

CONCEPT "JIHAD" IN THE US PRINTED MASS MEDIA

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The problem of the Islamic World and the US confrontation is not new nowadays. Islamic religion and Muslims have been misrepresented for a long time in the US printed mass media. The main reason of this misrepresentation is the existing distance between the East and the West cultures, though this distance is less than it is presented in the US printed mass media [4, p 8].

Lack of information about culture, customs and religion generates a lot of misunderstandings between the representatives of these "worlds". Misconception of Islam interpretation leads to a false perception of certain phenomena, one of them is "jihad". Modern dictionaries define jihad as: 1) one of the obligations of the Islamic community, which is the direction of all forces and possibilities of every Muslim to Islam establishment. There is *great jihad* - the spiritual self-belief and *small jihad* - a power struggle with the unbelievers [1, p. 73]; 2) a spiritual struggle within yourself to stop yourself breaking religious or moral laws [5]; 3) a holy war fought by Muslims to defend Islam [6, p. 569]; 4) a holy struggle to defend the Muslim faith against people, organizations, governments, etc. who are believed to be against Islam [3, p.553].

Thus, according to the definitions suggested the central meaning of the concept "jihad" is faith and spiritual self-improvement.

US printed media do not make difference between Islam and Islamic fundamentalism. It is important to understand that fundamentalists, regardless of their religion, politicize religion, adjusting it to their ideology and beliefs [7, p. 18]. Despite the fact that Muslims constitute one-fifth of the world population, the US media has represented Islam as violent, isolated culture with strange values, which is not able to compromise [2, p. 9].

Negative verbalization of the concept "jihad" in the American printed mass

media is lexicalized through lexemes with negative connotation; for example, we have recorded the use of following nouns:

a) General with seme “war, attack”: *struggle, attack, war, terrorism, aggression, rampage etc.*; “fear, danger, revenge” *fear, threat, danger, hazard, revenge etc.*

(1) *The anti-American extremists who murdered Ambassador J. Christopher Stevens and three of his colleagues in Benghazi, Libya, or went on rampages in other cities have reinforced the worst fears of those who see Muslims mainly through a prism of intolerance and hate* [10].

b) Proper names and terms to describe groups and people committing or resorting to jihad: *the Taliban, Al Qaeda, Palestinian Islamic Jihad, Hamaz, Mujahid, jihadist, jihadism, holy warriors, self- bomber, extremists etc.*

(2) *Plenty of Islamist leaders, and Al Qaeda affiliates, are eager to exploit unrest for their own purposes. One particularly destructive force is Hassan Nasrallah, the Hezbollah chief who rallied a huge anti-American demonstration in Lebanon* [10].

Adjectives with seme “evil, cruel, deathful” *offensive, violent, radical, evil, mortal etc.*; “martial, forbidding” *militant, threatening, dangerous etc.*

(3) *... so today radical Islamists are working to impose Shariah in a “stealth jihad” that is no less dangerous than the violent jihad of Al Qaeda* [8].

Verbs to indicate the deathful and destructive nature of jihad: *to kill, to bomb, to ruin, to explode, to beef up, to wage etc.*

(4) *Analyst said one of the main dangers from the influx of foreign fighters is that the fighters will use their jihadist experience to continuing waging jihad around the world* [9].

Conclusion. The concept "jihad" is represented in the US printed mass media mostly from the negative point of view, indicating its cruelty, destructive power and threat for society. I believe it is the result of insufficient public awareness about the culture and the customs of the Islamic World.

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