VILNIUS UNIVERSITY

Erika Nabažaitė

Construction of Media Narrative Research Approach: Analysis of Emigration Publications of Lithuanian Periodicals "Respublika" and "Lietuvos rytas" (1991–2017)

SUMMARY OF DOCTORAL DISSERTATION

This dissertation was written between 2014 and 2021 at Vilnius University.

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VILNIAUS UNIVERSITETAS

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SUMMARY

Scope of previous research on the topic. When analyzing the construction of the narrative in the media, two main aspects are important – the process of narrative construction and the definition, structure and elements of the narrative. A journalistic text (publication) is considered to be the basis for the construction of the narrative. Therefore, the construction of narrative in the media is associated with the construction of news as a genre of journalistic text (Bell, 1991). Van Dijk explored narrative by emphasizing the construction of history as the provision of a certain template, a scheme, for hithe story (Van Dijk, 1976). According to M. Schudson, the news constructed by the media is based on the construction of the narrative – its plot. The plot of the narrative is recognized from the arrangement of events in the news as they form an uninterrupted chronological sequence – the beginning, middle and end (Schudson, 2005: 121). The narrative is given meaning by its characters – persons who participate in the events of the narrative and thus explain and detail them. The place of narrative events is revealed by the context (White, 1984:16–20). The construction of the narrative discussed is fundamental (Ettema, Glasser, 1988:10), but the views of scholars studying the construction of the narrative in the media differ on the interpretation, structure, and elements of the narrative. The specifics, structure, and elements of narrative are revealed through research into news and other journalistic texts (Dardenne, 2010; Vanoost, 2013; Keeble, 2018; Van Leeuwen, 2008). Narrative is often used for *case studies* (Semetko, Valkenburg, 2000; Dalton et al., 1998; Barnett, 2006), *and in the long run the compositional structure of the narrative is not formed* (Gonzalez-Sobrino, 2020; Nossek, 1994) *or shown in a meta-narrative* (Gruley, Duvall, 2012; Kruvand et al., 2007).

News is the most commonly chosen to examine narrative in the media (Tuchman, 1976). Research in narrative news highlights *the disclosure of a particular topic through a sequence of relevant events*

(Fløttum, Gjerstad, 2016; Frank, 2003; Hall, 1997) or by exploring how *narrative topics* are revealed (Kluver et al., 2019; Vincent, 2000; Harcourt et al., 2020).

Analyzing the narrative constructed in the media, in addition to presenting the topic of the narrative and its change over time, there are outstanding studies analyzing the individual elements of the narrative. The narrative is most often explored by highlighting the chosen *single element of a narrative as a story – a character or characters* (Moulton et al., 2021; Neiger, Tenenboim-Weinblatt, 2016; Foust, 2009).

Other journalistic texts, those which are not attributed to news, are used less frequently for the analysis of the narrative and are associated with the event and the uniqueness of its presentation in the media. *The analysis of the event aims to determine how the portrayal of certain social groups, individuals in society in the context of the event is evolving* (Perreault, Paul, 2019; Hoebeke, 2011). Other texts are also used to explore non-standard narrative in the media. For example, *when analyzing letters to the editor, public opinion on the effectiveness of tackling climate change is assessed* (Young, 2013).

The research discussed reveals that the narrative is characterized by a variety of definitions and ways of using the structure and elements. On the other hand, the composition of the narrative constructed by the media is unchanged – the narrative is examined by analyzing one journalistic text – a publication – news. As already mentioned, in the text, the events of the narrative are arranged in chronological order and form a three-stage plot. The characters involved in the events of the narrative explain it, and the context of the narrative identifies the space in which the narrative takes place. Although such a structure and elements of the narrative make it possible to recognize the narrative and describe its properties, the narrative is only suitable for the analysis of a specific case – the current event. The author of this dissertation offers a different approach to narrative, allowing it to be applied more widely. It is argued that in the media, a narrative is constructed not as a single journalistic text, but as a set of texts constructing a coherent narrative on a particular topic.

In terms of genre, they include not only news but also other texts. In this way, the narrative, constructed from a set of texts (combining different genres of journalistic texts), becomes a tool that opens up new possibilities for its research.

Relevance of the topic. It has been found that the structure and elements of narrative in the media are analyzed on the basis of a specific genre – news (Van Dijk, 1991). For narrative analysis, texts are selected on the basis of genre-specific characteristics, thus additional research methods are often required to substantiate the results obtained (Roeh, 1989). The analysis of the narrative, in the opinion of the author of the dissertation, is supplemented by the application of different genres of journalistic texts. Linking news and other texts allows to highlight the broader context of the analyzed problem, to see the story from different perspectives (Hartley, 1982: 38–52). On the other hand, the diversity of genres is not inherent in all topics (Van Dijk, 1985), which is considered to be the lack of a narrative that combines different genres of journalistic texts.

After discussing the genre features of the narrative, it is expedient to present in more detail the possibilities of the analysis of the narrative construct proposed by the author of the dissertation. *First*, the definition of narrative as a set of stories allows the events of the narrative to be analyzed chronologically, i. e. without using additional methods of empirical research, to evaluate the regularities of the narrative constructed by the media – the peculiarities of its development and change over time, using only the structure and elements of the narrative. Due to this feature of the narrative, the construction of the narrative becomes useful for the analysis of long-term events and phenomena. *Second*, by consistently integrating the stories into a whole, the structure and elements of the narrative highlight *per se* the composition of the narrative constructed by the media. *Third*, the narrative as a whole of stories allows for a complex analysis of social phenomena, topics in the long run, the construction

of the narrative revealing how the media tells about them, what connotations it gives.

The dissertation analyzes emigration as a complex topic uniting political, economic and social problems. The period from the restoration of the independence of the Republic of Lithuania (11 March 1990) to 1 January 2017 (in connection with the date of the referendum of Brexit, which provided for the withdrawal of the United Kingdom from the European Union), has been chosen for the research.

The topic of emigration has been investigated in the media episodically. I. Dervinytė analyzed the construction of conceptual metaphors of immigration and emigration in Lithuanian and British periodicals (2004–2008) in a comparative aspect (Dervinytė, 2009). R. Marcinkevičienė (Marcinkevičienė, 2004) examined the use of the concept of emigration and the depiction of emigration in the Lithuanian periodicals. Using a quantitative and qualitative content analysis, the researchers analyzed articles in the Lithuanian periodicals, on online media and online media sources for emigrants to determine the significance of the media in constructing the discourse of remigration (2004–2007) (Sipavičienė, Gaidys, Dobrynina, 2009[1]). The image of Lithuanian emigrants in the press of the United Kingdom, Spain and Norway (in the period of 2008) was examined by A. Tereškinas using the method of cultural analysis of texts (Tereškinas, 2011). Mention should also be made of a study of this researcher's immigration discourses in the United States and Irish press (1-31 October 2007). In this study, using a critical analysis of discourse, A. Tereškinas examined the perception of Lithuanian immigrants as a social problem and a risk factor for host countries (Tereškinas, 2009).

Different aspects of emigration have been explored in other media. The image of emigrants in Lithuanian online dailies (first quarter of 2010) was analyzed by E. Karaliūtė using the method of quantitative and qualitative content analysis and textual linguistics

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[1] Hereinafter – Sipavičienė et al., 2009.

(Karaliūtė, 2011). The analysis of the image of Lithuanian emigrants has been performed by N. Liubinienė. The researcher used the critical discourse analysis method to analyze the Internet comments in order to determine how emigrants are perceived by their compatriots living in Lithuania and how they see themselves (Liubinienė, 2006). The role of the media in presenting emigration in the online media was analyzed by E. Nabažaitė, combining quantitative content analysis and critical discourse analysis, who revealed the use of narrative construction technique – framing – in the media to construct a story about emigration (Nabažaitė, 2017). I. Juozeliūnienė and G. Martinkėnė have analyzed the presentation of Lithuanian emigrant families on television – in Lithuanian social documentary programs (2006–2010) (Juozeliūnienė, Martinkėnė, 2011).

Scientific problem. The dissertation assumes that by analyzing the narrative as a set of different (in terms of subject matter and genres of journalistic texts) stories, the perspectives of its use increase – the structure and elements of the narrative can be examined over a long period of time. The discussion on the relevance of the topic has shown that the tradition of analysis of narrative is based on analysis of publications of one specific genre – the news, which can lead to a fragmentary disclosure of the topic. Although news (such as texts of the relevant journalistic genre) is most often used to analyze the narrative due to its relevance (Van Dijk, 1991) and newsworthiness, which influence the aging of news on a specific topic. Texts that are not attributable to news due to the attractiveness and interest of the audience in the media content remain for a long time, and their thematic composition is various (Marcinkevičienė, 2007:68). Therefore, in order to reveal the problem presented in the media by applying narrative analysis, it is expedient to analyze all journalistic texts on the relevant topic.

In light of what was discussed above, the dissertation author raises **the following question**: what approach to research would enable narrative to be analyzed in its totality by connecting different

genres of journalistic texts on a certain topic in the study of media publications?

The object of the thesis is to propose a narrative research approach designed to analyze narrative as a set of stories combining different genres of journalistic texts and periodical publications.

The aim of the thesis is to conceptualize a theoretical substantiation of narrative as a set of stories and construct an approach to narrative research that is suitable for analyzing media publications. A study of emigration in Lithuanian periodicals "Respublika" and "Lietuvos rytas" for the period 1991–2017 is conducted to demonstrate the application of this approach.

The objectives are as follows:

1. In accordance with a linguistic approach to news discourse and social constructionism, to analyze the specifics of narrative construction in the media and to determine the features of narratives as constructed from different stories based on their topics;

2. After identifying the main elements of narrative construction and narrative research and revealing the principles of their research in media publications, to construct a schema to study narrative as a totality of stories uniting different genres of journalistic texts;

3. To adapt the schema for the study of narrative as a totality of stories to apply it to an analysis of narratives about emigration in the Lithuanian periodicals "Respublika" and "Lietuvos rytas" in the period of 1991–2017 and to identify the peculiarities of the application of the constructed schema for the study of narrative.

Statements to defend

1. Narrative, constructed from different genres of journalistic texts, is thematically broad and heterogeneous. The media, which reflects the political, economic, social, and cultural characters of a society, including their actions and contexts, constructs a holistic image of emigration across separate texts.

2. The topic is analyzed using different genres of journalistic texts. It reveals, in detail, the features of the elements of narrative: characters, context, and plot. Depending on the topic forming the axis of a particular narrative, it acquires specific features. Specific features on the topic of emigration are the characteristics of the characters, through which the media portray changes in the behaviors of emigrants in waves of emigration, and the presentation of the narrative, which highlights the plot lines of the story about emigration.

3. The repetition of different thematic stories over time makes the plot an independent element in the chain of elements in the narrative research approach.

4. Due to the synchronicity of narrative stories, the narrative research approach can be applied to the analysis of a finite chronological period (one with a clear beginning and end). Different thematic stories form a synchronous narrative both in the individual waves of emigration and in the overall narrative of emigration, with consistent repetition of the events presented in the emigration processes.

Novelty and practical significance of the dissertation. The novelty of the dissertation is revealed both through narrative research approach and through the combination of narrative elements to explore the overall narrative.

As already mentioned, the narrative is studied in the media on the basis of one separate genre of journalistic text – usually news. The author of the dissertation, using the constructed approach of narrative research, analyzes all publications of selected periodicals, regardless of the genre characteristics and texts. In the dissertation, the narrative is analyzed not by examining a single genre of journalistic text or media rubrics, but by all publications of the respective media, determining the overall – general – narrative constructed by the media on a certain topic.

When analyzing the narrative of one particular genre of journalistic text, it is necessary to take into account the specifics of

text construction. The study of narrative disclosure as a narrative usually uses a description that is characterized by qualitative research approach. In this dissertation, based on quantitative research conducted by other authors, in which the narrative is analyzed on the basis of one genre of journalistic text, it is stated that the narrative can be analyzed by quantifying all media publications on a certain topic.

The traditional elements of the narrative are chosen to analyze the narrative – characters, context, plot, which are supplemented in the dissertation with an element of a metaphorical narrative. The compositional structure of a metaphorical narrative, understood by the audience through fairy tales, myths, legends, is easily recognizable. Therefore, the narrative, supplemented with specific features – dynamic development of events, unstable timing of the story, stereotypical characters of the characters, artistic expression – constructs a convincing story. The inclusion of a metaphorical narrative in the research of the narrative makes it possible to demonstrate the construction of a patterned narrative in the media and to highlight its specifics.

The choice of a long period of time, covering certain stages of political, economic and social development of the state, with clear chronological boundaries for narrative research allows not only to identify narrative elements, their interactions, but also, using a scheme of metaphorical narration, to provide a framework for narrative researchers to interpret – decode – the narrative.

The narrative research approach constructed in the dissertation, which allows to analyze texts, regardless of their genre characteristics, can be used not only to study media publications, but also to analyze collections of various texts on a certain topic.

The narrative research approach constructed in the dissertation is of great importance for the study of emigration. Emigration as a narrative has not been studied in the media, so the empirical research complements the field of media discourse research with new insights and opens up opportunities for future research on emigration.

The accumulated material of the dissertation research can also be useful in improving the approach and efficiency of the narrative research, increasing the possibilities of its use.

Theoretical basis for constructing approach to the media narrative research. In the dissertation, the media is viewed as a constructor of the narrative. The narrative is assumed to take on an objective form when the media constructs news. News is the result of social construction – the subjective restoration of reality (Shoemaker, Reese, 1996: 36–37). According to Van Dijk, the functioning of the media may be based on the pursuit of simply constructing news *per se* or may be broader, overwhelming. In order to show how the media constructs news, it is necessary to analyze in detail the process of constructing news, and in order to highlight the constructs underlying it, the whole process of constructing news (Van Dijk, 1976, 1980).

By emphasizing the construction of the narrative in the media news, the author of the thesis analyzes the process of the construction of the news and its individual stages to the extent necessary to substantiate the development of the narrative. The approach chosen by the author to the functioning of the media also determines the fact that the construction of news is presented on a deductive basis, thus the meanings of the main concepts become clear when assessing them systematically (holistically).

The concept of news discourse in the dissertation is derived from N. Fairclough's (1989, 2003) and T. Van Dijk's (1988) tradition of linguistic discourse analysis. It is argued that the discursive nature of news emerges in the process of constructing news – in order for news to become an artifact, its media are continuously constructed (Van Dijk, 1988: 95–97). The news, according to N. Fairclough's reasoning, is constructed from three main components – discourse *per se*, speech, rhetoric and text. Discourse is treated as a general system – a means of enabling language and rhetoric. Language, rhetoric is an element of discourse that initiates social practice (social action or actions that construct news). Social practice may be recognized from discursive

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practice, an intermediate level that gives shape to social action. Meanwhile, the form highlights the features of the text (Fairclough, 2003: 3–4). In further explaining the use of this discourse perspective, N. Fairclough uses the construction of social reality. According to the author, the media seeks to convey interpretations of social reality through news. Constructed news is placed in a form that presents different variations of interpretations of social reality – its interpretations, and interpretations become a description – text (Fairclough, 1989: 17–31; 2001; Janks, 1997/2006: 329–330).

These ideas are considered to be the basis for constructing the theoretical part of the dissertation and the approach to media narrative research approach. The dissertation analyzes how the construction of media news, together with the social construction of reality, shows the narrative.

Elements of media narrative research approach. Considering the structure of the theoretical part of the thesis, it is considered that the narrative consists of three elements – *characters, context and plot of the narrative*. These elements are inseparable from each other, and each of them still has specifics. Characters in the chain of subordination of narrative elements are recognized as important elements that give meaning to other elements of the narrative.

Characters – the media as an institutional character of characters in the narrative, on the one hand, explain the role of the media, on the other hand, in realizing it and therefore involved in the construction of the narrative, while highlighting the possible features and characteristics of the narrative as a systematic construct. According to the theoretical part of the thesis, it is stated that the involvement of media and narrative characters in the narrative is shown by the four main functions of media (facilitative, collaborative, monitorial and radical) (Christians et al., 2009; McQuail, 2010), their functional features and links to *the (internal) context of the narrative, the (internal) characters of the narrative and the nature of speech*, demonstrating the involvement of the media (in the broadest sense) in

the construction of the narrative, and at the same time highlighting the specific characteristics of the characters and their differences.

Due to its nature, *the context* is considered to be an integral, fragmentary element of the narrative, and its structural parts have different functional purposes. The internal context of the narrative is intended to identify and explain the place of the narrative, and the external context of the narrative is to disseminate the narrative in the media, i. e. in its news agenda. The internal context describes in detail the space of the narrative, the external context provides opportunities to objectively assess the importance of the presented topic. The context, as an element of the narrative, performs the ancillary functions of supplementing and detailing the narrative process and, unlike the characters, does not directly determine the constructions and deconstructions of the narrative.

The plot, from a functional point of view, is recognized as the most capacious element of the narrative. Due to the extremely wide coverage, the plot can be called the content that makes up the narrative. The plot is designed to show what elements define the narrative as a whole and how those elements are realized from the perspective of the construction of the narrative – its unique structure. All aspects used in the researcher's initiative for the analysis of the narrative are considered to be general elements of the plot. They help to show the development of the narrative and at the same time the theme. And the specific elements of the plot highlight the uniqueness of the narrative. These are the types of teaching of the topic, the coherence of the plot, the general composition of the plot, etc.

Although the narrative consists of three elements – characters, context and plot, the author of the dissertation adds another element to these elements – *a metaphorical narrative*. We could not apply the definition of a narrative element to a metaphorical narrative. Both the purpose and the structure of this narrative allow it to exist independently of other elements. However, the metaphorical narrative is of interest to researchers due to its unconventional compositional structure. In the metaphorical narrative one can see the

transformations of its elements – characters, context and plot. The metaphorical narrative, perceived by the audience through fairy tales, myths, legends, is conducive to constructing a stereotypical image of social reality in the media.

The analysis period and data selection principles chosen for the study of the application of media narrative research approach. The analysis of emigration as a social problem in the dissertation aims to identify the narrative and its elements. The narrative constructed in the way of storytelling reveals itself in media texts about emigration through three main elements – characters, context, plot, and an additional element – metaphorical narrative.

The purpose of the empirical research is to examine the perspective of applying the constructed narrative research approach through the analysis of the topic of emigration in 1991–2017. Given that it is examined how the approach to narrative research can be adapted, the research focuses not only on the representation of emigration as a social problem in the periodical, but also on the use of the narrative and its elements.

Research method: discourse analysis. Discourse research is characterized by a qualitative expression that is recognized as a key distinguishing feature of discourse research (Fairclough, 2013; Van Dijk, 2011). The approach to the narrative research used by the author of the dissertation, in contrast to the established traditions of discourse research, is characterized by numerical expression, therefore *the characteristics of quantitative data analysis are obtained*. It is argued that a smooth narrative process requires a long period of time to ensure a consistent chronological sequence and continuity of the events that make up the narrative. Thus, in order to comprehensively highlight the specifics of the elements that make up the narrative and the regularities characteristic of the narrative, it is necessary to have a rich and different array of narrative elements.

Research sample. Two periodicals, "Respublika" and "Lietuvos rytas", were selected for the research. After reading all the texts published in periodicals during the research period, the texts suitable for the research were selected according to the keywords – emigration, emigrants, departure. Total of publications of Lietuvos rytas – 936 and Respublika – 936 were analyzed.

A period of 26 years was chosen for the empirical study, representing different stages of the development of the Lithuanian state and emigration. Since the beginning of the restoration of independence, Lithuania has been characterized by various political, economic and social patterns of emigration. Therefore, long-term analysis allows to accurately determine the specifics of emigration in different emigration waves.

Three issues per month of the relevant periodical were selected for the research (starting from the first day of the first week of the first month, counted every six days). Applying the criterion selection, all the units of periodicals used for the analysis – textual and visual material – were selected manually. 5498 units of periodical texts were selected as meeting the established criteria, highlighting the topic of emigration.

Use of media narrative research approach to analize the narrative of emigration. The empirical research is based on the structure applied in the theoretical part of the dissertation and the logic of the presentation of the theoretical principles highlighted in it. The analysis of the narrative of emigration *begins* with the analysis of the narrative plot. *In the second stage*, the characters in the story of emigration are introduced. *The third stage* analyzes the presentation and change of the topic of emigration. Once the trends in emigration have been identified, the general account of emigration is *finally* analyzed. The consistency of the story about emigration, the compositional structure it forms, etc. are assessed.

The analysis of the narrative on the topic of emigration concludes with an analysis of a metaphorical narrative. The metaphorical

narrative is used to analyze the hyperbolization of emigration. *The metaphorical narrative aims to determine whether the narration of emigration in periodicals constructs the illusion of a destination country – a better, more attractive, superior place of residence – paradise.* An interpretive scheme of metaphorical narrative analysis is constructed to analyze a metaphorical narrative. Using the construction of a magical tale, it is constructed from the regularities of emigration – the causes of emigration and the impact of emigration – and the rhetoric of the components of the metaphorical narrative discussed in the theoretical part of the thesis. The analysis of the metaphorical narative involves the stories of people's personal lives created through outlines.

Key results and conclusions. The dissertation aims at revealing the construction of narrative as a holistic narrative, uniting different genres of journalistic texts in the media. Using the elements of the narrative – characters, context, plot – a new research tool was constructed, which allows to create a common narrative in the media from stories – different thematic journalistic texts. By highlighting the construction of narrative in the process of compiling news and constructing social reality, different journalistic texts are obtained. The overall narrative, made up of news and other texts, is formed in the media over time by the repetition of stories thematically. Linking news and other texts allows you to see a holistic presentation of the topic under analysis in the media. To test the application of narrative research approach, the topic of emigration was analyzed. As the topic of emigration has not been researched in the media, the examination of emigration together fills the gaps in its media coverage as well.

The narrative, composed of different thematic stories, is constructed by the characters – the media as institutional, i. e. the main character and the internal characters in the narrative. The construction of the narrative and the characteristics of the characters are shown by the attitude of the media. The media as an institutional character is revealed by the active attitude of the media, and the internal characters

in the narrative are identified from the passive attitude of the media. Empirical research shows that the mention of characters in the texts varies. The media as institutional characters are characterized by characters in the political context, and the internal characters in the narrative are identified by quoting characters mixed in their composition. The composition of the characteristics of the characters in the theme of emigration is highlighted by emigrants as characters.

The presentation of the story in the media is shown in the plot. It is considered to be the most capacious element of the narrative. The plot is formed from the change in the flow of information on the topic of emigration, the publication of content in the headings, the spectrum of emigration characters, the layout of the topic of emigration, the features of emigration framing, the reasons for emigration and impact factors. The plot, which integrates different elements of the narrative and aspects of the emigration theme, forms the compositional structure of the narrative, which is presented as a general narrative about emigration, showing narrative integrity, synchronicity, changes in emigration causes and influences.

Context is an additional element of the narrative. The use of an internal context in the tool has been revealed in defining the role of the media in explaining how narrative constructors appear in media texts. The internal context showed the concentration of the topic of emigration, helped to determine the specifics of the characters constructing the narrative. The significance of the external context is small. The external context in the topic of emigration is used to a limited extent, showing the limits of the spread of the topic – at the local, international, personal level. This suggests that the external context can be eliminated from the context component.

Analyzing the regularities of emigration in different waves of emigration, it can be seen that the narrative constructed by the media, which consists of different thematic stories, covers a wide range of emigration issues. The narrative shows different characters in the political, economic and social fields, their actions and participation in contexts form a mixed thematic narrative. On the other hand, the

narrative of the scientific regularities of Lithuanian emigration, which substantiates the political, economic and social nature of emigration and explains the phenomenon of emigration, does not correspond. The uniqueness of the beginning of the first wave of emigration was shaped by political reasons. *In the first wave* of emigration, the periodicals "Respublika" and "Lietuvos Rytas" demonstrated little emphasis on the political motives for emigration. Although deportations were among the predominant causes of emigration, other important reasons for political emigration – the threat of war, the return of Russian citizens to their homeland, political persecution, work in anti-government organizations, etc. – were less prominently published in periodicals, with career and work becoming the main motives for emigration. The exception is *the second* wave of emigration, which reveals the exact coincidence of the sociological patterns of emigration and the narrative of emigration constructed by the media. The reasons for emigration, which characterized the second wave of emigration – crime and disasters, careers and work – were seen as an accurate reflection of the complex political, economic situation and the worsening social problems – the polarization of society. *The third* wave of emigration, the double periodization, in the media repeats the regularities of the previous wave of emigration. The period of integration into the European Union, which covered 2004–2008, was not disclosed in periodicals. The periodicals "Respublika" and "Lietuvos Rytas" present the same reasons for emigration – crimes and disasters, careers and work, although during the period of integration into the Community the motives for emigration were mostly shaped by opportunities for emigration due to the legalization of migration – legal living and working abroad, studies abroad etc. The links between the economic financial crisis and emigration are also insignificant in the texts of periodicals. The economic downturn, which highlighted the political, economic and social instability of the country in 2009–2013, is not reflected in the media content. Reasons for emigration such as poverty, unemployment, low wages, the need to earn money, frustration with the government, and so on in periodicals accounted

for only a small fraction of all emigration topics. Similar trends can be seen in *the fourth* wave of emigration. The spectrum of the most significant emigration motives in periodicals is again supported by careers and work, crime and disasters, although the sociological patterns of emigration link the nature of the fourth wave of emigration to the effects of the economic and financial crisis. On the other hand, new causes of emigration appear in the media content – poverty, dissatisfaction with life, the need to earn money, etc. – emigration has become more concentrated and has acquired the characteristics of economic emigration. It should also be noted that the motives for emigration are the most significant regularities presenting the story of emigration in the media. The impact of emigration is discussed in a very fragmentary way in the periodicals "Respublika" and "Lietuvos rytas", thus it does not form coherent narrative constructions. The fragmentary construction of the narrative of the factors influencing emigration means that the narrative presenting the consequences of emigration does not form a coherent sequence of stories, therefore the narrative is not integral. Consistent development of narrative stories is ensured in the narrative presenting the motives of emigration, forming the order of the most constant stories from the dominant causes of emigration – crime and disasters, career and work, studies, deportations, diplomatic service. The arrangement of narrative stories in the waves of emigration also forms a stable structure of the narrative about emigration. The analysis of the composition of the narrative, which reveals the reasons for the narrative about emigration, demonstrates that the *beginning, middle and end* of the narrative are made up of the same, periodically recurring emigration motives – career and work, crime and misfortune. The reasons for this emigration take root in the dominant plot of the story of emigration and do not change at all over time. The side plot of the narrative is more diverse in the composition of the stories revealing the cause of the narrative, however, due to the smaller percentage of stories it cannot overshadow the image of emigration constructed by the dominant story, so it performs the function of supplementing the

narrative of emigration. Although the narrative structure of the impact of emigration is structurally uncertain, the dispersed tendencies in the narrative plot forming the effects of emigration can be seen: the repetition of emigration stories in the dominant and auxiliary plots is insignificant. The analysis of the types of emigrants showed that the periodicals selected the exact types of emigrants that corresponded to the emigration narrative. The predominance of career emigrants in the plot of the narrative suggests that the portrait of emigrants coincides with the static narrative of the reasons for emigration. When forming the general narrative of emigration as a holistic conclusion summarizing the narrative composed of different thematic stories, it should be noted that the narrative constructed by the media does not reveal the specifics of the emigration waves. When reporting on emigration, the media highlights a uniform spectrum of causes of emigration that does not change over time and does not coincide with the sociological trends in emigration. Although the narrative revealing the effects of emigration is more dynamic in terms of plot construction, the consequences of emigration due to the lack of continuity of stories in periodicals have not been sufficiently revealed and cannot be objectively assessed without further empirical research.

The quantitative nature of the narrative research approach revealed the characteristics of the overall narrative constructed by the media, consisting of different thematic stories. Quantitative analysis allows to group the topics and elements used in the research of the narrative into categories. The analyzed texts acquire a clear structure, and the grouping of topics and elements determines that the specifics of the narrative, the compositional structure, are precisely determined. This ensures the consistency and reliability of the empirical study. The main disadvantage of the tool is that when analyzing the narrative according to a strict structure, the researcher's interpretations are limited. In order to provide flexibility in approach to narrative research, elements of qualitative research can be added to the analysis. For example, using the sciences of linguistics, to analyze the peculiarities of the language of the narrative constructed by the media.

The approach of narrative research constructed in the dissertation, which allows to analyze texts regardless of their genre features, is applied not only to media publications, but also to various collections of texts on a certain topic. However, the concept of a holistic narrative made up of different thematic stories must satisfy the relevant conditions. Identifying a narrative in various sets of texts requires a long chronological period and elements of the narrative – characters, context, plot.

The problem of emigration is wide – emigration includes political, economic, social topics, their characters, contexts. The complexity of the topic of emigration is conducive to showing the specific features of the narrative. On the topic of emigration, the changing characteristics of emigrants, linear and plot presentation of the narrative, thematic and episodic presentation of the narrative in the media were highlighted. This allows to state that if the narrative analysis chooses another broad problem, the narrative would show a different use, structure and composition of the elements. Consequently, the approach of narrative research is adapted to research other social problems and topics.

The compositional structure of a narrative composed of different thematic stories – integrity, plot construction – is determined by the chronological arrangement of texts (stories) in the perspective of time. The analysis of the topic of emigration showed that the coherence of the narrative and the structure of the plot, which is presented in the dissertation as a general story about emigration, was revealed by the frequency of the causes and effects of emigration (over time). Thus, if the researcher is only interested in the analysis of the plot of the narrative and its features – the development of the narrative, the other two elements of the narrative – the characters and the context – may not be examined.

The narrative, made up of different thematic stories, is cyclical. The partial repetition of the themes that make up the narrative shows that the narrative repeats itself over time. A topic qualifies for recurrence if it is formed by at least two related events. An

examination of emigration has revealed that the stories that make up the narrative are synchronous in all waves of emigration in presenting the causes of emigration, and asynchronous – recurring in less than half in waves of emigration, therefore, do not form a coherent narrative – in presenting the impact of emigration. This suggests that although the synchronicity of narrative stories presupposes the analysis of the narrative in a finite chronological period, the trends revealed need to be examined further.

An unconventional – metaphorical, allegorical – narrative can be used to highlight stereotypes in media texts. Since the construction of the paradise metaphor in the periodical has been analyzed in the texts of the artistic-publicist genre, it is expedient to apply the metaphorical narrative to the analysis of specific news sections of lifestyle, art, culture, sports etc.

Although the role of the media has not been further explored in the dissertation, the approach of narrative research can be used to analyze the role of the media. It is believed that the role of the media would reveal in detail the elements of the narrative by differentiating, for example, by prioritizing the characters in the narrative, i. e. by exploring the topic in the context of social policy. The analysis of the topic of emigration found that institutional characters (government and its institutions; Lithuanian law enforcement institutions; Lithuanian government, politicians) are mentioned the most in the media, therefore, putting the characters forward would allow to find regularities between a position (role) supported by the media and the emphasis on emigration (causes and influences).

The narrative research approach constructed in the dissertation enriches the field of media discourse research with new methods. Although the research of narrative in the media is usually of a qualitative nature, the tool constructed by the author of the dissertation reveals that without deviating from the narrative as a narrative definition and structure, the narrative can be analyzed quantitatively. Thus, the study of narrative as a holistic narrative composed of different thematic stories offers a different approach to journalistic

texts *per se* and allows to analyze the narrative constructed in different ways – to delve into the specifics of narrative elements and their use to highlight the compositional structure of the narrative in the media or to analyze the role of the media in the narrative as an active participant – the narrator constructor, i. e. to analyze the ideological presentation of texts (stories) constructed by the media in the media system.

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National

- *Framing emigration in Lithuanian online daily newspapers*. 3rd National Conference of Young Sociologists and Anthropologists "Current Research in Sociology and Anthropology: Problems and Contexts", 21 April 2017, Kaunas.
- *Shift in interactions between media and public policy participants in the construction of emigration as a problem in discourse*. 8th National Conference of Sociologists "Differences and Connections at the Crossroads of Locality and Globality", 18 November 2016, Vilnius.

International

- *Construction of refugee narrative in Lithuanian internet dailies from the international relations point of view*. ECREA Diaspora, Migration and Media conference "Migration and communication flows: rethinking borders, conflict and identity through the digital", 2-3 November 2017, University of Bilbao, Spain.

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