محتويات العدد

The Role of Media Discourse in International Economic Crisis Management

"Germany as a case study": A case study of Olaf Scholz Germany's chancellor speech discourse analysis during Germany energy crisis 2022

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دور الخطاب الإعلامي في إدارة الأزمات الاقتصادية الدولية

« ألمانيا كدراسة حالة »؛ دراسة حالة لتحليل خطاب المستشار الألماني أولاف شولتس خلال أزمة الطاقة في ألمانيا 2022

نوران حسام الدين ابو بكر بدر حسن

– بكالوريوس الإعلام الكلية الكندية الدولية– مصر

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Abstract

This study discusses the role and importance of media discourse in managing economic crises, as represented in this study in the political discourse of German Chancellor Olaf Schlotz.

Based on the importance of studying the effectiveness and dimensions of the influence of the politician's media discourse study in crisis management, especially economic and energy crises, the researcher, based on the analytical research methodology using the discourse analysis tool, analyzed a sample of 6 media speeches by media consultant Olaf Schlotz for the year 2022, and This is to analyze the connotations of modal verbs and personal pronouns, in addition to the paths of demonstrating active powers and analyzing theses of reference frameworks.

The results of this study monitored that the state of Germany developed an economic strategy to prevent the bankruptcy of its resources from Russian gas, and Olaf showed in his speeches his interest in the interest of his people and his desire to keep the effects of the economic crisis away from them, relying on the idea of «you will not be alone», while the results of the study monitored that Olaf used the action model Medium level, with a score of 58.7%, to highlight its readiness to face the crisis. In general, the results of the study revealed that Germany›s distancing from Russian gas was a «political and security necessity.»

Keywords: (Energy crisis, energy security, media discourse, crisis management, Germany, the Russian-Ukrainian war)

ملخص الدراسة

تناقش هـذه الدراسـة دور و أهميـة الخطـاب الاعلامـي ﻓﻲ ادارة الازمـات الاقتصاديـة و المتثل ﻓﻲ هـذه الدراسـة ﻓﻲ الخطـاب السياسـي للمستشـار الالمانـي اولاف شـلوتز.

انطلاقـا مـن اهميـة دراسـة مـدي فعاليـة و ابعـاد تأثـير مبحـث الخطـاب الإعلامـي للسياسـيين ﻓﻲ ادارة الازمـات، و لاسـيما الأزمـات الإقتصاديـة و أزمـات الطاقـة، قامـت الباحثـة اسـتنادًا علـي منهجيـة البحـث التحليلـي مسـتخدمة أداة تحليـل الخطـاب، بتحليـل عينـة مـن 6 خطابـات اعلاميـة للمستشـار الإعلامـي اولاف شـولتس لعـام 2022، و ذلـك لتحليـل دلالات الأفعـال الشـرطية والضمائـر الشـخصية، بالاضافـة الـي مسـارات البرهنـة للقـوي الفاعلـة و تحليـل اطروحـات الأطـر المرجعيـة.

رصـدت نتائـج هـذه الدراسـة ان دولـة أن ألمانيـا وضعـت اسـتراتيجية إقتصاديـة لمنـع افـلاس مواردهـا مـن الغـاز الروسـي، واظهـر اولاف ﻓﻲ خطاباتـه اهتمامـه بمصلحـة شـعبه و رغبتـه ﻓﻲ ابعـاد اثـار الازمـة الاقتصايـة عنهـم معتمداعلـي فكـرة «لـن تكـون وحـدك»، بينمـا رصـدت نتائـج الدراسـة ان اولاف اسـتخدم نمـوذج الافعـال متوسـطة المسـتوي بسـبة 58.7 % لابـراز مـدي اسـتعداده لمواجهـة الازمـة، بشـكل عـام كشـفت نتائـج الدراسـة ان ابتعـاد المانيـا عـن الغـاز الروسـي كان بمثابـة «ضـرورة سياسـية امنيـة».

الكلمـات المفتاحيـة: (أزمـة الطاقـة، الأمـن الطاقـي، الخطـاب الإعلامـي، إدارة الأزمـات، المانيـا، الحـرب الروسـية الأوكرانيـة)

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Introduction

The study of media discourse from an economic aspect regarding the gas crisis, examining how the economic crisis and media discourse may represent the dominant paradigm for how an economic downturn is depicted in the media. Executives may be influenced by economic discourses through the effect of underlying assumptions in a dominant media environment. An analysis was applied to the use of an official and non-official statement by Olaf schlotz Germany's chancellor, during the year 2022, to respond to the consequences of the Russian-Ukrainian war and Putin decision. This statement was used to support the strategic plan of the state, reassure public opinion, and appear in the appearance of strength and economic will.

The crisis begins since Germany has decreased its reliance on Russian gas supplies, but still has a difficult time finding substitutes. The Netherlands, Belgium, and Norway are major providers, and industrial businesses have benefited from the cheap gas from Russian pipelines. Gas is viewed as a "bridge technology" to enable the phase-out of coal and nuclear power until renewables can completely sustain the energy system.

Since the invasion, Germany has decreased its reliance on Russian gas supplies, but it still has a difficult time finding substitutes for the remainder. Both Russia and its major gas consumers in Europe stated that the trade in gas will not be hampered by sanctions or other war-related measures, but consumers in the west were apprehensive when Russia asked in March that gas supplies be paid for in Russian roubles. Following then, Russia has gradually decreased exports to Europe, and in early September, the supply through the crucial pipeline Nord Stream 1 was fully stopped. Due to a failure to make required rouble payments, Russia has stopped supplying gas to

numerous European nations, raising concerns that it would eventually stop supplying its most lucrative gas clients in Europe. In June, Gazprom announced a 60% reduction in the amount of gas flowing through the vital Nord Stream pipeline from Russia to Germany. Gapzrom's decision was labelled "political" by German Economy Minister Robert Habeck, and the government began the second of three escalation stages of its national gas supply security strategy. The amount of Russian gas sent through Ukraine has also decreased.

Based on foregoing, it becomes clear that media discourse and its types including political discourse or political speeches are a key activity that unites the various facets of society and enables them to function as a cohesive whole. The capacity of the politician to employ words and symbols to awaken dormant inclinations among the populace is at the heart of political discourse.

Literature review
The study based on three pillars "variables":
- **1st pillar: Cofounding Variable:** Media discourse- political perspective
- **2nd pillar: Independent Variable:** Energy crisis
- **3rd pillar: Dependent Variable:** Media in crisis management
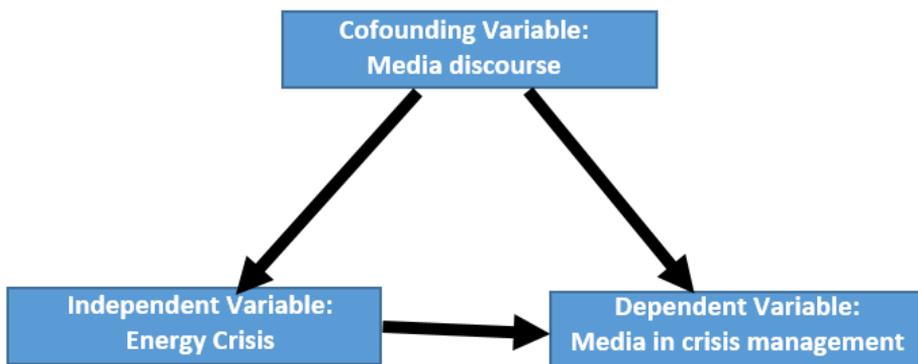
Figure (1): illustration of the variables

The study focuses on describing the changes and imbalances that Energy crisis "Independent variable" made on Media in crisis management "Dependent variable", according to the effect of Media discourse- political perspective "Cofounding variable" that affect the relationship between the two variables (Dependent and the independent)

1st pillar: Cofounding Variable: <u>Media discourse- political perspective</u>

The study of (Guzei, I., & Reshetneva, U. (2023) [1] seeks the objectives of the Chinese foreign policy initiative One Belt, One Road, this paper analyses the verb depiction of information sources in the political media speech of the Chinese language. (OBOR). The goals were carried out using discourse analysis, componential analysis, structural-semantic, descriptive, interpretive, and continuous sampling techniques. The Zhenmin Zhibao's online platform featured papers grouped together by the subject of "OBOR" as the primary source for the research. According to the research, there are three major categories of information sources for Chinese media texts: people (politicians, members of different organisations), organisations (financial and trade, mass media), and papers. (research results and statistics). Chinese government leaders' and public agents' speeches are a major source of material for the OBOR media discourse. It is determined that the most typical method of information presentation in the OBOR Chinese-language discourse is assertions with the evidentiality meaning of "quotative."

The study of (Roslyng, M. M., & Dindler, C. (2023).) [2] , relies on examining amplified political communication, framing and discourse theory are two extensively used methodologies. The study of framing theory looks at the dynamic construction of issues, their representation in media, and their interpretation in an institutionalised policy arena. Discourse theory offers a post-foundational definition of politics as the adversarial, contingent, and fluid political in which media discourses are involved. Both strategies have theoretical and analytical ramifications, but theoretical sensitivity will increase the

ability of framing and discourse theory to be distinguished as two separate domains.

This study of (Rozado, D., Al-Gharbi, M., & Halberstadt, J. (2023) [3] examines the frequency of phrases that indicate prejudice in 27 million news and opinion items that were published in 47 of the most well-known news media channels in the US during 1970 and 2019. The majority of the mainstream media have seen a significant rise in the frequency of phrases that express certain prejudicetypes relating to race, sexual orientation, gender identity, and religion between 2010 and 2019. This phenomena begins before 2015, but it seems to pick up speed after that year. The use of terms that promote bias in news stories is not synchronised across all channels; rather, the amount of such phrases in select powerful news media outlets each year is a good indicator of how frequently they will be used in other outlets the following year. According to Granger studies, the frequency of these phrases in news sources may be a good indicator of changes in the general public's assessment of the severity of bias in society for certain, but not all, forms of racism.

The paper of (Troszyński, M., & El-Ghamari, M. (2022) [4] discuss the basis of print, television, and online surveillance, this research investigates the conflicted views on migration that the Polish media had between 2015 and 2018. It exposed a clear division between conservative and liberal discourses, with liberal media emphasising the uniqueness of immigration to Poland and conservative media emphasising on the drawbacks of migration. The most important viewpoint from which research wish to analyse the material is the securitization of migration. Tabloid content was not connected to any political party. According to our analysis, threats in the right-wing press are more serious.

This article of (Zappavigna, M. (2022) [5] , examines the sociological and pragmatic uses of ironic quotation that users of social media make to mock political figures. To explain the evaluative function of sardonic echoic references and the way that such quotations spread like a linguistic "weapon," it creates the idea of "parodic resonance." The usage of the contentious phrase "it is what it

is" by Trump in a speech concerning the number of US deaths from the outbreak of coronavirus is examined in a collection of 150 000 postings. The research takes into account the many language functions that are understood as sarcastic quotations and how they work to support ambient affiliation. The purpose of meta-vocalization tools like hashtags is discussed, as well as the function of visual projection in memes and gifs.

In this paper of (Nikolaeva, A. S. (2023) [6], media discourse is examined in relation to symbolic politics. The definition of media discourse offered by the author and the ideas of autopoiesis by N. Luhmann and critical discourse analysis by N. Fairclough are both problematic. Methods for creating a local media discourse during the coronavirus pandemic in 2020–2021 are outlined, as well as the "symbolic" roles of media discourse in connection to the general political awareness. The study comes to the conclusion that media discourse serves as a vehicle for presenting and communicating perceptions of social reality.

This article of (Yang, H., & Van Gorp, B. (2021) [7] attempts to deconstruct the increasingly divisive debate around the Belt and Road Initiative (BRI) by identifying the conflicting interpretations in the form of frames and examining the opposing framing techniques of players. The paper begins by identifying, reconstructing, and contrasting 14 culturally ingrained frameworks along five dimensions: China's intentions, the BRI's effects on other nations, adherence to high standards, results, and links to the past. A deductive evaluation clarifies the main arguments supporting China's philosophical argument of the BRI, the obvious disparity between Chinese officials and foreign political and media elites, the consistency or change in foreign governments' positions on the BRI and the reasons behind them, and the rising level of critical reporting by elite foreign media outlets.

This article of (Lobanova, T. N., & Xu, J. (2021) [8] looks at the traits and discursive strategies of China's political media discourse from 2019 to 2021. It applies factual content from three media channels using the critical discourse analysis (CDA) and

content analysis methodologies. The probable major threats for 2021 are related to issues with the exchange of information across borders, internet wars, and the continued struggle between the "USA - China" pair. The research results raise questions regarding China's media in addition to adding original knowledge to theory and technique. Everyone with an interest in applied linguistics, media communications, or other topics related to national and information security challenges can benefit from the resources described in this article.

The article of (Solopova, O. A., & Kushneruk, S. L. (2021) [9] focuses on a diachronic framing study of the discourse in British media towards Russia. It contrasts the emotional impact of Russia's pictures in the British media throughout wartime and peacetime times that are split chronologically. The primary diagnostic and prognostic frames that make up the macroframe WAR are the requirements for diachronic analysis. The results are consistent with the hypothesis that British media discourse on Russia is subject-centered and influenced by the geopolitical environment, British political aims and ambitions, and the bilateral relationship between the two nations. The findings can be applied to strengthen the language foundations of war theory.

This study of (Wallaschek, S. (2020) [10], examines how the Euro crisis narrative frames solidarity. It examines the many interpretations of solidarity and the cast of characters in Germany and Ireland between 2010 and 2015. Applying the discourse network technique, the relationship between actor present and interpretation is investigated. The results demonstrate that in the German discourse, solidarity and austerity are related, but in the Irish discourse, accountability as well as solidarity are emphasised more so than hardship. German players predominate in both nations, underscoring Germany's prominent role in the Eurozone, according to the actor constellation. The analysis of the solidarity construction in this study, which is the first of its kind, adds to the body of knowledge on solidarity in difficult circumstances.

2nd pillar: Independent Variable: Energy crisis

This study of (Siddi, M. (2023) [11], examine the topic of Germany gas crisis according the fall of 2021, the European Union has been experiencing an energy catastrophe. Climate change and Russia's assault on Ukraine have made the situation worse. In response, the EU unveiled the REPowerEU agenda, which seeks to reduce purchases of Russian fossil fuels by expanding its global trade network, boosting energy efficiency, and quickening the energy shift. However, there are challenges, particularly when it comes to European nations' short-term search for new and more damaging fossil fuel sources, which runs counter to the EU's aspirations for going green.

This article of (Welfens, P. J. (2023) [12], examine the impact on the German economy of a potential German energy import embargo by Russia was investigated in a 2022 research. It concluded that a 0.5% to 3% decline in real GDP is anticipated, but that this is a reasonable price to pay for the planned weakening of Russia's economy and its capacity to raise military expenditure and carry out its aggressive campaign against Ukraine. The Bundesbank of Germany models an up to 5% decline in real income, inflation that is 1.5 percentage points higher in 2022, and a further inflationary surge in 2023.

The article of (Kravchenko, M., Ilyash, O., Smoliar, L., Boiarynova, K., & Trofymenko, O. (2023) [13], illustrate how the full-scale Russian assault of Ukraine could have a significant effect on immediate energy crisis remedies. (due to the loss of long-term contracts for additional volumes of Russian gas). Due to the divergent interests of European nations, it might prevent the implementation of a common plan, diminish European negotiating power, and, ultimately, impair Europe's ability to oppose Russian energy coercion. The paper supports the idea that smaller gas sources, higher prices, and tighter worldwide supplies are the primary causes of the European energy problem, which slows down output. It was possible to complete the task of researching changes in the energy supply system of the EU countries against a backdrop of the Russian war based on the study of a specially developed index and the outcomes of assessing the state of

energy independence of the European Union since the beginning of the 21st century. The plan to lessen the European Union's reliance on Russian gas was examined along with the goal-setting of the instructions for executing the "Fit For 55" programme regarding the reduction of gas usage by 2030.

This paper of (Vrana, V., Kydros (2023) [14] ,explores According to reports, the winter of 2022–2023 will be one of the most challenging in terms of energy since World War II, particularly in terms of power, natural gas, and gasoline. The study looks into the public Twitter conversations in five commonly used European languages in addition to English. In order to find potential key points that regulate the spread of information, networks of users are created. The networks are not generally considered to be "small worlds" and are rather scant. Although the user communities appear to coalesce around a single user, users also communicate with one another within the communities. The unfavorable user feelings are unquestionably greater than the positive ones. Fear and sorrow are the two most prevalent emotions during the study era and for each language, respectively. All languages commonly discuss important political events and energy prices. Findings could aid governments in better understanding popular opinion and crafting a strategy that will safeguard and connect with EU people.

The paper of (Welfens, P. J. (2023) [15], discuss the gas crisis from an economic standpoint, a gas supply blockade by Russia against Western nations is not all that dissimilar from an EU gas import prohibition. However, the incentive situation for Russian gas shipments to Western nations is essentially more favourable than, for instance, that for Russian oil, which from Russia's perspective could be more easily shifted to other markets for instance, in Asia. From a Russian perspective, gas supply limits are a political weapon in the country's economic conflict with the West because they can be particularly targeted at particular EU nations. However, since Russia consistently exported gas even during the Cold War, by limiting gas shipments to the West, Russia loses political legitimacy. Additionally,

a decrease in natural gas shipments results in a decrease in government income in Russia.

The paper of (Mannhardt, J., Gabrielli, P., & Sansavini, G(2022) [16] , discuss the the European energy system needs to adjust to the disruption of Russian natural gas flows and find the best solutions to deal with the lack of Russian gas, such as diversifying supplies, switching to non-gas-based technologies for energy production, and lowering energy demands. The energy problem must be addressed through international cooperation, and a mild winter and preemptive energy conservation can ease the pressure.

The article of (McWilliams, B., Sgaravatti, G., Tagliapietra, S., & Zachmann, G. (2023) [17] , illustrate gas and energy dispute according to European Union's energy supply has had to undergo a swift and significant revision as a result of Russia's attack of Ukraine due to the abrupt acceleration of the Europe-Russia energy decoupling. This article examines how Europe can survive without importing Russian natural gas, petroleum oil, or lignite. They analyse alternative sources of supply, quantify the supply-side deficit that would result from any effort to substitute Russian molecules, and quantify the internal and external obstacles that would result from such an attempt. This exercise shows that in order to decrease energy usage, especially of natural gas, demand-side measures will be required. In order for the EU to be prepared for a future without Russian energy, officials must work towards a greater integration of the EU's energy markets. They contend that the bloc can survive without Russian energy by adhering to four key principles: i) bringing forward all short-term domestic supply capacities; ii) all countries making sincere and aggressive efforts to reduce demand; iii) enshrining cross-border flows and the smooth operation of European energy trade; and iv) safeguarding the most vulnerable consumers.

The study of (Halser, C., & Paraschiv, F. (2022) [18] , discover the how Germany is attempting to move away from pipeline shipments of liquefied natural gas and has put regulation steps in place to reduce the possibility of a gas shortage. This study analyses the effects of embargoes on the economy and evaluates supply and

demand variables that can lessen a supply shortfall. It recommends delaying the phase-out of coal and nuclear power, speeding up the implementation of green energy, and exercising caution when implementing storage limits and constraints at first.

This paper of (Jin, Y. (2022) [19], discuss the crisis from the prespective of the current international structure underwent significant alterations as a result of the Russo-Ukrainian War. Due to the restrictions on Russian energy, the Energy Crisis is Europe's greatest problem. The conflict only serves to intensify the criticism of capitalism and interdependence that has been levelled by numerous academics in recent years. The effects of the energy problem during the German Civil War are examined in this essay. This study helps us understand why the government should reconsider neoliberalism as a governing philosophy and approach. Based on the case study methodology, it was determined in this study that realism's dependency in this situation needed to be developed. 1) The function of the central authority is the only channel during times of unrest. 2) A nation's policy choices are what determine the Invisible Hierarchy. 3) Indirectly, military power plays a significant role in global affairs. Economic interconnectedness should be taken into account as a component of wider national security objectives as an expansion of current realism theory. Germany should therefore review its energy strategy.

The article of (Collins, M. (2022) [20] , summarize the topic since September 2022: Europe is reactivating idled coal-fired power facilities as a result of benchmark energy prices that are more than 1,000% higher than their ten-year average. (where prices are set by the marginal cost of the last unit - essentially, the most expensive unit - of energy purchased to balance demand).

3rd pillar: Dependent Variable: Media in crisis management

The study of (Herrera, L. C., Gjøsæter, T., Majchrzak, T. A., & Thapa, D. (2023) [21], illustrate how changes take place between crisis and non-crisis states receives little focus in the field of crisis informatics. The cyclical nature of risk and crisis management and the demand for consistency in community services could both be

addressed by a study of transition behaviours in organizations, researchers concentrate on social media use as a support mechanism when researching changes. Thus, they draw on individual experiences that rely on social media as a source of information in public service organisations and developers of analytics for social media assistance applications in order to gain insight into how sociotechnical systems navigate through periods of crisis and non-crisis. This study's primary addition is to explain and conceptualise how transitions occur by viewing social media as a system of information support for crisis management. They also emphasise the return to a new stable state, a neglected aspect of organisational stability and change.

The study of (Lerouge, R., Lema, M. D., & Arnaboldi, M. (2023) [22], makes use of text analytics to examine the connection between public fear during the Covid-19 situation and press and government communication. The findings indicate that messages about people's individual vulnerability and the associated sense of an external locus of control correlated positively with levels of fear, whereas discussions about the European Council's efforts to find common solutions for handling the emergency have prompted a positive influence on public mood. This research provides new insights into how to assist government communication during a crisis by tracking social media sentiment.

The study of (Shi, W., Luo, F., Soto-Vásquez, A. D., & Gonzalez, A. A. (2023) [23], examine the Facebook messages from four local organisations during a Texas winter freeze crisis, this research investigated the role of compassion in crisis communication. The findings demonstrated that compassion-themed Facebook messages greatly increased online public interaction, reduced negative emotions, and boosted positive emotions. There is discussion of the policy ramifications for governmental and nonprofit institutions.

The study of (Luo, H., & Ling, Q. (2023) [24] targeted a theory of Play and Fantasy, a 1955 article by Bateson, introduced framing as a scholarly idea. It is the framing impact in news communication's most overt form. The framing theory and developments in the information technology period, however, have

been ignored in the media coverage of the educational crises. Based on the framing theory in the information age, this paper will analyse recent research on media coverage of college problems and attempt to innovate and apply it to this. The information environment has caused information that was previously diluted and concealed within the context of conventional news media to surface, and an increasing amount of information has been concentrated under the limelight for public examination. This has significantly impacted how frequently public problems occur in today's colleges.

The study of (Liu-Lastres, B. (2022) [25], was conducted by evaluating, contrasting, and synthesising the literature, this study seeks to add to the body of knowledge already known about crisis communication and hospitality and tourist research. Additionally, it suggests a transactional and dynamic crisis communication model that serves as the theoretical framework for further study. A quick review of crisis communication research in general was performed, as well as a traditional, methodical evaluation of crisis communication research in the hotel and tourist industries. Through a review of general and traditional crisis communication studies, the study's results are presented. The results offer a cutting-edge analysis and the creation of an integrated conceptual model, which can aid in bridging the gaps between scholars and practises and serve as a guide for practitioners to recognise and create efficient crisis solutions.

The study of (Appelgren, E. (2022) [26] , focus on that COVID-19 epidemic was not declared a national emergency in Sweden, most decisions and limitations had to be made at the organisational level. According to a June–September 2020 online poll, Swedish media managers participated in crisis management leader duties with trust and in accordance with earlier crisis management research. However, they emphasised the challenge of inspiring innovation and the difficulty of being a motivating leader in a distant environment.

The research of (Silviani, I., Nisa, J., & Pratama, I. (2022) [27], seeks to comprehend various aspects of crisis communication practise in Indonesian public limited companies. A

Likert scale questionnaire was used to gather quantifiable data from public limited businesses in order to gather proof. The research shows the vital importance of social media's creative and technological aspects for crisis management in Indonesia's public limited businesses. With the aid of new technology, preferred media channels, and preferred methods, it has real consequences for handling crisis communication and adds to our understanding of a theoretical study paradigm.

The study of (Bouzidi, Z., Boudries, A., & Amad, M. (2022) [28], pursue how People can communicate in real time thanks to social networks' extensive reach and functionality. The active participation of communities helps at-risk groups and lowers disaster risk in significant ways. In order to respond quickly and reduce the possibility of fatalities, crisis management requires precise information just like any other operation. It is a difficult job to quickly retrieve information from different parts of a disaster-affected location. The efficacy of a disaster relief and response strategy primarily relies on a quick and precise evaluation of the disaster's crisis. First responders mainly gather this information on the scene, though it can be updated afterward. A number of technologies have been developed to handle this requirement through the extraction and analysis of pertinent social media material. However, the relief mechanism does not effectively integrate these techniques. It would be crucial to disclose them in order to progress.

The study of (Deverell, E. (2021) [29], look for better understand joint crisis management work and practices, this research uses an institutional occupation viewpoint to a major crisis management player. Based on 19 conversations with regional crisis communicators in Sweden, it concludes that because organisational members have little understanding of the function and expertise of crisis communicators, communicators must devote time and resources to 'pushing' their expertise. Additionally, a communication officer's standing increases the closer they are to the actual location of the crisis and the relief effort. Finally, relationships appear to be mutually

beneficial because improving their communication skills can also strengthen emergency response employees.

This chapter of (Coombs, W. T. (2020) [30] , discuuss the pre-crisis, crisis response, and post-crisis phases are the main areas of emphasis as this chapter analyses the integration of crisis communication into the complete crisis management process. Because it has been the subject of the most study, it concentrates on the disaster response period. Reputation repair is an important component of crisis response communication, according to Situational Crisis Communication Theory (SCCT), which defines crisis response tactics. Building a positive image takes a lot of time, effort, and money for businesses.

This research of (Tokakis, V., Polychroniou, P., & Boustras, G. (2019) [31] , looked into the variables influencing public administration's response to safety events during a crisis. 177 crisis management experts from the Greek government, public sector, and military services participated in the data collection. According to the findings, the three stages of crisis management are predicted by the crisis type, the crisis management team leader's and members' decision-making abilities, and internal and exterior communication. (pre-crisis, crisis and post crisis). In order to effectively manage today's safety incidents, management must implement cultural and structural changes, improve team leaders' capacity for making decisions under time pressure, transform formal internal communication channels and procedures, and redesign external communication strategy.

Commenting on the previous studies:
- During reviewing the previous studies that targets the scope of this research, it become clear that there were few Arab studies that dealt with this research notion, the reason may be the novelty to the topic and its relation to Europe and the west in general.
- The foreign studies were distinguished by dealing with this topic with variety and richness.

- The majority of the previous studies focused on the role of media discourse in field of country crisis management, which includes, for example, the examining media discourse in connection to metaphorical political discourse.
- Some of the previous studies linked the notion of energy crsis and stability of the country as in Germany case the conflict only serves to intensify the criticism of capitalism and interdependence that has been levelled by numerous academics in recent years.
- previous studies revealed the concept of media discourse role in international crisis, which discuss how People can communicate in real time thanks to social networks' extensive reach and functionality. The active participation of communities helps at-risk groups and lowers disaster risk in significant ways.

Theoretical framework

1st theory: Critical discourse analysis (CDA) [(32), (33)]

An efficient speech analysis technique is critical discourse analysis (CDA). Its goal is to analyse the unique connection that exists in implied discourse between authority and conventional doctrine. Traditional discourse analysis always examines the content and structure of speech in terms of linguistic characteristics; CDA adds more creativity to language analysis. It thoroughly examines the innate potential of language and methodically explains the true significance of dialogue. Trump's TV address will serve as the language source for this essay, with Halliday's systematic functional grammar serving as the theoretical underpinning and the frameworks of body, modality, and personal pronouns.

2nd theory: Critical policy discourse analysis (Political discourse theory) [(34)]

In order to offer a useful guide on how to integrate these two key methods to critical social science, Critical Policy Discourse Analysis connects the literature on critical discourse analysis (CDA) and

critical policy analysis. The book provides an accessible introduction to the ideas and methods of critical policy speech analysis. The writers describe and critically evaluate the theories and methods they have used to effectively combine CDA with critical policy studies across a wide variety of policy problems using ten foreign case studies.

According to the idea of political discourse, occurrences are social texts. They can be interpreted as language, which obviously includes words and what people say about one another and their circumstances, as well as signs, symbols, discourse, and semiotics. How to interpret events accurately is an issue that is addressed by discourse theory.

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3rd theory: Propaganda model [35]

To describe how propaganda and systematic biases operate in corporate mass media, Edward S. Herman and Noam Chomsky developed the propaganda model, a conceptual framework in political economics. The model aims to clarify how populations are controlled and how advertising is used to "manufacture" public support for economic, social, and political policies on both the local and international levels. According to the theory, the structure of corporate media whether it be through government procurement, advertising, or a concentration of media ownership inherently generates conflicts of interest and serves as a vehicle for anti-democratic propaganda.

Conceptual discourse:
1st concept: Political communication agenda [37], [36]

Although there are methods for identifying and precisely measuring players' attempts to establish policy, media, and legislative agendas, political scientists lack a method for identifying and measuring another type of agenda setting that occurs whenever two people speak. Political agenda setting refers to the impact of media agenda on the agenda of political players and is a subset of agenda-setting study. More specifically, the key question in political agenda-setting research is whether political actors adopt the news media's issue agenda in a variety of ways, from communicating about issues that receive

significant attention to giving news media issues priority in political deliberations.

2nd concept: Mobilizing public opinion-(Social accountability) [38]

The factors must be placed within a correct grasp of power and strength and correlate to questions about public opinion that ask which public, what manner of expression, what kind of impact, and how authorised a public is. The presence of three outcomes—transparency in the relationship between principals and agents, a sense of duty on the part of agents to respond to their principals, and the ability of principals to discipline or pink-slip their agents—contributes to the existence of accountability as a benchmark of good governance. Social accountability is a strategy for attaining this accountability through civil society institutions that depend on involvement and engagement from citizens.

Practical Framework (Two parts)
A- Practical framework: Part 1
A.1 Research problem:

- (The researcher depends on the relational type of research problem with the purpose of investigating the patterns and features in addition to characteristics of the proposed sample of this study throughout a directional research hypothesis by means of "discourse analysis").

Problem statement:

- "Creating an interpretation of political discourse role on managing energy crisis that affect the country's security, especially from perspective of energy security, throughout figuring the Reference frameworks and paths of proof that Olaf Schlotz adopt to encounter the Russian-Ukrainian war 2022 consequence."

Through:

- "Determining out the presence of modality and pronouns in addition to frames of political discourse of the sample speeches of Olaf Schlotz regarding the gas crisis in Germany after a Russian-Ukrainian war 2022 consequences, in which the study

can figure out the importance of political discourse as a defense mechanism in time of international crisis.

A.2 Research significance:

- The importance of the study **stems from the importance** of studying the political communication form "political discourse" and clarifying its defense mechanism that can be used by states in times of wars and crisis whether it consider as a political or economic or both disputes, seeking the preserving of country's energy security of the state "Germany as a case study".

- The importance of the **study tends to clarify the role of political media discourse** in <u>management the strategies of war communication concept which represented in "political discourse", the study relies on connecting between international economic crisis and political discourse.</u>

- The **study focus mainly** on the State of Germany during the gas and energy crisis in the wake of Russian-Ukrainian war 2022.

A.3 Research objectives:

❖ **Primary objectives:**

<u>"Affirming the function role of media discourse in pursuance of foreign policy proposes in case of economic international crisis- Gas dispute as an example "Germany as a case study"</u>

- By discourse analysis of Olaf Schlotz speech reading how to manage consequence of Russian-Ukrainian particularly on the economic perspective about the energy crisis, **this study objects at constructing a paradigm of "media discourse" in international economic crisis.**

- Through illustrating how the state can make a positive usage of **political discourse** as a **instrument or weapon** in supporting the goals and objectives of foreign policy of country during this mentioned war.

A.4 Research hypothesis:

- ### 1st hypothesis:

There are indirect indications in Olaf's media discourse that the world wars of this era threaten continued dependence on natural gas in general in the world.

- ### 2nd hypothesis:

There is a strategy concerning the interest of the German people during the economic crisis

- ### 3rd hypothesis:

There are indications that Germany will reach the end of its dependence on Russian gas completely

- ### 4th hypothesis:

There is a correlation between the impact of the energy crisis on the economy and the international trend to gradually abandon fossil fuels

- ### 5th hypothesis

There is a great emphasize from the Germany side on the Russia's gas replacement

A.5 Research questions:

- ### 1st question:

How did the support of the European Commission affect German economic security during the energy crisis of 2022?

- ### 2nd question:

How was Olaf's discourse represent the government responsibility regarding Germany's people of the high energy cost?

- ### 3rd question:

How the energy crisis renovate the frames of economic of Germany with its energy financier?

- ### 4th question:

How was the Olaf's discourse frame the Russia's partnership with Germany?

- ### 5th question:

How the Germany's energy crisis portray the Germany's economic power status?

B- Practical framework: Part 2

B.1 Research design: (Analytical research design)

This specific type of research necessitates the application of critical thinking skills and the evaluation of data and information relevant to the task at hand. Analytical research teaches one important information that helps them add original ideas to the job they are creating. Literature analysis, gap analysis, general population polls, clinical trials, and meta-analyses are a few of the different research methods. Other academics conduct critical study to develop new viewpoints on the topic. Some researchers use it to discover data that backs up ongoing study to increase the reliability of their conclusions. The goal of the analytical research is to pinpoint the factors and processes that have an impact on how the trade imbalance has changed over time.

The researcher depends on observational cross sectional method of the analytical research

- **Observational research**

Numerous variations of observational research exist. I'll go over the most popular patterns below.

- **Cross-sectional research:**

    In this approach, a specific sample is taken at a particular moment without any further investigation.

B.2 Research Approach: (Case study)

A specific case of a phenomenon that is used or examined to support a claim or idea. Case studies present a chance to draw lessons from past events and shape the application of ideas. Given the intricate nature and variety of educational contexts and goals, case studies are important sources of information for academics.

The researcher depends on:

The Illustrational Case Study type: "These works are mostly analytical and observational in nature. Usually, they use a few examples of an incident to illustrate how a circumstance is".

B.3 Data collection tool: (Discourse analysis)

Discourse analysis entails looking at language in greater detail than a single phrase in order to comprehend how it works in a social context. Literature, media outlets, promotional materials, official records, talks, and discussions are some of the sources that scholars use for discourse analysis.

B.4 Data sampling

The sample:

- "The researcher conduct a discourse analysis on 5 media speeches of Olaf Schlotz Germany Chancellor, that target only the issue of energy's/gas's effects by the Russian-Ukrainian war over the year 2022".
- Linguistic discourse analysis (one speech) [39]
- frameworks discourse analysis (4 speeches) [40], [41], [42], [43]

B.5 Data Sampling

Modal Verbs	Will	Must	Can	Need	Should
No.	37	9	10	3	4
Frequency	58.7%	14.2%	15.8%	4.7%	6.3%

Table (1) Modal verbs analysis: total 63 "in 1 speech"

The qualitative evidence of the results is documented in the references

Results of table (1):

- During the sample review of the official statement of Olaf, it become clear to the researcher that the modal verbs used in the speech is crystalized in five modal verbs mentioned in the above table.

- In this table, the majority of verbs used is verb "WILL", and the second place goes to modal verbs "MUST" AND "CAN" of the sample covered.
- Olaf used in a discourse a middle-level model "WILL" to show the readiness of Olaf and his government to face the consequences of the Russian-Ukraine war.
- In the second place came the use of the high-level model "MUST & CAN", which represents international dissatisfaction, rigor and determination by Olaf to confront this crisis, relying on confronting the economic side affected by this war.
- The above table data indicates that the concept of showing Germany and Europe as a defender in addition of making Putin and Russia.
- It violates international law and international norms, which affects the economic conditions, in addition to Schultz's addition to the humanitarian aspect.

Personal Pronouns	1st person		2nd person		3rd person	
	I/my/me	we/us/our	you	your	He/she/his/her	They/their/them
No.	144		7		27	
Frequency	80.89%		3.9%		15.2%	

Table (2) Modal verbs analysis: total 178 "in 1 speech"

The qualitative evidence of the results is documented in the references

Results of table (2):
- The majority of the pronouns used are first person pronouns are used by Olaf to show a political communication because they help to create a positive impression of the speaker as an individual.
- It seems clear that he uses the first personal pronoun I frequently than other pronouns, for putting his identity in the spotlight by using the first person singular personal pronoun so frequently. This means that he wanted to shed light on the

importance of his cause and the interest of his country during that crisis.

- First person (I/me/my/we/us/our) pronouns convey the sender's humanity and intimacy to the audience, making the audience member feel like the most important person who shares their thoughts. Their use indicates a propensity for emotional manipulation.

B.6 Results

- The result of this study agreed with previous studies, in terms of the study of (Halser, C., & Paraschiv, F. (2022) as both studies they both agree on a point that Germany is attempting to move away from pipeline shipments of liquefied natural gas and has put regulation steps in place to reduce the possibility of a gas shortage,
- This study consist with the study of (McWilliams, B., Sgaravatti, G., Tagliapietra, S., & Zachmann, G. (2023), in Economic interconnectedness should be taken into account as a component of wider national security objectives as an expansion of current realism theory.
- Germany should therefore review its energy strategy, as the restrictions on Russian energy, the Energy Crisis is Europe's greatest problem.

Results according to paths of demonstrating active powers and analyzing theses of reference frameworks for the last 4 speeches

Active powers results:

- A temporary German provision allowing five lignite-fired power stations to remain on standby and prepared to be engaged to the necessary amount in the event of natural gas shortages has been authorized by the European Commission in accordance with EU subsidies standards.

Reference frameworks results:

- The results of this study illustrate that the Germany's government has developed a strategy to prevent the insolvency of its main supplier of Russian gas in the face of sharp hikes in energy prices.

- The result of the study showed the Olaf's perspective that the government would purchase a 30% interest in the energy company Uniper. He also promised that greater assistance would be provided to regular people who were struggling to pay skyrocketing energy costs, adopting the crisis phrase "You'll never walk alone."

- The study clarify that Russia is no longer a trustworthy corporate partner, according to Scholz. "It has cut back on petrol delivery across the board in Europe, usually citing erroneous technical justifications. Therefore, it's crucial to avoid falling into [Russian the president Vladimir] Putin's snare.

- The study clarify that towards the end of the following year 2023, Germany will have completely stopped relying on Russian gas. The German chancellor also praised preparations undertaken for the upcoming wintertime.

- The study depends on formulating image by Scholz regarding that that shouldn't be a global revival of fossil fuels.

- The study discuss the ability of Russia to exert leverage by reducing supply demonstrated indicated the move away from fossil fuels was a "security policy necessity."

Conclusion:

This study began by identifying the connection of the media discourse with the economic crises, then it crystallized to include the energy crisis in Germany in the wake of the Russian-Ukrainian war, while the study included what is the role of the media discourse of government officials/politicians in managing economic crises in particular. In addition to analyzing the media discourses of the financial advisor, Olaf Schlotz, in terms of the linguistic aspect, as well as the aspect of the active forces and reference frameworks.

The conceptual framework and the theoretical framework, in addition to the previous studies included in this study, shed light on the role of politicians media discourse in international crisis, disputes and encounters that the country may face. The study focus on the connection between gas crisis and media discourse.

Recommendations:

- Conducting future studies related to considering politicians media discourse as a part of country managed and intended strategic communication.
- Introducing media academic courses related to the connection between current era energy crises with media role, regarding the country national security form.
- Rehabilitations of political positions candidates
- Measuring campaigns to measuring the international public opinion regarding issues discussed in politicians media discourse.

Limitations:

The most important limitation of this study is that the letters by Olaf are in German, the researcher dealt with the official translation of them, but in any way the translation will not be accurate for one hundred percent.

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