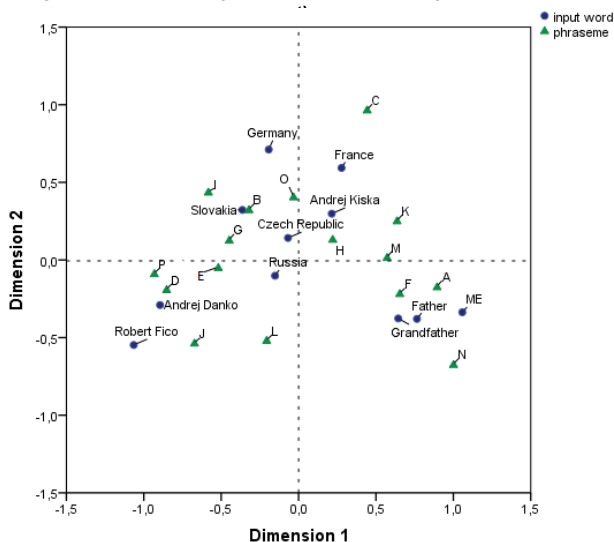


POLITICAL CARICATURES AND MIGRATION IN V4

Morozov argues that the discourse about social media potentials in the case of activism is between two poles. On the one hand social media as a useful tool with the potential to achieve significant social change, on the other hand the social media represent *slacktivism*. Nevertheless, both cases are connected with the enlarging accessibility of social media supporting political activism and engagement of the population. This is issue which has to be perceived and analysed really deeply a carefully. The Internet and social media represents the background for the voice of an alternative perspectives, feeling and opinions. Undoubtedly, social media offer space for the presentation of noble and magnanimous ideas, but it is questionable to what extent and in what way this potential will be utilized. These issues are addressed particular in the issue of online discussion about migrants through social networks. Content recipients should be able to think critically while evaluating the information offered in this online media space to avoid potential threats of fake-news or manipulative messages. In order to identify and clarify the presence of manipulative techniques in the communication of political and social groups to the attitudes of Generation Y in the sphere of migrant tolerance were presented some introductory findings under the scope of project VEGA 1/0192/18.

Figure 1 Perception of the Slovak political leaders/elites to migration evaluated by correspondence analysis (complete)



The message in the media discourse on migration in the caricatures by the V4 authors were compared to the identified

dominant discourses of the political elites in digital media and the results of a modified semantic selection test.

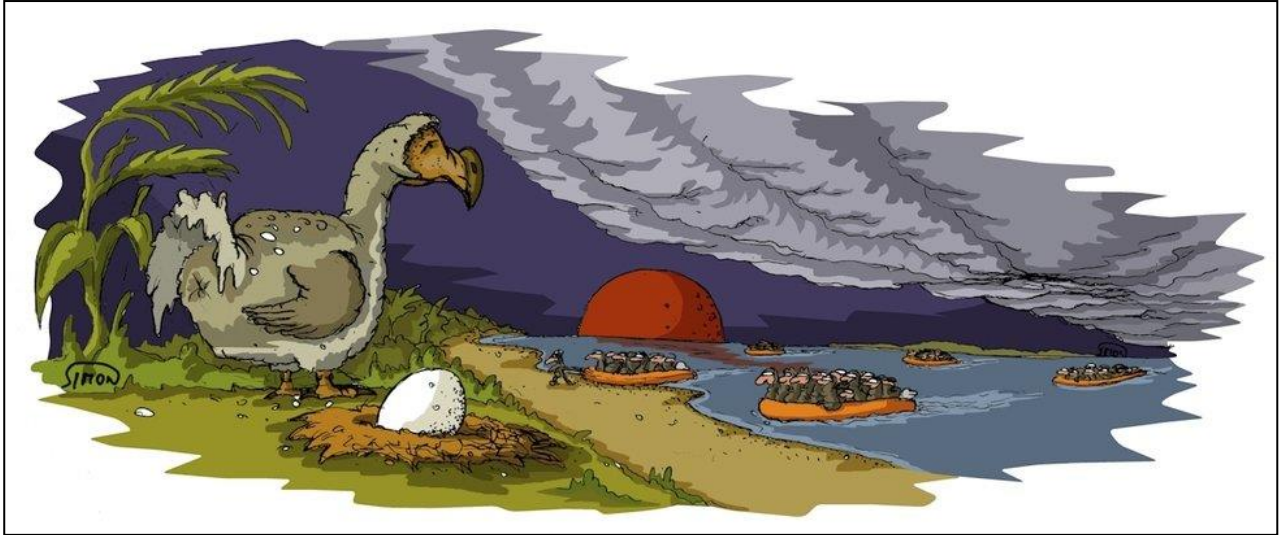
Correspondent analysis has clearly identified the current perception of significant Slovak political elites by "Generation Z" (to comparison there were also analysed terms Me, Father, Grandfather and countries France, Germany, Slovakia, Czech Republic). **Andrej Kiska** and term France activated **positive anchoring, whereas were associated with following phrasemes He keeps his fingers on the pulse, He is a person of good repute, He speaks words of wisdom, He can put two and two together**. Political elites **Robert Fico** and **Andrej Danko** reflected **negative perception**. This quadrant included the explicitly **negative phrasemes: He preaches water, but drinks wine. He does not have a clue. He has bats in the belfry. A leopard cannot change its spots. He is a yapper.**

Figure 2 Caricature of Róbert Fico from June 2015



The analyses of media discourse on the background of political caricatures identified significant areas of perception of perception of the positions held by the V4 political leaders by the authors of political caricature, and critically reflected the negative attitudes of the V4 political elites. It is important to note, that there have been identified also some differences in the depiction of migration in the Slovak, Czech, Hungarian and Polish context: in the **Slovak context, the then Prime Minister Robert Fico and his statements were the primary source of political caricatures (figure 2), the Czech caricature (figure 3) was more symbolic and artistic and depicted the topic more generally, and we noted a weak representation of authorial creations and media censorship in the Hungarian (figure 4)**

Figure 3 Winning caricature Uprchľáci a Evropané jako „Blbouni nejapní“ by Marek Simon



and Polish context. The elimination of political humor and satire in Hungarian and Polish context draws our attention to the lack of participation in public life and political apathy.

Figure 4 Caricature of the dispute between Viktor Orbán and Angela Merkel



The results confirmed a dominant negative discourse during the period, the so-called **cultural threat strategy**, and **security risks** in the political communication in the V4 countries.

Figure 5 Caricature exceeding into the Polish context



Compiled by SCM (2019) from doc. Lucia Spálová, PhD., doc. Peter Mikuláš, PhD., Mgr. Oľga Púchovská, PhD.: Political Engagement of Generation Y - Analysis of the state and possibilities of self-regulation of social networks