

Abstract

In 2016, the Great Britain became the first Member State to organize a referendum about its membership in the European Union, which led to the decision to leave it. In the much controversial campaign, which led to the vote itself, the media identified three key issues off the Membership debate: the EU economy, immigration to the Great Britain and the position of the country in the world. The media also tent to describe the debate as “filthy”. One of the unusual and horrifying factors were death threats to few of the political actors, as well as assassination of the Labour politician Jo Cox. Given the context, out of the three key issues, the immigration became the most controversial one, especially because of the actions of the UKIP party. Their than chairman Nigel Farage was eager to take pictures in front of two billboards they’ve put up – one of which captured thousands of refugees waiting on the borders, the other one implying more than 1 million Turks could enter the country in the near future. Both of those billboards were put up to stir the fear of the migration in the country. This paper concludes of different approaches to immigration presented by the both political camps – “Leave” and “Remain”. Based on the analysis of the transcripts of the eleven televised debates it describes key interpretative repertoires as well as main taken positions. It evaluates the reasons for their success or the lack of. The paper focuses as well on the dominant positioning purposes.