

# INTERCULTURAL DISCOURSE IN MASS MEDIA OF NORWAY

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The globalization processes of the modern world lead to the expansion of cultural contacts at different levels. New problems of intercultural interaction, acquaintance and assimilation of other cultures and traditions – all of this require close attention to studying and finding ways for effective communication, where the main mediators are the media. This is especially true for multicultural countries such as Norway. The subject of intercultural communication in the Norwegian media remains quite poorly understood. An analysis of the scientific literature devoted to this problem revealed the fact that there is not enough works for many aspects of the topic. First of all, there is a lack of researches on the study of new empirical material of the practice of the Norwegian media on intercultural communication in conditions of the modern migration crisis.

**Key words:** intercultural communication; Norwegian mass media; multiculturalism; tolerance; journalism.

In today's world community, issues of intercultural communication are becoming particularly relevant. Considering the current trends in the development of world civilization, namely the processes of globalization and integration of historically unusual cultures for some countries, we understand the need and importance of a scientifically verified approach to covering intercultural interactions in the media.

Modern Norwegian society is a multicultural society. Today Norway is staying one of the biggest countries-recipients of immigrants. It can be said that the uttermost factor, which influenced mass immigration to Norway, was the expansion of the European Union in 2004 and 2008. It brought new flows of migrants from the countries of the former East European bloc to the European labor market. Although Norway is not a member of the EU, it is a member of the European Economic Area and, within the framework of this organization, takes part in the all-European labor market.

From the statistics from January 1, 2019, immigrants make up 14.4 % of the total population of Norway, while the Norwegians born from immigrant parents make up 3.4 %, according to new data from immigrants and the Norwegians born from immigrant parents.

In this regard, Norwegian journalists get new tasks aimed at uniting the people, eliminating stereotypes and «labels» and acquainting the population with traditions and mentality of other ethnic groups – what journalists are actively working on today. For example, the NRK (Norsk Rikskringkasting, Norwegian Broadcasting Corporation) develops its own multicultural pro-

gram, which has the following rule: «National programs of NRK (both radio and TV) should include programs for national and linguistic minorities». Moreover, the Charter of the corporation says that it (the corporation) should «offer content which appeals to the general public and protects the interests of minorities and special groups».

The author of the article made the content analysis of the Norwegian media in period from January to June-2019. This analysis includes four popular TV-programs – Dagsrevyen, NRK News, Urix, Daily news eighteen-TV – and one national newspaper – Aftenposten. This work aims to look through the discourse in the main Norwegian media on the theme of multicultural communication and to research its` role, pitch and aspects.

The author discovered that the intercultural issues don`t take leading positions but some of its aspects are covered in mentioned media. As a rule, these aspects relate to any conflict situations in a multicultural society, the search for their solutions, employment and education of immigrants, their integration into Norwegian society, and the holding of holidays and events organized by ethnic minorities. However, it is worth to notice that Norway is a member of The Framework Convention for the Protection of National Minorities. It means that Norwegian government must «respect the rights of national minorities, combat discrimination, promote equality, preserve and develop the culture and identity of national minorities, guarantee certain freedoms in relation to access to the media, minority languages and education, and encourage the participation of national minorities in public life».

For example, in the Dagsrevyen there are some editions connected with life of immigrants. The first one is from 12.01.2019 – here is a TV-story with statistics about refugees in Norway who are busy on work or learning Norwegian. The second one is from 31.03.2019 – it tells us a story about taking medical care in hospitals being a Norwegian or an immigrant in Norway.

Moreover, the most frequent publications of multicultural issues were publications in the genre of storytelling, which show heroes of journalistic materials (refugees, people of different cultures) in other side to the reader/viewer/listener – not as stranger, but as native. Such publications help the Norwegians to relate themselves to these people and understand them better.

For instance, in the Daily News 18-TV`s edition from 15.05.2019 journalists and invited guests discussed the role of immigrants and their lifestyle in Norway. They talked with each other without any aggression and criticism. It was seen how they are curious about life of immigrants in Norway and how strongly they want to understand them.

The dialogue in the Norwegian publications is conducted in neutral language. If we look through verbal and para-verbal signals, we will realize that Norwegian TV-presenters and journalists are objective in the presentation of

their materials. They use neutral words and sentences constructions, the level of speech is on the middle and the speed of speech is not fast. There is no demonstration of xenophobia and hostility and using of hate speech at all.

So, this can be explained with not only Norwegian mentality (non-conflict and ability to get along with other nations – after long dependence on Denmark) and traditions of these media (it is known that Aftenposten is one of the oldest newspapers in Norway. It appeared in 1860), but also with unique cultural features (femininity as cooperation and caring for others).

However, some Norwegian media ignore such important topics as traditions of certain ethnic groups, mentality of some nations, answers to the immigrants` and refugees` questions on different problems. But it is worth to notice that this is one of the important component in understanding each other and building effective communication between people of different ethnic groups, especially in the context of difficult modern ethno-political situation related to the migration crisis. That`s why media of Norway should aim to integration of the Norwegian society – to make every member of this society feel himself the Norwegian – regardless of skin color, religion or place of birth.

Intercultural discourse is a variable, agile process and will be largely determined by the development of the ethno-political situation in the modern world. Therefore, further observation of it both in Norway and in other European countries will present great interest for journalistic science.

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