

The Rhetoric of Anchoring and Conditional Inclusion: Ethos, Pathos and Logos in Media Discourses on Polish Migration in Scotland

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Abstract:

Migration is not solely an economic or demographic process—it is also a communicative, emotional, and rhetorical phenomenon. Within public discourse, migrants become not only *objects* but also *subjects* of narration, engaged in struggles over recognition, legitimacy, and the right to voice. The discourse of migration thus represents a contested arena where different modes of persuasion, rationalization, and emotional registers of belonging intersect.

The purpose of this article is to examine how distinct forms of ethos, pathos, and logos emerge within discourses on Polish migration to Scotland—both in mainstream media representations and in grassroots digital communication. The analysis identifies two contrasting rhetorical formations:

- The rhetoric of anchoring, observed in Facebook groups of Polish migrants in Scotland, characterized by emotion, communality, and everyday morality;
- The rhetoric of conditional inclusion, dominant in Scottish mainstream media, marked by technocratic rationality, institutional ethos, and controlled affect.

These rhetorical registers construct radically different visions of the migrant: on the one hand, as an active participant in a community of care and emotion; on the other, as an object of regulation and management. The study draws on two complementary datasets:

- *Digital Anchors, Diasporic Spaces* – 852 posts from four Facebook groups of Poles in Scotland (2025);
- *Measuring Frames, Tracing Couplings* – 165 articles from *The Herald*, *Daily Record*, and *The Scotsman* published during 2004–2016 and 2024–2025.