

Of all the variables of extremism, such as religion, economics, stratification or ethnicity; language is one of the most effective means of inculcation of extreme attitudes and behaviors in societies. Since centuries, men have studied how language creates and generates ideas, concepts and thoughts; however, little is done to understand the use of language in promotion of extremism. The manifestation of extreme behaviors is xenophobia and xenophilia which create conflict in a society and produce disharmony leading to extreme social environment. Consequently, strong divides can be seen and felt in a society due to these contrasting behaviors, which powerful social agents like clerics or politicians exploit to further their agendas. Thus, language is a potent tool in the hands of such agents with which they tap the emotions of susceptible audience as a stimulus to elicit an emotional reaction, resulting in an anti-social response. The effect of word – extreme rhetoric and discourse in societies is visible as “extremism” and has become a powerful psychological, social, international as well as linguistic phenomenon at the global level. The explored causes like poverty, religious beliefs and injustices have been explored at length.

It is pertinent to delve into the study of cause and effect – emotional responses to extreme rhetoric and discourse. Anger, hatred, revenge are some of the emotions associated with phobias, while extreme rhetoric also feeds on positive ideas related to phobias like self-fulfillment, ideology, glory and fame. This also leads to logical questioning of the role, media is playing in projecting and promoting extreme tendencies using rhetoric and discourse both in print and electronic mediums. Media is a powerful instrument which can be used and abused, by various social agents to project their ideas and sentiments, which may be one or the other form of extremism – xenophobia and xenophilia. It is crucial hence, to check the language and its usage in media to curtail the contagious ideas based on extreme behaviors. This mental contamination – extremism; is not territorial, but has gripped the whole world. It is thus, socially, economically and politically prudent to try and curtail the effects of extreme ideas spreading across the globe via language by reviewing the language in vogue.