

THE ETHICS OF THE DISCOURSE OF POWER AND DE-GLOBALIZATION IN THE CONTEXT OF THE GREAT POLITICAL CRISES

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Abstract: *The present paper aims to unravel the discourse of power underpinning international media and political communication and to show that we are witnessing a discourse with compelling effects in determining the public to opt for de-globalization or exit. The theoretical perspectives used in the current study blend critical concepts and observations, from the analysis of finitude and power, the ethics of discourse and the problematics of the truth, the influence exercised through political and journalistic discourse, to hegemony and the symbolic power of discourse. Moreover, the risks of power are identified through case studies, which analyze the risks of globalization as well as critical theories of de-globalization.*

Keywords: *ethics, political discourse, globalization, power, media coverage*