CONTENTS

Chapter 1. Introduction	7
1.1 Introducing the subject matter. Rationale and methods employed 1.2 Overview of chapters	7 17
Part I	
Chapter 2. Introducing the European Union. Towards a European Identity?	22
2.1 The origins of the European Union and its history: Key facts and dates	22
2.2 Europeanization and globalization	26
2.3 The EU: pros and cons	30
2.4 Towards a European identity?	35
Chapter 3. 'Otherness', the European Union and the Media	47
3.1 Defining 'othering' and 'otherness'	47
3.2 'Otherness', 'othering' and their forms. The immigrant as 'other'3.3 'Othering' and the British media:	53
the representation of contested identities	59
Part II	
Chapter 4. The Conceptual Metaphors of the European Press Discourse	62
4.1 Approaches to metaphor: a theoretical framework	63
4.2 Conceptual representations of the EU in the European press	67
4.3 Brexit?	77
4.4 Conceptual representations of the economic crisis	
in Greece (2012-2013)	84
4.5 Source domain conceptualizations for Romanian immigration	
in the British press in 2013	92



Chapter 5. Stereotypical Representations in the European Media	110
5.1 Defining stereotype, prejudice and discrimination	110
5.2 Stereotypes and national character	120
5.3 The cartographical representation of European stereotypes	124
5.4 The journalistic dialogue of European stereotypes: The Europa pro	oject 133
5.5 The denigration vs. the promotion of national identity: British vs.	-
Romanian media campaigns	136
5.6 Stereotypes of Romanianness in the British press	142
5.7 Greece, the "bad boy" of Europe	158
Chapter 6. Migration, Centre vs. Margin and the British Press Disc	ourse.
Reporting and Subjectivity	164
6.1 Conceptualizing centre and margin	164
6.2 Crossing borders and European migration	166
6.3 The 'other' as a threat: immigration and marginalization	175
6.4 Contemporary European migration: key concerns	182
6.4.1 Introduction. European migration and its characteristics	182
6.4.2 Eastern European migration and political debates in Britain	191
6.4.3 Moral panic in the British press	
and the threat of eastern European invasion	198
6.4.4 People's voice	215
Annex	220
Bibliography and further reading	222