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Л. Ф. Исхакова

ИЗУЧЕНИЕ ЯЗЫКА КАК ИСТОЧНИК МЯГКОЙ СИЛЫ: РЕЗУЛЬТАТЫ ОПРОСА

Аннотация

В современном мире страны часто конкурируют за рабочую силу, инвестиции и т. д., поэтому для них очень важно создавать и поддерживать свой положительный имидж.

В этом контексте мягкая сила – способность достигать целей путем привлечения и убеждения – имеет решающее значение для эффективного проведения внешней политики. Язык традиционно является значительным источником интереса к стране, мягкого влияния на международную аудиторию. Поэтому процесс обучения иностранному языку может намеренно или непреднамеренно быть источником мягкой силы конкретного государства или культуры. Более того, если такие мероприятия проводятся онлайн, то они характеризуются высокой скоростью связи и низкой стоимостью. В этом контексте (мягкая сила) деятельность международных лингвистических проектов ранее не анализировалась, особенно через призму коммуникаций, что делает исследование особенно актуальным. Современные исследователи и авторы рейтингов мягкой силы государств выделяют такие элементы мягкой силы, как политическая система, правительство, бизнес, образование, культура, язык, цифровизация и др. Через различные аспекты языка может проявляться привлекательность страны. Автор провел исследование на платформе онлайн-опроса, чтобы отследить, какой формат обучения иностранному языку оказывает большое влияние на формирование имиджа страны. Обсуждались такие вопросы, как наличие элементов мягкой силы в процессе изучения языка, и если да, то какие из них оказывают наибольшее влияние. Как мы видим, школы находятся на стыке нескольких элементов мягкой силы (образование, язык, цифровизация, культура). Поэтому интересно посмотреть, в какой степени мягкое влияние этих сфер распространяется через такие проекты, формируя привлекательность того или иного государства для различных целевых групп, а также с помощью каких технологий и инструментов оно реализуется. В результате нашего исследования нам удалось выяснить, какие элементы мягкой силы более ярко выражены в процессе изучения иностранного языка, а также понять, в каких форматах обучения эти элементы проявляются.

Ключевые слова: мягкая сила, процесс обучения иностранному языку, коммуникационные технологии, образование, цифровые коммуникации.

S. Mafos

THE IMAGE OF NIGERIA IN THE MEDIA DISCOURSE OF GREAT BRITAIN IN THE CONTEXT OF INTERNATIONAL MIGRATION

Abstract

Nigeria had been an agri-based economy before the discovery of oil. The discovery and exploration of oil made Nigeria a center of attraction for international investors. Unfortunately, in 1980s, there was a decrease in oil revenue of Nigeria as a result of low demand which was caused by surplus production of oil at the global level. As a consequence, the nation's global influence also began to diminish. The result of this was a change in demography as more people began to immigrate. The article through the Push-Pull theory reveals that these are the driving forces for Nigerians to immigrate to Europe. It explains the image of Nigeria in the media discourse of Great Britain as an economy characterized by corruption, insecurity, unemployment, underemployment, socio-economic and political instabilities, food security, inflation, etc. The article claims that the political and socio-economic instabilities of Nigeria are the main reasons or driving forces why most Nigerians migrate to Europe. As a conclusion several recommendations are proposed on how to manage the high rate of immigration and restore the global reputation of Nigeria.

Keywords: media discourse, image of the country, Nigeria, international migration.

Introduction

Nigeria was an agri-based economy before the discovery of oil. The discovery and exploration of oil in commercial quantity by Shell BP in 1956, at Oloibiri, Bayelsa State, made Nigeria to shift from an agri-based economy to petrol-based economy. A great number of international companies like Mobil, Gulf (Chevron), Agip, Safrap (later Elf), Tenneco (later Texaco), Philips Great Basins Texaco Overseas and Union, joined Shell in prospecting for oil Nigeria [2].

Nigeria was a center of attraction for international investors. It became a destination for foreigners, especially expatriates who came into the country for business or professional engagements. This however increased and improved positively the image of the country, its reputation and prestige at the Global level. Nigeria became the biggest producer of crude oil in West Africa and the sixth-largest supplier of oil in the world. Oil revenue became significant to Nigeria's emergence as a global player in world politics [1]. It is important to note that Nigeria is a mono-economy.

Unfortunately, in 1980s, there was a decrease in oil revenue of Nigeria as a result of low demand which was caused by surplus production of oil at the global level. However, the effect of diminishing oil revenue became more pronounced for Nigeria. As a consequence, the nation's global influence also began to diminish. The result of this was a change in demography as more people began to immigrate.

The Structural Adjustment Program (SAP) introduced in 1986 was meant to revive the economy. The economic crises led to increase debts, unimaginable hardship, accompanied with unemployment, poverty, corruption, etc. At this point Nigeria has lost its glory and most investors have left the country. The SAP policies led the government to downsize the economy and withdrawn the social services. This made the citizens to be depressed, and the rate of insecurity in the country increased, as some took to crime why others sort for a way to migrate out of the country by any means.

The article through the Push-Pull theory reveals that these are the driving forces for Nigerians to immigrate to Europe. It explains the image of Nigeria in the media discourse of Great Britain as an economy characterized by corruption, insecurity, unemployment, underemployment, socio-economic and political instabilities, food security, inflation, etc.

Thus, our statement is: the political and socio-economic instabilities of Nigeria are the main reasons or driving forces why most Nigerians migrate to Europe.

Theoretical framework: Push-Pull theory by G. Ravenstein

The Push-Pull Theory was first coined in the 19th century by Georg Ravenstein, a German-English geographer and cartographer. Ravenstein attributed some factors as the forces behind voluntary and forced migration. These factors are what he categorized as *push and pull factors*. According to him people migrate because of factors that push them out of their existing nation and factors that pull (attract) them into another. Pull factors attract people to migrate from their place of abode to a new area. A saturated labour market, demographic shifts, unemployment, poverty, extractive political and economic institutions and political crises are identified push factors [1]. The pull factors include better job opportunities, good climate and weather, freedom (of speech, religion and political views), access to social amenities, etc.

The nature of Nigerian economy as an agri-based and petrol-based economy

A study through Push-Pull theory reveals that Nigeria as an agri-based economy has strong economy during the colonial period and up to the discovering and exploration of oil in commercial quantity by Shell BP in 1956, at Oloibiri, Bayelsa State, Nigeria. As the biggest producer of crude oil in West Africa and the sixth-largest supplier of oil in the world, Nigeria became a center of attraction for international investors and home for foreigners. Oil revenue became significant to Nigeria's emergence as a global player in world politics [1]. During this period there was relative peace, more job opportunity, political and economic stability, etc. The level of immigration was very low. In the media discourse of Great Britain, Nigeria was a country with a good governance, strong economy and politically stable for living. This only lasted till 1980s when things started turning around.

The collapse of the economy

In the 1980s, there was surplus of crude oil at the international market; this consequently affected the price of oil as it dropped drastically. As a mono-economy and as one whose economy is

based on oil, the oil revenue of Nigeria diminished. Because of this, Nigeria lost its global reputation. Foreign investors started leaving the country which created economic crises in it. The rate of unemployment increased as most people lost their jobs. Poverty and hardship characterized the economy. The result of this was a change in demography as more people began to immigrate.

Structural adjustment program (SAP)

Economies believe that; structurally, a nation's economy cut-across diverse sectors such as industrial, financial, trade, transport, manufacturing, education, agriculture, etc. Adjustment is the process of altering or change of a process or system through the introduction of new set of conditions in order to make such a system work better. Adjustment is a small change made to something in order to correct or improve. Programme in this context mean reforms, laws, etc. [3]. Structural Adjustment Programme is an economic policy of a government (mono-economy) faced with economic issues undertakes to diversify to other sectors of the economy owing to the decline in revenue of its mono-economy.

Structural Adjustment Programmes (SAPs) are economic policies for developing countries that have been promoted by the World Bank and International Monetary Fund (IMF) since the early 1980s by the provision of loans conditional on the adoption of such policies. Structural adjustment loans are loans made by the World Bank. They are designed to encourage the structural adjustment of an economy by, for example, removing "excess" government controls and promoting market competition as part of the neo-liberal agenda followed by the Bank. The Enhanced Structural Adjustment Facility is an IMF financing mechanism to support of macroeconomic policies and SAPs in low-income countries through loans or low interest subsidies. Structural Adjustment Programme (SAP) was introduced in July 1986 by Gen Ibrahim Babangida Rtr, who was the Military Head of Government of Nigeria then.

The objectives of SAP to include the following [3]:

1. To restructure and diversify the productive base of the economy by curtailing Nigeria's over-reliance or dependence on the oil sector. Through this means, SAP was expected to stimulate the development of non-oil sectors such as agriculture, mining, manufacturing.
2. To promote export of non-oil commodities and boost foreign exchange earnings.
3. Curtail inflationary growth in the economy by removing all barriers to effective and efficient trade.
4. Attract foreign direct investment to Nigeria through the adoption and implementation of deregulation and privatization policies.
5. Create employment opportunities for Nigeria.
6. Reduce public expenditure and entrench fiscal prudence in management of the economy.
7. Some of the strategies for the implementation of SAP include:
 - a. rule of the market,
 - b. cutting public expenditure for social services,
 - c. deregulation, commercialization/privatization,
 - d. elimination of public goods/community goods,
 - e. removal of subsidies and abolition of agricultural marketing boards,
 - f. devaluation of currency (Naira),
 - g. staff rationalization in government ministries, parastatals and agencies.

Thus, the Nigerian Government in order to save the economy introduced Structural Adjustment Program (SAP). SAP was an economic program introduced in 1986, to solve the economic crises in the state. The economic crises led to increase debts, unimaginable hardship, accompanied with unemployment, poverty, corruption, etc. The SAP policies led the government to downsize the economy and withdrawn the social services. Unfortunately, an economic program which was meant to revive the economy ended up complicating it. The people became more depressed, the rate of insecurity increased as some took to crime why others sort for a way to migrate out the country by any means. This has been the nature of the economy till date.

Conclusions

A study through Push-Pull reveals that the number of Nigeria migrants increased and keep increasing on daily basis. The Push factors are unimaginable hardship, the rate of unemployment and underemployment, poverty, corruption, etc. The Pull factors include the following: better job opportunities in Europe, favorable and conducive environments, etc.

According to this approach, the image of Nigeria in the media discourse of Great Britain in the context of international immigration is defined as an economy characterized with corruption, insecurity, unemployment, underemployment, socio-economic and political instabilities, food security, inflation, etc.

In the course of this article we found out that the political and socio-economic instabilities of Nigeria are the main reasons or driving forces why most Nigerians migrate to Europe.

Haven carefully studied the nature of Nigerian politics and economy, and in order to solve the issue of economic crises, the high rate of migration, and restore the global reputation, the Nigerian government needs: - tackle the issue of corruption in the country; - implement good economic policies; - build more industries to create job opportunities and help reduce the rate of unemployment; - control the issue of underemployment; - provision of social amenities; - tackle the issue of insecurity in the state, to attract foreign investors; - ensure political and economic stability in the state; give zero interest loans to SMEs.

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С. Мафос

ОБРАЗ НИГЕРИИ В МЕДИАДИСКУРСЕ ВЕЛИКОБРИТАНИИ В КОНТЕКСТЕ МЕЖДУНАРОДНОЙ МИГРАЦИИ

Аннотация

До открытия нефтяных месторождений Нигерия была аграрной страной. Открытие и разведка нефти сделали ее центром притяжения международных инвестиций. Однако в 1980-х годах, в результате падения спроса на нефть, вызванного ее избыточным производством на мировом уровне, произошло падение нефтяных доходов Нигерии. Это запустило масштабные демографические изменения в стране, поскольку все больше людей начали из нее иммигрировать. В оптике теории толчка-притяжения мы пытаемся показать движущие силы иммиграционного потока нигерийцев в Европу. В этом контексте характеристики образа Нигерии в медийном дискурсе Великобритании объясняют выталкивающие ее граждан факторы: коррумпированная экономика, отсутствие безопасности, безработица, неполная занятость, социально-экономическая и политическая нестабильность, отсутствие продовольственной безопасности, инфляция и т. д. В статье утверждается, что политическая и социально-экономическая нестабильность Нигерии оказываются основными причинами, по которым большинство нигерийцев мигрируют в Европу. В заключении предлагается несколько рекомендаций о том, как справиться с высоким уровнем иммиграции и восстановить репутацию Нигерии в мире.

Ключевые слова: медиадискурс, образ страны, Нигерия, международная миграция.