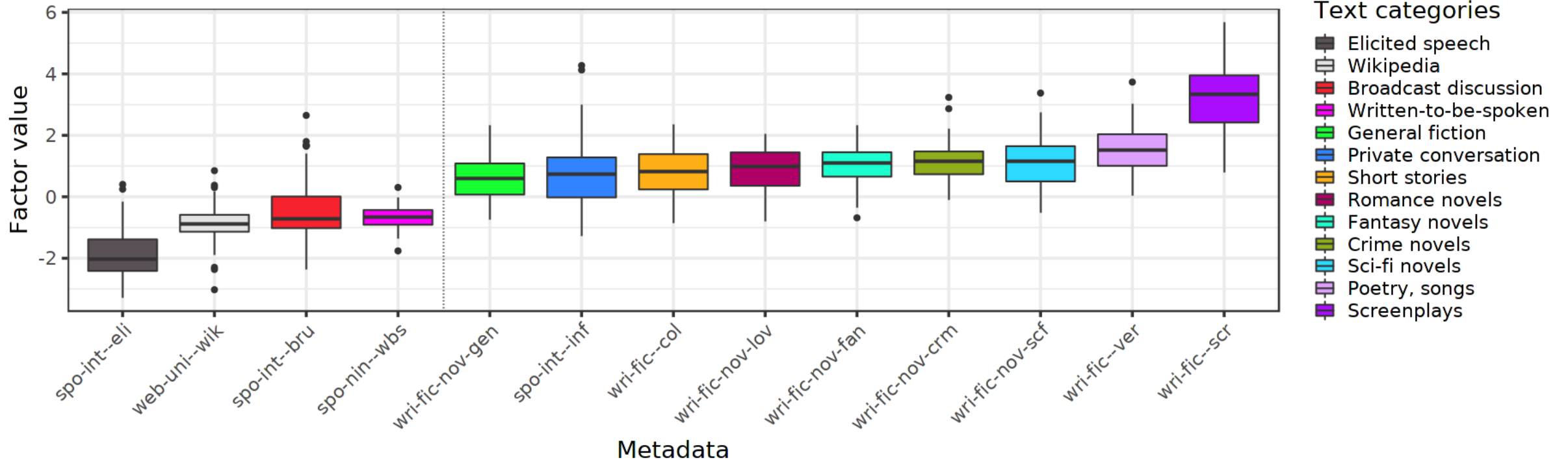


# D5: LOWER (-) VS. HIGHER (+) AMOUNT OF EXPLICIT ADDRESSEE CODING

Average length of sentence in tokens

Questions, 2<sup>nd</sup> person, future tense, exclamation marks, imperative...

Scores for GLS5

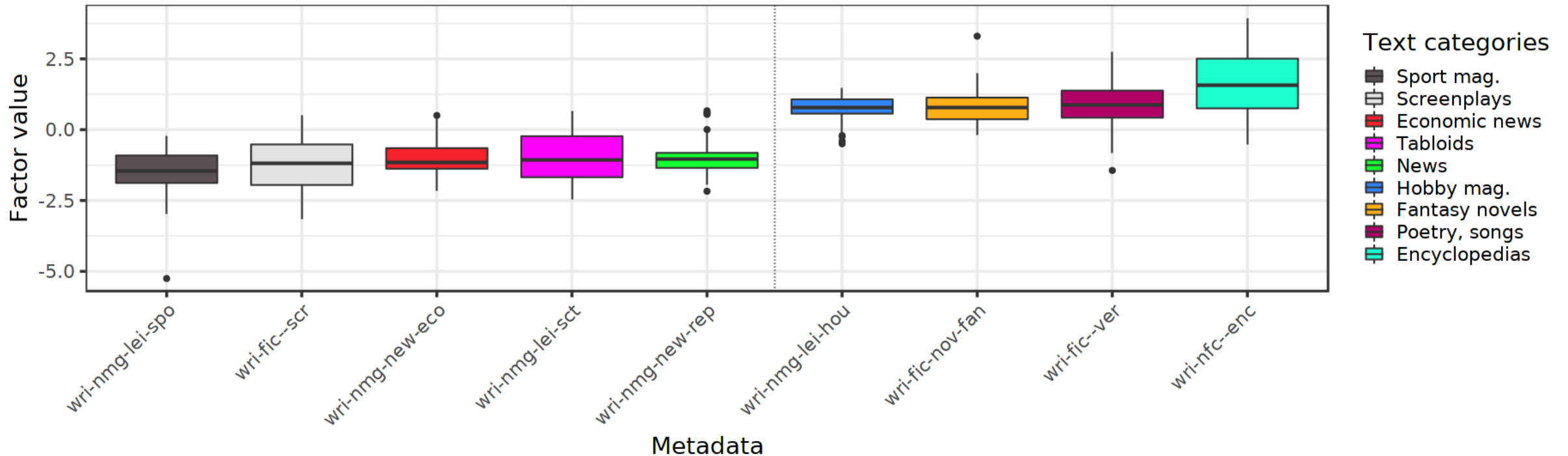


## D6: PARTICULAR (-) VS. GENERAL (+)

Toponyms, names, time expressions,  
numerals, clusters of substantives

Coordinations, semantically bleached  
adjectives

Scores for GLS6

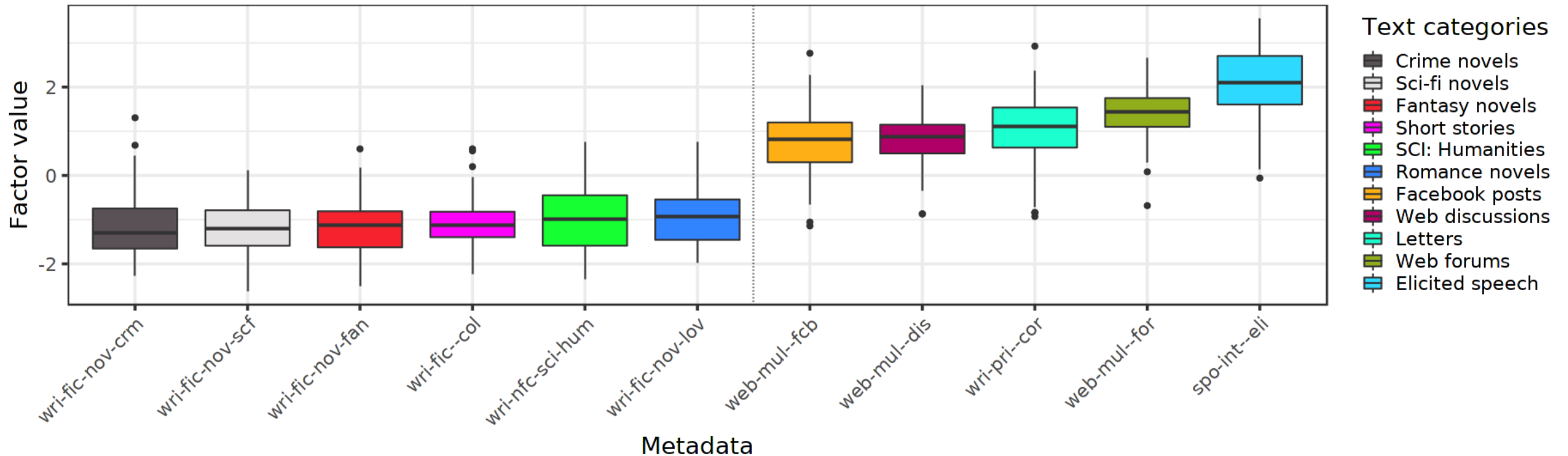


# D7: RETROSPECTIVE (-) VS. PROSPECTIVE (+)

Past tense, 3<sup>rd</sup> person pronouns,  
possessive adjectives & pronouns...

Future tense, present tense, imperative,  
2<sup>nd</sup> person in verbs...

Scores for GLS7

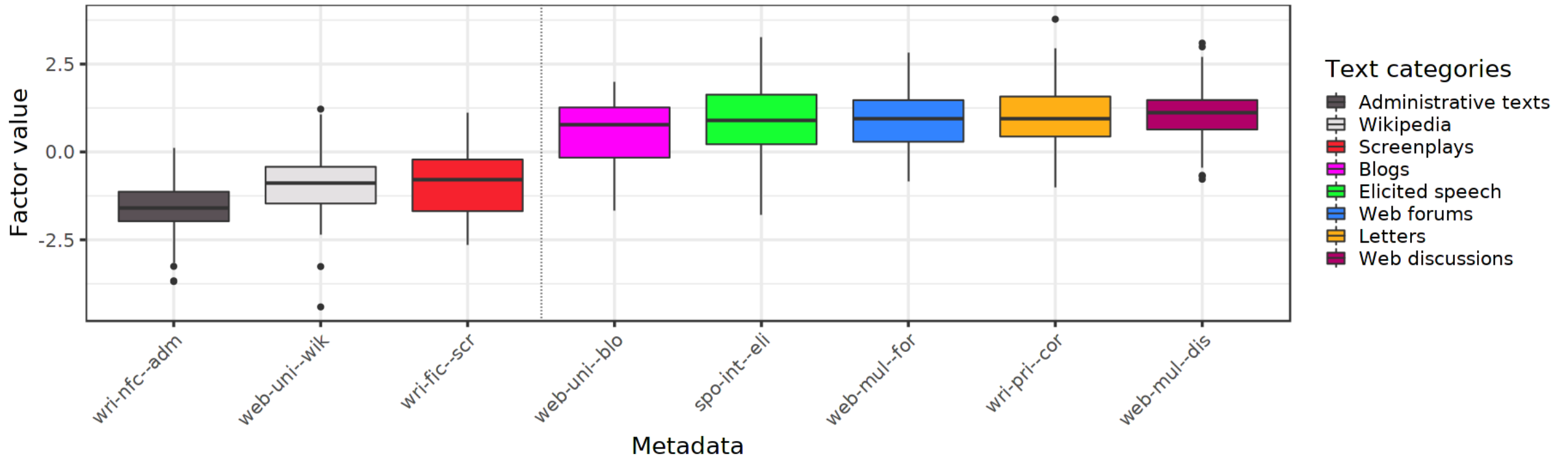


# D8: FACTUAL (-) VS. ATTITUDINAL (+)

Coordination

Downtoners, amplifiers, restrictors, adverbs, modality...

Scores for GLS8



# ANTI-ESTABLISHMENT COMMUNICATION

## FAKE NEWS

**Fabricated information** (Lazer et al.) or media production that involves **inaccurateness, bias, misleadingness, or fabrication** (Grieve and Woodfield, 2023)



## DISINFORMATION

**Deliberate falsehoods** (Carsten Stahl, 2006; as opposed to misinformation)



## ANTI-SYSTEM

Extratextually defined category (Šlerka, 2018). Some characteristic features include **opaque ownership structure, anonymous authors** and editorial team, **lack of proper citation of sources** and frequent dissemination of **propaganda, conspiracy theories or disinformation** (Cvrček and Fidler, 2024)



## ANTI-SYSTEM RESEARCH

Pérez Rosas et al. (2018), Kasseropoulos and Tjortjis (2021)...

Automatic detection of fake news based on machine learning, inspecting a set of linguistic features.

Fidler and Cvrček (2018), Cvrček and Fidler (2019), Boberg et al. (2020)

Anti-system content analysis based on keyword (keymorph) analysis or topic modelling.

Grieve and Woodfield (2023)

Formal analysis of fake news, evaluating the distribution of linguistic features in genuine vs. deceptive articles.

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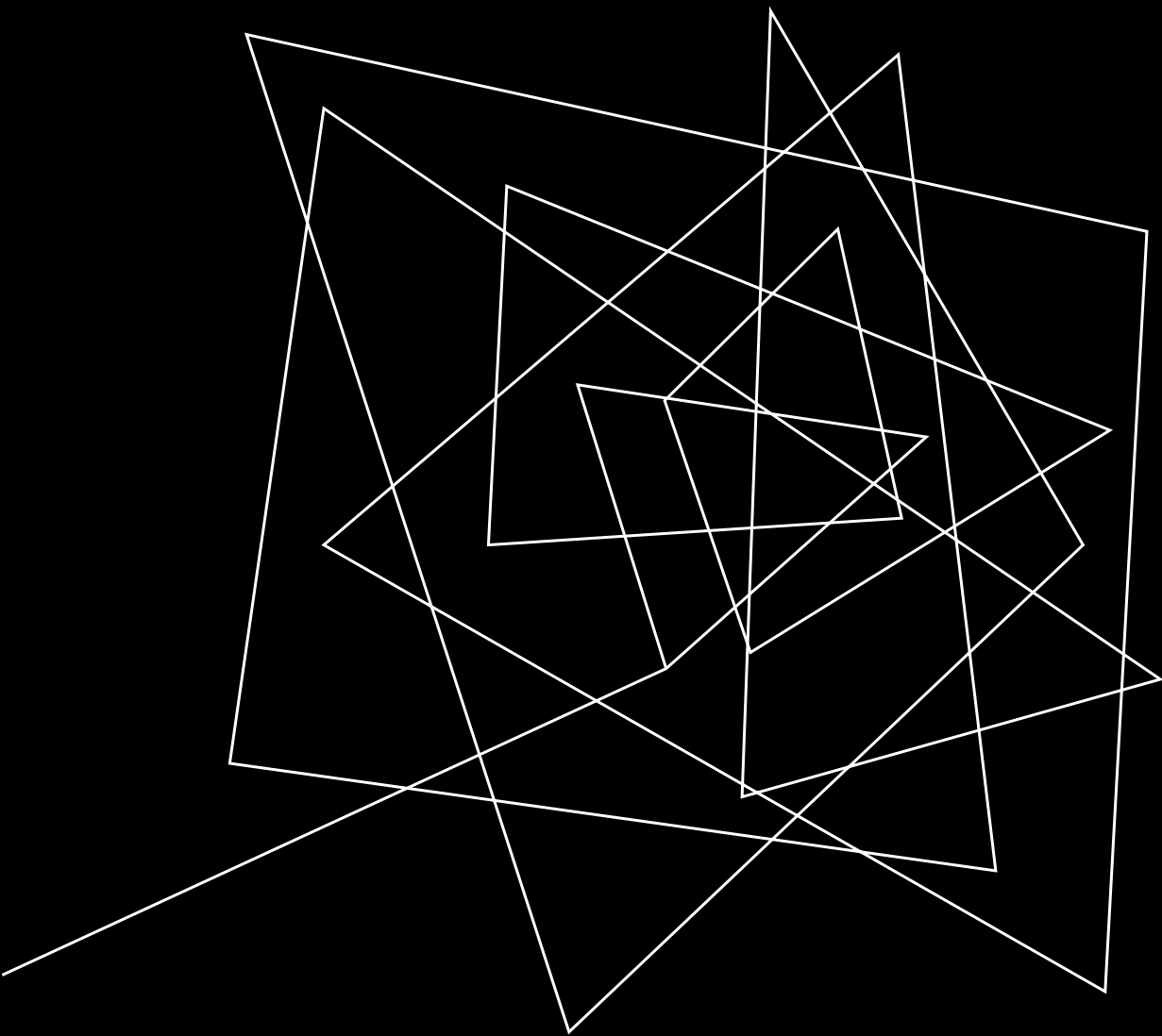
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## DISCUSSION

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# HYPOTHESIS

There are significant **differences in structure and style** of anti-system texts compared to general (mainstream) journalism, which makes the existence of a unique anti-system media register possible.

# CORPUS

- 5905 texts, ONLINE2\_ARCHIVE (Cvrček, Jeziorský and Henyš, 2022)
- January 2022
- Mainstream media, anti-system media, (political tabloids)
- Wilcoxon test among categories
- Calculated factor scores, then recalculated “z-scores”

$$z' = \frac{x - Me(Koditex)}{IQR(Koditex)}$$

# CORPUS

Category code	Number of texts per category	Medium	Medium code	Number of texts per medium
MAIN	4057	Seznam Zprávy	SEZ	910
		Novinky	NOV	562
		iDnes	IDN	616
		CNN Prima NEWS	CNN	677
		Česká televize	CTE	702
		iRozhlas	IRO	590
POLT	1640	Parlamentní listy	PLI	1184
		Život v Česku	ZVC	191
		Regionální novinky	REN	21
		Národní noviny	NAN	2
		Události extra	UEX	62
		Infokurýr	INF	181
ANTI	208	Czech Free Press	CFP	72
		Rukojmí	RUK	27
		Tadesco	TAD	31
		Protiproud	PRP	33
		Aeronet	AER	16
		Islamizace.cz (formerly Eurabia)	EUR	29
<b>TOTAL</b>				<b>5905</b>

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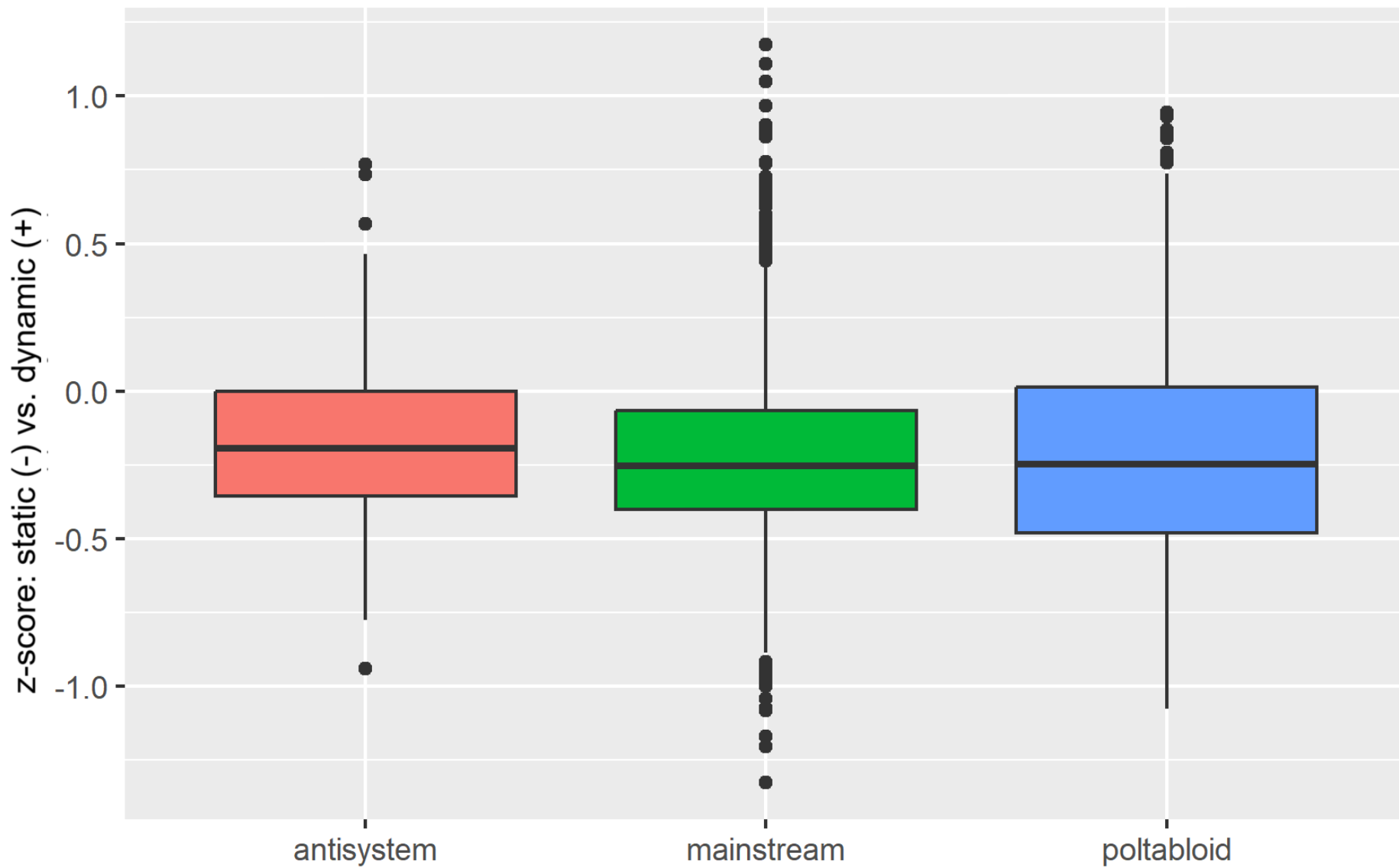
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## DISCUSSION

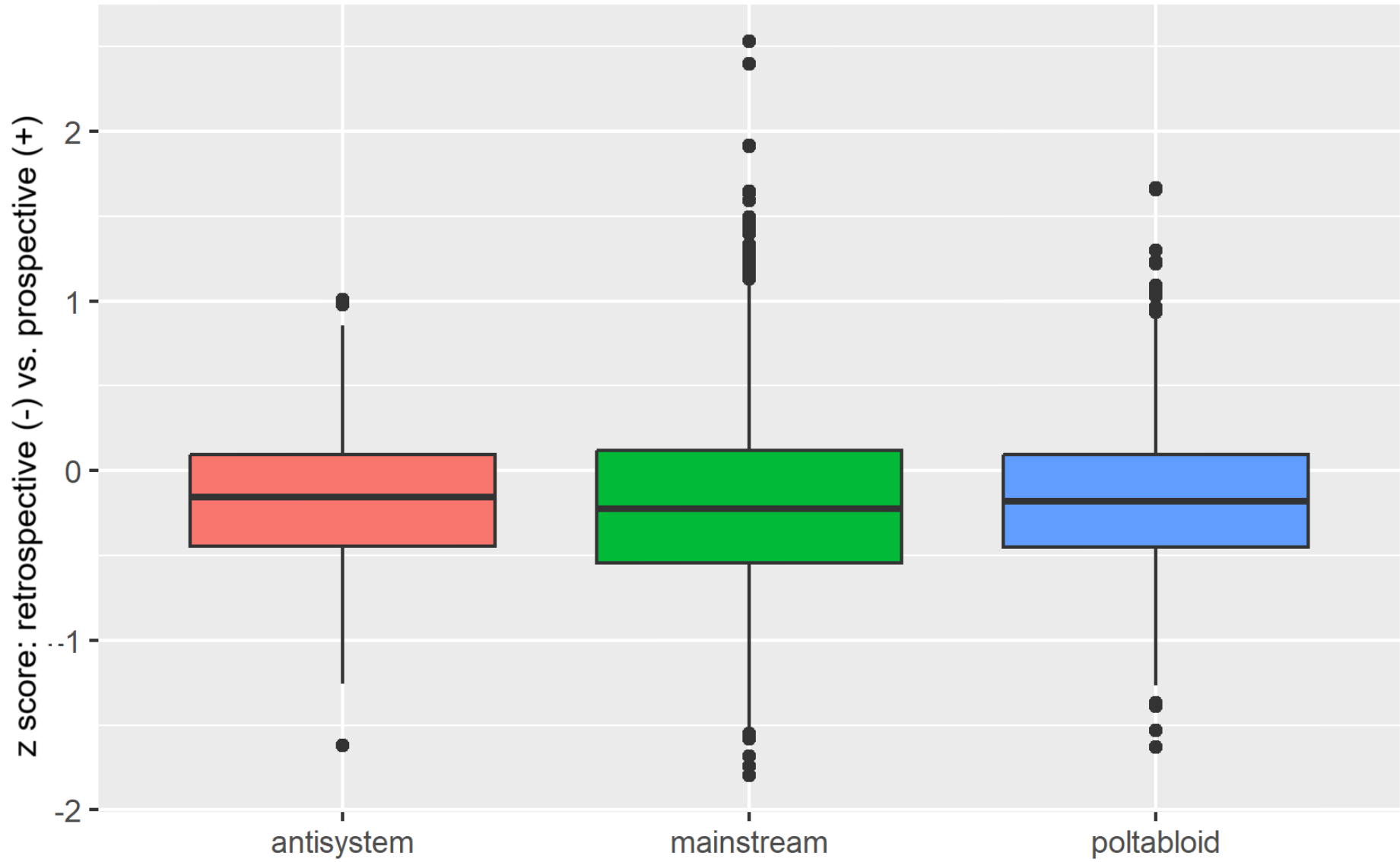
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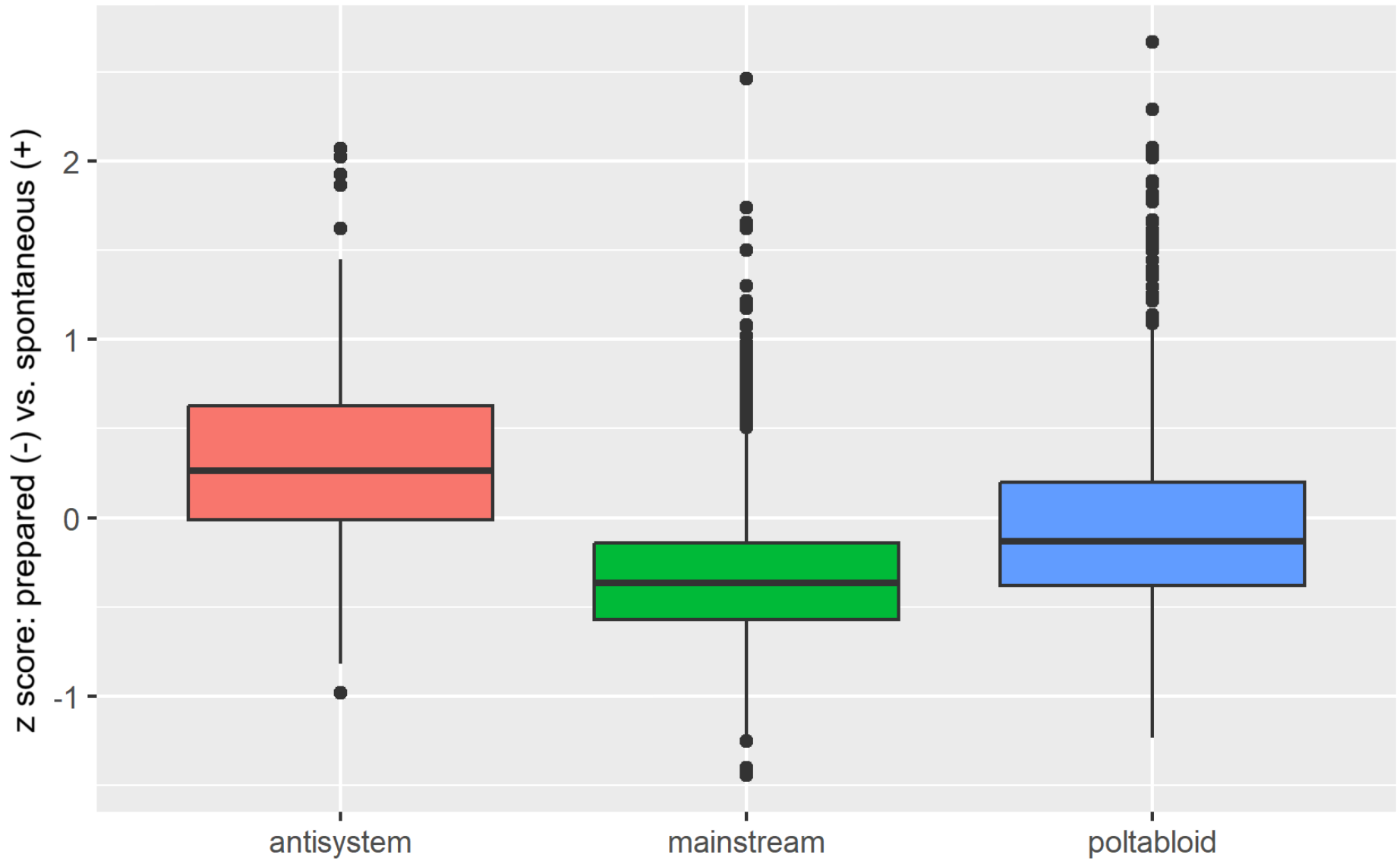
<b>antisystem-eurabia.cz_2022-01-20_1+</b>	-0.8016	-0.22459	0.824505	-0.5667	1.960796	-0.73627	-0.02566	-2.01927
<b>antisystem-eurabia.cz_2022-01-21_1+</b>	-0.64126	0.116166	0.22827	-1.19656	2.048096	-0.89562	-0.18131	-2.7523
<b>antisystem-eurabia.cz_2022-01-23_1+</b>	-0.6602	0.024108	0.912433	-0.07529	1.345013	-1.10205	0.025219	-2.12368
<b>antisystem-eurabia.cz_2022-01-24_1</b>	-0.40193	-0.24391	0.978112	0.59316	0.646114	0.222208	-0.15223	0.550617
<b>antisystem-eurabia.cz_2022-01-24_2+</b>	-0.66219	-0.04531	0.778537	-0.54161	2.130009	-0.73038	0.207542	-1.98985
<b>antisystem-eurabia.cz_2022-01-24_4+</b>	-0.58409	0.074683	0.147864	-1.09987	1.982081	-1.19268	0.00467	-1.91091
<b>antisystem-eurabia.cz_2022-01-30_1+</b>	-0.47161	-0.10275	0.582609	-0.55423	1.643607	-0.50398	-0.12967	-1.72626
<b>antisystem-eurabia.cz_2022-01-31_1+</b>	-0.7521	-0.37124	0.322853	0.23498	0.8415	-0.91718	-0.05746	-1.49152
<b>antisystem-protiproud.cz_2022-01-01_1</b>	-0.28956	-0.15617	2.261246	0.009344	-0.08767	-0.07582	0.498061	0.368211
<b>antisystem-protiproud.cz_2022-01-02_1+</b>	-0.60619	-0.12564	-0.25024	1.174565	0.244589	0.719641	-0.87943	1.692361
<b>antisystem-protiproud.cz_2022-01-03_1</b>	0.074025	-0.0105	1.342909	-0.16888	0.372972	-0.83624	-0.86269	0.719201
<b>antisystem-protiproud.cz_2022-01-03_2</b>	-0.68871	-0.46101	0.975253	-0.35092	-0.58987	-0.45188	0.28855	-0.0237
<b>antisystem-protiproud.cz_2022-01-05_1+</b>	-0.73801	-0.6067	0.444605	0.252245	-0.26926	-1.21394	-0.59795	-0.13487
<b>antisystem-protiproud.cz_2022-01-06_1</b>	-0.40819	-0.46005	0.929855	0.178094	-0.12948	-1.28089	-0.16379	-0.45931
<b>antisystem-protiproud.cz_2022-01-06_2</b>	-0.38522	-0.20022	-0.47362	-0.14887	-1.29723	-2.20349	0.176994	1.569395
<b>antisystem-protiproud.cz_2022-01-07_1+</b>	-0.12194	0.182954	0.038345	0.70542	0.311187	-0.26327	-0.75957	-0.15387
<b>antisystem-protiproud.cz_2022-01-08_1</b>	-1.29145	-0.12842	0.896762	1.300682	0.556072	0.818506	-0.89275	-0.27182
<b>antisystem-protiproud.cz_2022-01-08_2</b>	-0.00653	-0.54745	0.915753	0.170291	-0.27445	-0.27368	-0.37003	-0.30999
<b>antisystem-protiproud.cz_2022-01-10_1</b>	-0.83096	-0.41204	0.48207	0.991441	-0.61559	-0.38378	-1.03467	-0.86467
<b>antisystem-protiproud.cz_2022-01-10_2</b>	0.111428	-0.14026	0.666438	0.230988	0.728495	0.244747	-0.36836	-1.37873

D1



D7





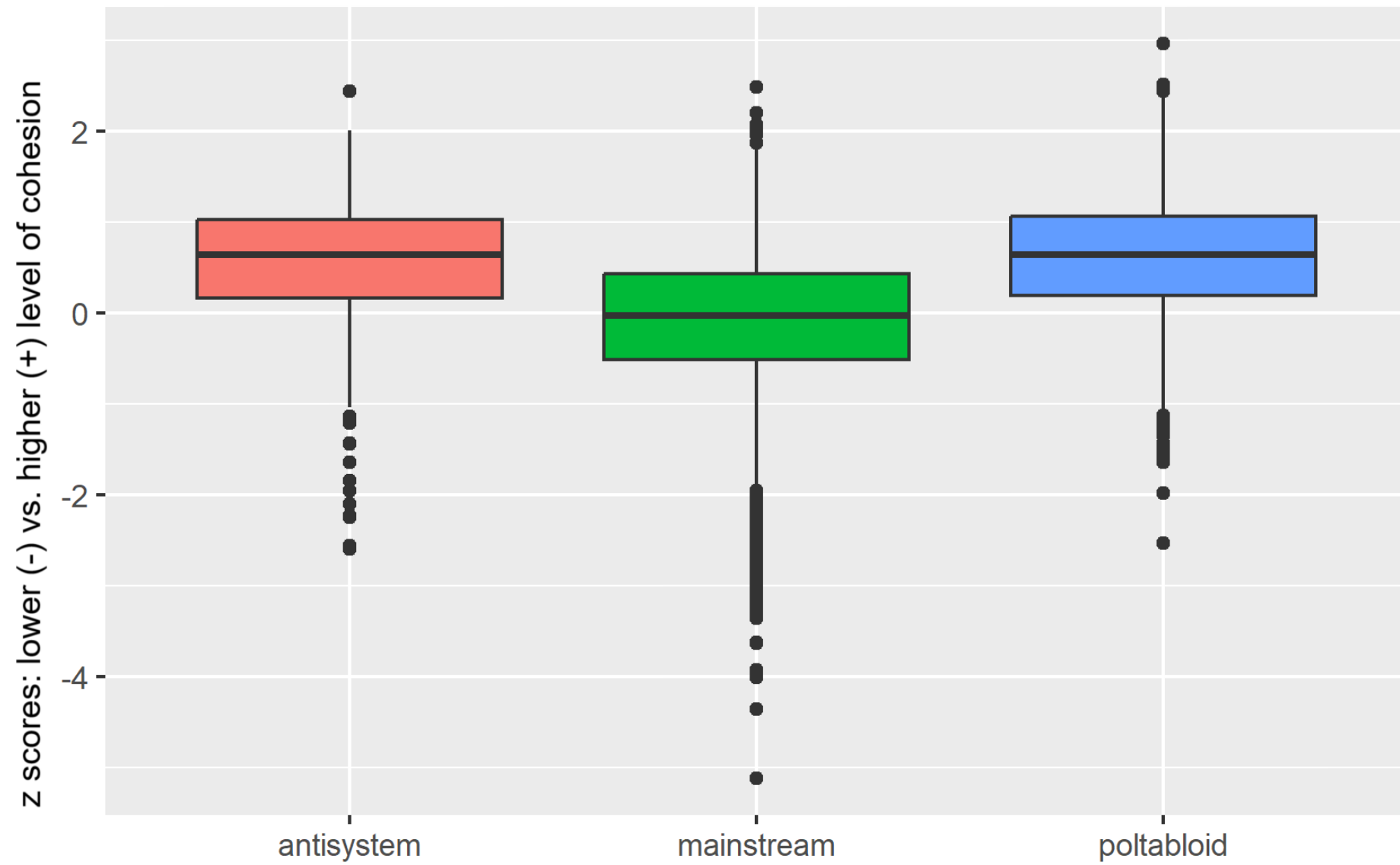
D2



## DIMENSION 2: COLLOQUIALISM AT PLAY

*So Černočová [the minister of defence] - you [informal] have the army from Afghanistan back home, how about starting to protect substations [informal]? Not a chance, right? Because you know that Russia actually doesn't want to attack. You are just trying to provoke it and hoping that the war will stay somewhere beyond the Dnipro. You can't imagine at all that Putin could do it differently.*

*ANTI - AER*



D3

## DIMENSION 3: CONTEXTUALIZING THE FACTS

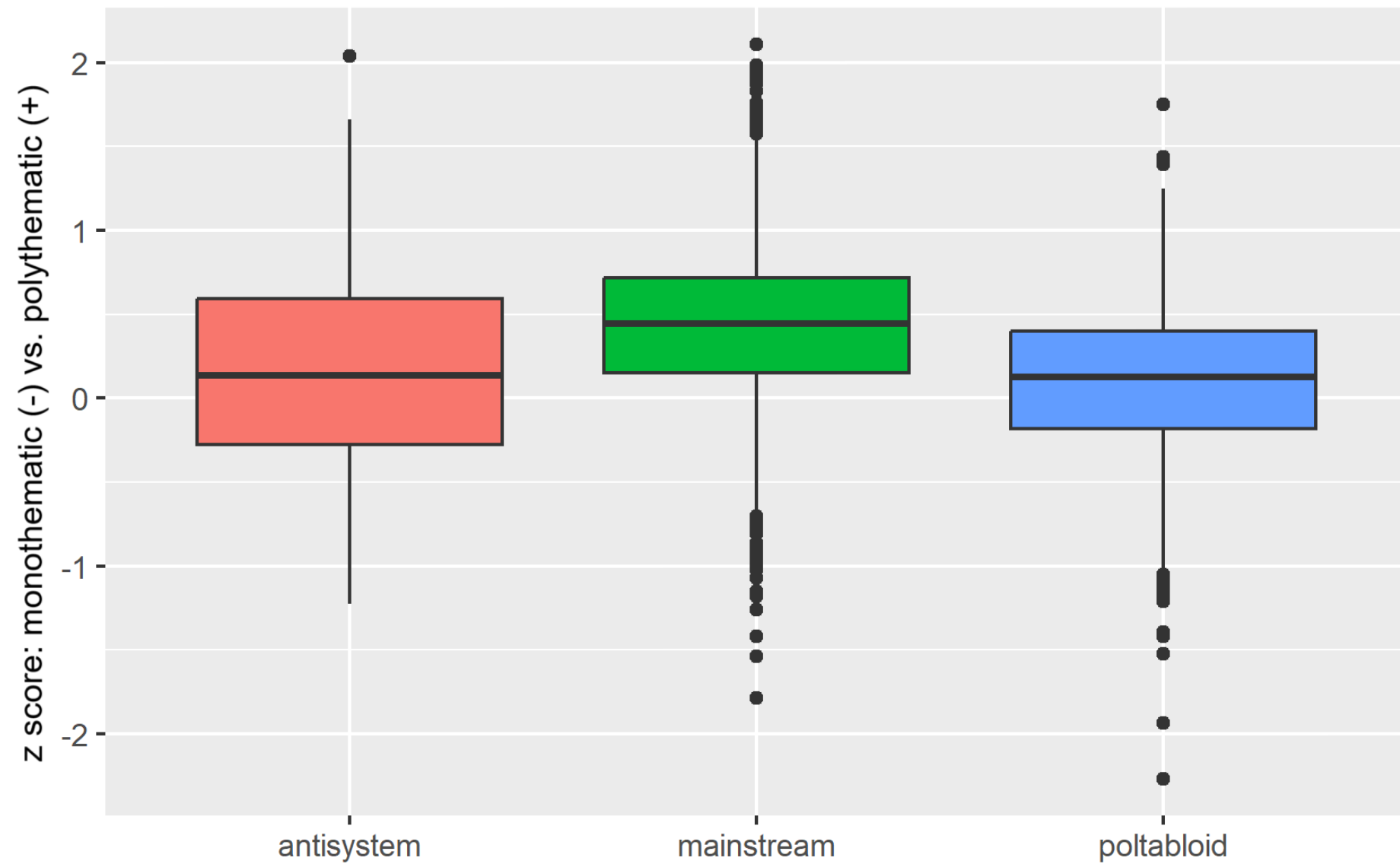
*The Fiala government sought to blunt the edge of the ever-growing protests, while not an insignificant role in this was also played by the fact that a significant portion of the vaccinated public is already showing solidarity with the unyielding. Despite the continuation of an unprecedented media massage, which has lasted for three years now, the majority of the Czech public is beginning to realize that they are the subject of incredible manipulation. Only an absolute minority consists of those who "believed" and march under the injection guillotine with revolutionary songs on their lips (not to mention those who offer even their children to the Moloch). Among the vaccinated, however, the majority are those who were forced by threats (loss of employment, etc.) or better say by so-called "benefits" (travel, pubs, culture, etc.).*

**ANTI - AER**

## DIMENSION 3: CONTEXTUALIZING THE FACTS

*Once again, last year's Prague Spring. The tenure of American conductor Dennis Russell Davies with the Brno Philharmonic will be written in golden letters into the orchestra's history. The first meeting between the future chief conductor, an advocate of new and contemporary classical music, and "his" orchestra took place in 2017, precisely at the Prague Spring. Last year's edition offered another unique evening directed by this collaboration.*

**MAIN - CTE**



D4

## DIMENSION 4: SIMPLE AND PREDICTABLE READING

*“I originally planned to speak closer to the end, to listen to all the questions and remarks first. I’ve been sitting here the whole time, only stepping out when absolutely necessary, and I’ve taken about eight pages of notes. But since the former Minister of Finance called on me, I’ll respond to some of the questions now,” Síkela began his speech shortly before 11:30 p.m.*

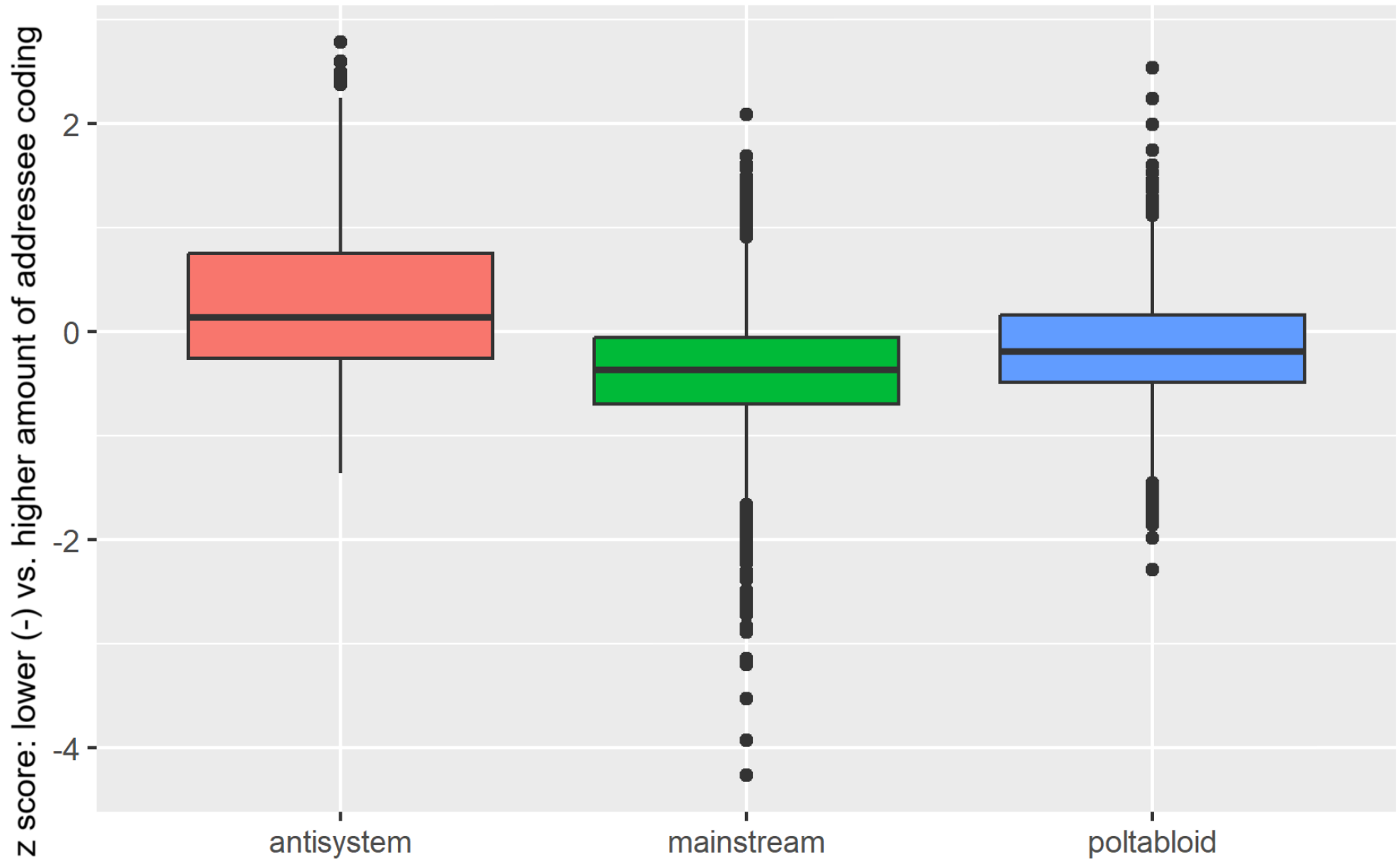
Paragraph  
from the  
beginning

[...]

*“You didn’t answer our question, but you managed to insult us instead—commenting on whether we clap too little, too much, or too often—and giving us a lecture on when certain financial instruments were created. If that’s how we’re going to do things here, this could go on for a very long time. Since it’s your first day here, I thought you’d at least manage to keep some sense of decency for the first day,” Nacher added.*

Last  
paragraph

*POLT - PLI*



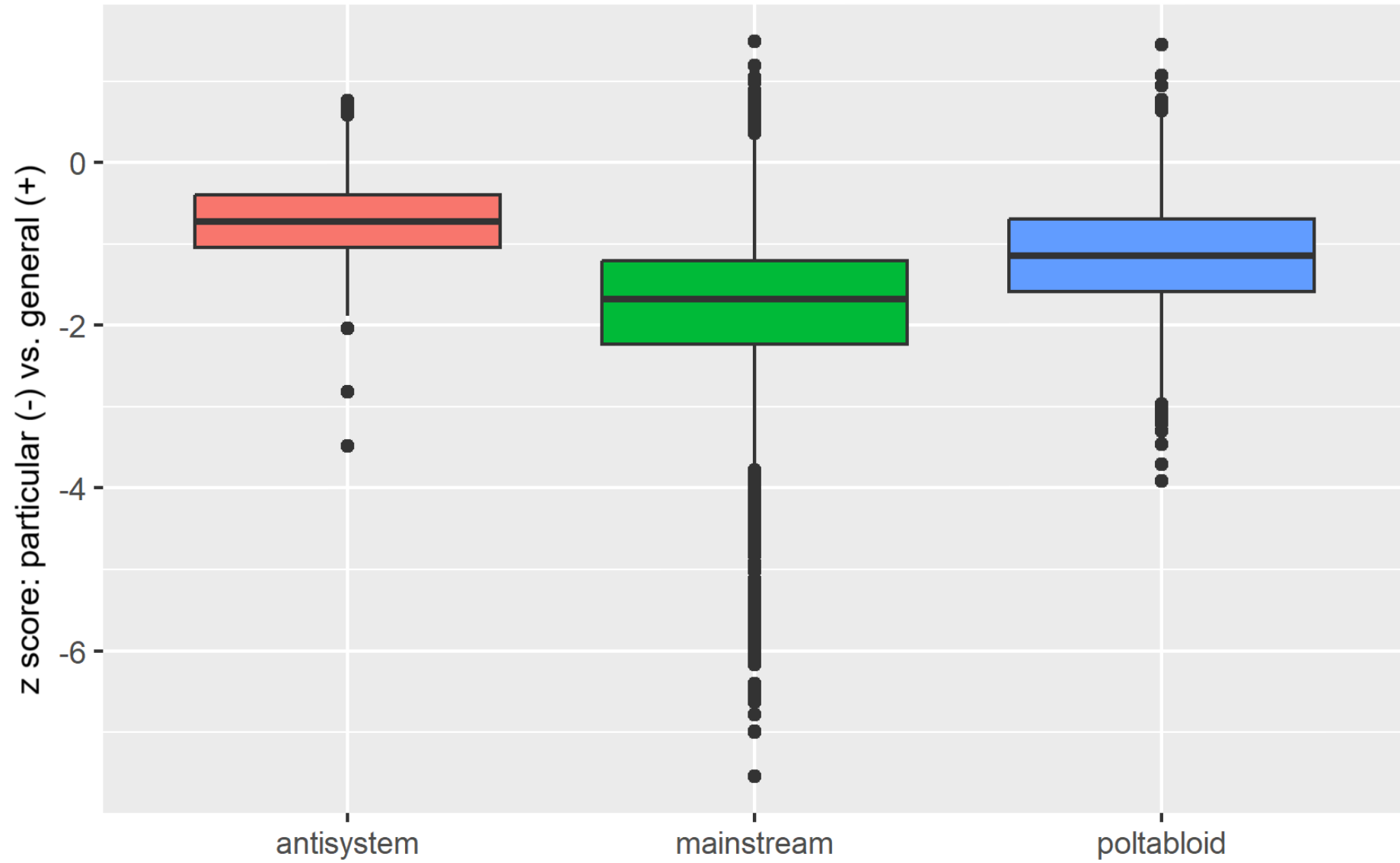
D5

## DIMENSION 5: BUILDING RELATIONSHIPS WITH READERS

*So in two and a half months, a bill for 291 kW. Well, you really went wild, Přemek. So how much does that make? Hmm... Don't they have a mistake in the decimal point? Just for fun, I'll throw in a proportion and ask it: How much did a megawatt of electricity cost me all-in, soup to nuts, in the DPI mode? And the proportion says: "Just shy of 12 thousand, you blockhead."*

*ANTI - CFP*





D6

## DIMENSION 6: REMAINING UNSPECIFIC

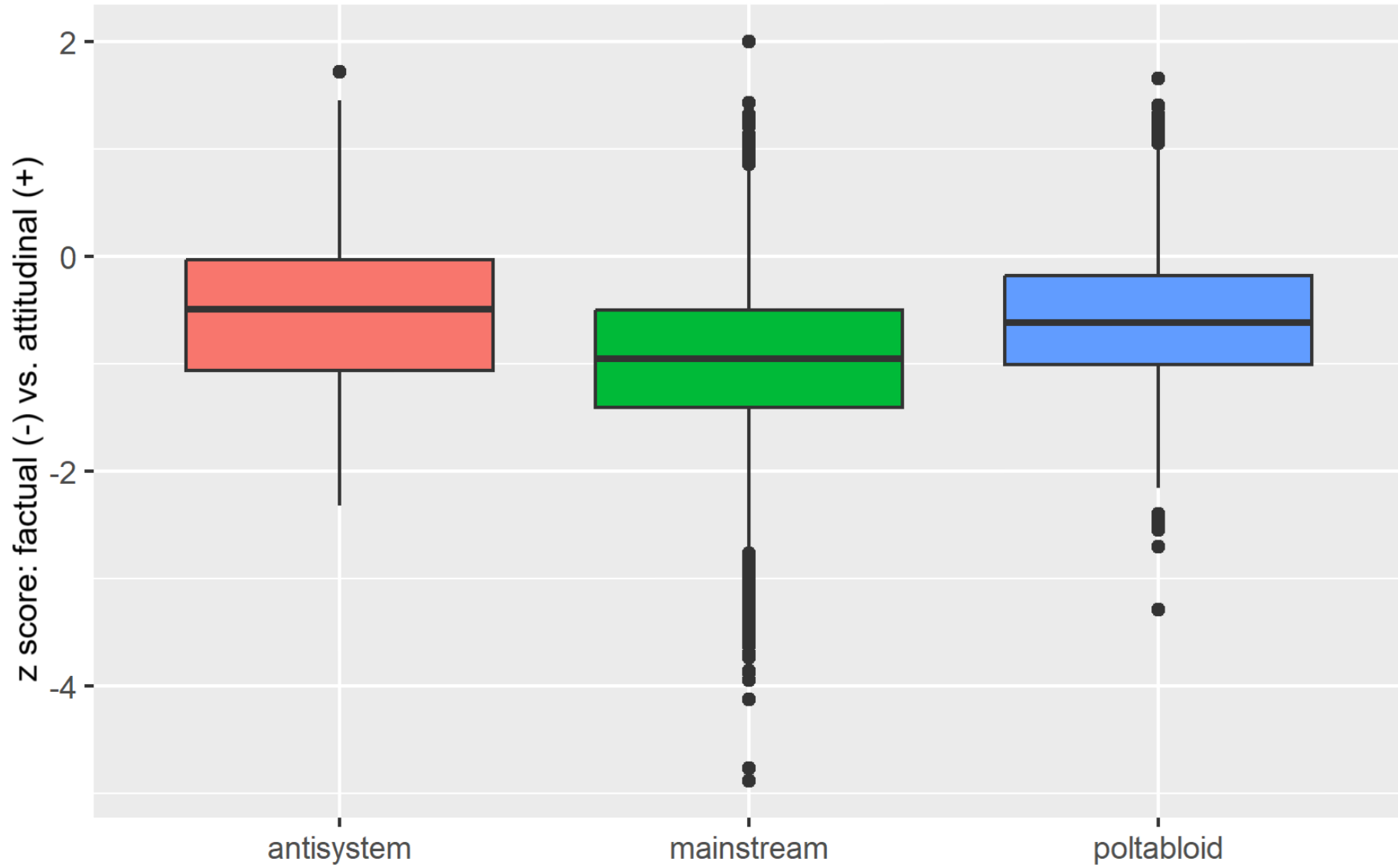
*Its form was confirmed by Poruba, who defeated Kolín 3-0. They scored for the fifth time in a row and won four of those. Jakub Hajný put the Ostravians ahead in the 3rd minute, Martin Réway increased the lead midway through the first period, and the final word was had by Finnish Markus Korkiakoski after 32 seconds of the third period. Goalie Adam Brízgala kept his second clean sheet of the season with 31 saves. The Kozlové failed to score after a streak of six wins, going without points for the third time in a row.*

*MAIN - CTE*

## DIMENSION 6: REMAINING UNSPECIFIC

*By vetoing the enforcement of the totalitarian COVID norm, SPD at least managed to delay it, which, among other things, allowed the public to learn more about it. The five-coalitioners naturally want to prevent public debate about a regulation that aims to hand the government heavy chains to strangle the last remnants of civil liberties. This is important also because even many mainstream journalists, lawyers, and academics are now awkwardly shrugging their shoulders over the pandemic law, despite otherwise uncritically supporting the ruling Brussels elites.*

*ANTI - PRP*



D8

## DIMENSION 8: COVERT ATTITUDES

*Whoever supports Israel is, and must automatically be, in favor of Moscow and the Kremlin. Why? Because of the Russian Jewish Congress and its ties to Israel. Anyone with basic sense will understand this very quickly, though for some, it takes a very long time. Protecting Israel against the EU and the globalists means protecting Halacha from the House of Zion. Thus, attacking Orbán means attacking Israel. Pekarová is therefore pushing a globalist intifada not only against Orbán and, by extension, Russia, but primarily against Israel. And this will not be tolerated for long. Not in Prague under Maharal.*

**ANTI - AER**

## DIMENSION 8: COVERT ATTITUDES

*The state, it is said, must be accountable for the quality of education certified by a high school diploma. It seems that it is accountable mainly to itself. And moreover no one really knows for what exactly. The ongoing inflation of diplomas and academic degrees has been namely caused primarily by the formal requirements imposed on state employees.*

*MAIN - SEZ*

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# COLLOQUIALISM & FRIENDLINESS

**Direct contact** is made with the reader. We claim that this is done to build **closer and warmer relationship** with the reader.

The informal style is quantitatively **close to web forums or facebook posts**. This might be **more approachable** for many.

Subsequently, **more comprehensible** (i.e. less lexically rich, with more predictable structure etc.) texts occur on the anti-system websites.

D2

D4

D5



# VAGUENESS & REFRAMING

Very **little particular facts** are presented in anti-system texts. General entities are used instead.

Strong attention is given to **reframing and interrelating** widely known facts (using many conjunctions, correlatives, relative clauses etc.).

Opinions and attitudes are often **hidden** and linguistically portrayed as facts.

D3

D6

D8



# THANK YOU!

Konstantin Sulimenko

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