

UNEQUAL NAMING: THE GULF WAR 1991

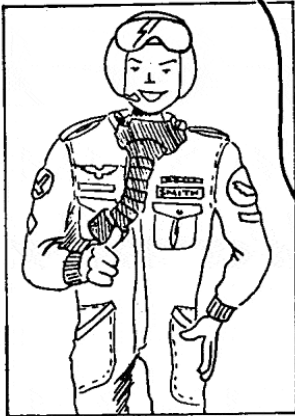
Find out what you can about the Gulf War. Who was fighting whom? Why? Who were their allies?

2. what effect does the word we have on the newspapers' readers?

1. Think of all the purposes of creating double standards for us and them.

3. what effect does the word they have on the newspapers' readers?

4. What do these words mean?



THE ENGLISH

(Read across from left to

We have

Army, Navy and Airforce

Reporting guidelines

Press briefings

We

Take out

Suppress

Eliminate

Our men are

Boys

Lads

Our boys are

Cautious

Confident

THE IRAQIS

(right)

They have

A war machine

Censorship

Propaganda

They

Kill

Destroy

Kill

Their men are

Troops

Hordes

Theirs are

Cowardly

Desperate



5. Compare these

Knights of the skies

Bastards of Baghdad

two metaphors

Loyal

Brave

We

Precision bomb

George Bush is ...

At peace with himself

Resolute

Statesmanlike

Assured

Our planes

Fail to return from

missions

Blindly obedient

Fanatical

They

Fire wildly at anything

Saddam Hussein is ...

Demented

Defiant

An evil tyrant

A crackpot monster

Their planes

Are shot out of the

sky

8. what is a fanatic?

6. what does resolute mean?

7. Show that this is a euphemism and find another euphemism.

9. Throughout the Gulf War the West portrayed Hussein as evil and mad. Why?

All the expressions above have been used by the British Press in covering the war so far.

Guardian Weekly, 3 February 1991.

10. what effects does The Guardian achieve by collecting and presenting this language to its readers?