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Brexit terms and their use in the British media

Abstract

The article investigates the process of Britain leaving from the European Union and the effect of this process on the English language. The benefits of this process for Great Britain, researched and developed by many government administrators, show its essence in many fields. Migration and the removal of free human movement are calculated from the basic steps of these benefits. However, as a result of this, the provision of the previous issues with the European Union is also considered to be among the necessary subjects. Moreover, the derivation of new words and expressions closely connected to the process. The interpretation of the words is closely connected with the British media. As a result of Britain exit from the EU, the English language has preserved its reputation as being the main linguistic phenomenon. The result of the process is seen as the newly created vocabulary more penetrating the language. British media has been interested in using the words and expressions thoroughly to persuade and educate people during the process. British newspapers belonged to pro-remain and pro-leave media. The aim of the newspapers was to propogate people to connect with any of them. Therefore, newspapers and journals as well as other media vehicles gave way to the process.

Keywords: *British media, Brexit terms, “remain” campaign, “leave” campaign, Brexit words and expressions*

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Breksit terminləri və onların Britaniya mediasında istifadəsi

Xülasə

Məqalədə Britaniyanın Avropa İttifaqından çıxması prosesi və bu prosesin ingilis dilinə təsiri araşdırılır. Bir çox dövlət idarəçiləri tərəfindən araşdırılan və yerinə yetirilən bu prosesin Böyük Britaniya üçün faydaları bir çox sahələrdə öz mahiyyətini göstərir. Miqrasiya və insanların sərbəst hərəkətinin aradan qaldırılması bu faydaların vacib göstəricilərindən hesab olunur. Lakin bunun nəticəsi olaraq Avropa İttifaqı ilə əvvəlki mövzuların təmin edilməsi də zəruri məsələlər sırasında hesab olunur. Üstəlik, yeni söz və ifadələrin törəməsi proseslə sıx bağlıdır. Sözlərin təfsiri Britaniya mediası ilə sıx bağlıdır. Böyük Britaniyanın Aİ-dən çıxması nəticəsində ingilis dili əsas linqvistik fenomen kimi öz nüfuzunu qoruyub saxlamışdır. Bu prosesin nəticəsi kimi yeni yaradılan sözlərin dilə daha çox nüfuz etməsini nümunə göstərə bilərik. Britaniya mediası proses müddətində insanları inandırmaq və maarifləndirmək üçün bu söz və ifadələrin geniş şəkildə istifadəsində maraqlı olmuşdur. Britaniya qəzetləri *remain* və *leave* yönümlü mediaya aid olmuşdur. Onların əsas məqsədi insanları kampaniyalara təşviq etmək olmuşdur. Bunun üçün istər qəzet və jurnallarda, istərsə də digər media vahidlərində kampaniya prosesinə geniş yer verilmişdir.

Açar sözlər: *Britaniya mediası, Breksitlə bağlı terminlər, “remain” kampaniyası, “leave” kampaniyası, Breksitlə bağlı söz və ifadələr*

Introduction

The article illustrates the pragmatic aspect of the words and expressions dedicated to the Brexit process. Brexit process is investigated in the media discourse and a variety of conclusions have been reached. Therefore the article describes the possibilities to search the meanings of new words and expressions. The article demonstrates facts about the British media and its influence into the Brexit process. It also clarifies how the Brexit terms became widely used and recognized. The meanings of the terms are discussed and explored in the article. The positive and negative meanings of Brexit terms are widely researched in the article. During Brexit talks left-wing and right-wing media were more interested in influencing people's opinion. Therefore, they made great effort in the use and spread of new Brexit terms since these terms were effective in determining people's view. The opinions of the newspapers in relation to Brexit have been different. For instance, *Express*, *Daily Star*, *The Sun*, *Daily Telegraph* were in fond of Brexit. These newspapers not only play a vital role in the British media, but also influence the will of the people. Although *the Daily Mail* was a strong Brexit supporter in the early days, it has recently changed its position with the change of its editor. In the referendum held in June, 2016, his previous position on Brexit had an impact on the outcome of the referendum. *The Sun*, *Daily Star* and *Sunday Express* had a large number of voters in the second referendum.

Currently, Brexit idioms are widely used in the media. It is possible to show *Financial Times*, *Guardian*, *Daily Mirror* as examples of newspapers that are in favour of Brexit. *Guardian* and other pro-remain newspapers criticised Brexit supporters.

The term "Brexit" is now used shortly due to the process of British Kingdom with 28 states which have companionship with European Union in political and economic sphere leaving the Union. Brexit votes took place on 23 June, 2016. Citizens decided to leave the EU. More than 30 million people took part in the referendum. 51.9% votes were pro-Leave campaign. Britain confirmed the approval to leave the EU till March, 2019. However, the deadline was extended to 2020. The Brexit process was a long and tiring procedure so it was reflected in the media too. Candidates of both sides first gained public interest by the media. Secondly, media touched on special problems during the election. The media divided into pro-Brexit and anti-Brexit media.

In the context Leaver-the name is given to those who support Britain to leave the EU. Some amount of the British people are considered to be leavers, while others are considered to be remainers. The words leavers and remainers turned into common words during the Brexit talks. Leavers are people who take responsibility to reject common environmental, labor and social problems approved by the EU.

The derivation of the words *Brexit* coincides with the period long after referendum. The word became well-known and soon leave the words *leaver* and *brexit* behind. The use of the word increased between December 2016 and December 2017. The meaning of the word is Brexit supporter. The name is given to people who support the UK to leave the EU. Usually Conservative member candidates are called *Brexit*. The synonyms of the words are leavers and outers. The antonyms of the word are *Bremainers* and *Remainers*. The word is used in its plural form. The word *Lexiteer* means left-wing leavers. The supporters of Brexit among left wing are called like this. Michael Gove used the term in his speech.

Research

Leave campaign prefer KISS (Keep it simple, stupid) strategy. Initially the phrase "take back control" belongs to this campaign. The phrase became popular among parliament establishers, non-satisfied working class and racists. On the other hand, remain campaign advocated to stay in EU. National newspapers, such as *the Mail*, *the Sun*, *the Express* and *the Telegraph* stand on troubles, inappropriateness and lies in society. They tend to solve these problems.

The derivation of new words is coincided with joining words. For example, *Brexitography*, *Brexitometer*, *Brexitology* and *Brexitophobia* are words that can be given examples to it. *Brexitometer* means "questionary". "Residents overwhelmingly want to stop Brexit, as an Islington 'Brexitometer' has found. The word appeared in the Upper Street after liberal democrats began the European election campaign. As a result of conversion, the derivation of new words increased.

Bregret (regret of Brexit), Brexit (Britain leaving the EU), regrexit (regret of Britain leaving the EU) are the nouns derived from verbs. Conversion is a more common way of word formation regarding Brexit.

Apart from these phrases there are words derived by suffixes such as *Brexitty* and *Brexitity*. They are examples of word derivation. *Brexitity* means all the ideas connecting with Brexit. For example, the word may express smoothness or hardships of Brexit negotiations. Otherwise, it may be used to show the weak or strong Brexit supporters. For instance, while comparing Londoners and Scots the examples from the Guardian are obvious.

“The ongoing debate over the optimum level of Brexitity hardness or softness, from ragingly tumescent to apologetically flaccid, has divided the nation all year” (1).

The fact that compound words used with Brexit such as *Brexit-induced*, *Brexit-related* signify economic downturn and uncertainty. *Brexit-voting* and *Brexit-supporting* show the people that support leaving the EU. *Brexit-inspired*, *Brexit-themed*, *Brexit-style* phrases indicate the influence of Brexit on different events. For example, it may be used to show the influence of Brexit to professional group of people, the suggestion to Turkish President Erdogan to hold a referendum to be member of the EU.

In this Brexit-themed event, we’ll explore the most pressing issues for small business – from staffing to tariffs – and hear from entrepreneurs and academics on their view (2).

In an interview published on Sunday, Erdoğan suggested he may stage a Brexit-style referendum to decide if his country should continue to seek membership of EU, saying his country’s patience is not infinite (3).

The word “Brexit land” describes the issues concerning Brexit. The plural form of Brexit is usually compared with present simple form, but it is obviously referred to plural form of people who support Brexit in the Guardian. In different parts of the newspaper the interpretation of the word is differing. For example, in the “Comment is free” section it is used as “disaster”, “civil war”, “terrifying idea” or “golden chance”. In this section, authors use comments on what the Brexit is. Sometimes they emphasize it as the way to Brexit unluckiness or chauvinist Britain (Zečić-Durmišević, 2020: 17). At the same time, they support that Brexit can’t be understood as unlucky as it is and they deny all the negative ideas.

Second referendum- the phrase is used by remainers more. Boris Johnson thought about the ways to leave the EU after the initial referendum. According to the article published in *the Independent* the people were divided into two groups a week before the last voting on the 31st January. 52-54% of people were remainers against the 2016 referendum (5). Although it was vice versa and people voted for Brexit in 2016. Therefore, people wanted to hold the second election.

Get Brexit done- the phrase was used by Boris Johnson and was the main reason that the Conservatives won the election. At that time, both Laborist and Conservatives were in the spotlight with their serious speeches. But Laborists showed a great interest to have a second referendum after 2016 elections and this led to disparity of views among the voters. There was a disparity of views among people and Boris Johnson’s slogan. Therefore, the Conservatives won as a more powerful force in the elections (6).

Take back control- is the pro-Brexit phrase on Britain’s sovereignty. It indicates that Britain that lost all its laws will get back them after the withdrawal plan. The phrase was the simplest ideas used by Brexit supporters in 2016 elections. In the article published in the *Sky News* the Labourist leader Sir Keir Starmer promised they would introduce the take back control law if they win in the next elections. In the article it was also mentioned that the transformation of the government from Westminster is important. The Labourist leader emphasized that after such a victory the governing position will be given to people. To gain the control alongside the border, to lessen the migration level and minimise it were the main ideas in Nigel Farage’s promises, the main Brexit supporter. Although we can observe its opposite when we look at the 2022 indicators. Thus migration reached to the maximum level. They accuse of prime minister Sunak not to comment correctly. If they are chosen they will back up the sleeves and solve the problem themselves (7).

Slow Brexit- the phrase was used in the Teresa May's speech on 25th March, 2019 in the parliament. She warned that the process may be exceeded to 22nd May and Brexit may be postponed. She expects that parliamentary members will take some steps because Britain leaves the EU and it refers to long-lasting political instability (8).

Conclusion

Detecting the pragmatic aspect of new words and expressions is of great importance in analyzing the words and expressions. Moreover, the scientific and theoretical importance of the research is essential in determining the effect of the Brexit process to the English language. The practical importance of the research is conceptualized by the translation of media texts and their use in the field of translation faculty of the higher education level.

Brexit divided not only people but also newspapers into populist and elitist. Middle class, well-educated people living in urban areas and cosmopolitan places tend to vote for remain campaign. Although working class, rural and past industrial cities supported leave campaign more. Elitist newspapers, such as the Financial Times, the Guardian, the Independent that backed remain campaign had many facts and information. Although they didn't have much effect on people. On the other hand, the Sun, the Daily Mail and the Express had big and bold headlines, tables, big size headings and they had much more effect on people.

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