CHAPTER THREE
RESEARCH METHODOLOGY

1.0 Introduction

This chapter is made to give a brief account about the detailed picture of most relevant research methodology, tools and sample of the study which is exclusively drawn to pursue this study.

The researcher was used Critical Discourse Analysis (CDA) Approaches namely, Critical Linguistic Approach, Top Down and Bottom up Approaches as well as method of Fairclough which speaks about power struggle that is exercised and enacted in discourse. Fairclough (1991:46) believes, "power in discourse is to do with powerful participants controlling and constraining the contributions of non-powerful participants". Each discourse, maintaining its ideology, dictates the conditions of what kind of text to produce, what meanings to highlight, and what perspectives to impose. Accordingly, he said there are three types of constraints which derive from the conventions of the discourse type and within which the writer or speaker is positioned when producing texts. Constraints operate on:

    a. Contents, i.e. on what is said or done;

    b. Relations, i.e. on social relations that people express in discourse;

    c. Subjects, or the 'subject positions' people can occupy.

They were adopted in terms of Analyzing Governmental and Non-governmental Power Struggle Discourse as Produced by Arab World Media (2011 – 2012) through investigating the following hypotheses:

1. Discourse has been abused to control people's minds, beliefs and actions in the interest of dominant groups and against the interests or will of others.

2. Lexical items have been used effectively to emphasize or de-emphasize political attitudes, manipulate public opinion, manufacture consent or legitimate political power.

3. Media discourse highlight power struggle between the dictatorial governments and oppressed masses and in the service of the powerful elite and state.

3.1 Research Methods, Tools and Sample of the Study

The extracts were exclusively drawn from the political speeches of Ben Ali and his counterpart Hosni Mubarak respectively. For more verification this site can be checked (The Guardian, on line source) these speeches prompted the oppressed masses to resist and later overthrow the two Arab regimes were regarded as political discourses.

The analysis of the political discourses were centered around nominalization, pro-nominalization and lexicalization to investigate the first two hypotheses as well as causative group which referred to as top down in the investigation of the cause; whereas effective group which referred to as bottom up in the investigation of the effect. Both of them are usedto investigate the third hypothesis.

Accordingly, the researcher was depended on his analysis to the extracts which had been taken from Tunisian and Egyptian Revolutions so as to

identify to what extent powerful group can control less- powerful group in terms of access to the power. For more verification this site can be checked (The Guardian, on line source). These were used as tools of analysis which were aimed to highlight the abuse of power by the above mentioned power holders, namely Ben Ali and Hosni Mubarak.

3.2 Critical Linguistic Approach

A brief account about the Critical Linguistic Approach was made for the sake of definition. The approach was defined as critical linguistics which was concerned with the analysis of how ideologies mediated through discourse were embodied in linguistic expressions. The Critical Linguistic Approach was used in response to such problems as a fixed, invisible ideology permeating language. Fowler (1991:67) states

> *"It is the main concern of critical linguists to study the minute details of linguistic structure in the light of the social and historical situation of the text, to display to consciousness the patterns of belief and value which are encoded in the language ..."*

The Critical Linguistic Approach is developed by Kress & Hodge (1979) with the appearance of the book Languageas Ideology which was used successfully by Van Dijk (1987) and Fairclough (1991). This study was focusing on the discourse as a social phenomenon; as Kress (1990:1) states, "all social interactions involve displays of power'. Any discourse, therefore, has to be studied in the context of ideologies and relations of power and inequality".

3.2.1 Nominalization as Part of the Ideational Function

When searching for ideological meanings, critical linguists become particularly concerned with the strategy of transformation as a syntactic variation. One specific transformation that is particularly worth looking at in the critical analysis is nominal. Nominal, according to Longman (1999:232: 318) states, "Are noun phrases, which 'normallyplay key roles as clause elements … [and] specify who andwhat the text is about". Moreover, hesaid, "New nouns can be formed by derivation andcompounding. Derived nouns are formed through theaddition of derivational affixes, such as prefixes andsuffixes. Compound nouns, on the other hand, are formedfrom two words combined to form a single noun. Via zeroderivation, or conversion, adjectives and verbs may beconverted to nouns".

However, compared with a full clause, a derived nominalleaves much of information unexpressed. Such clauses, instead of reporting concrete actions in time, are transformed by the speaker into abstract entities or concepts out of time, and mystify all those processes andtheir participants. As Longman (1999:325) states

> *"Derived abstract nouns are essential in academic discussions, where frequent reference is made to abstract concepts and where actions and processes are often referred to in general terms rather than in relation to a specific place and time. For such reference, it is convenient to use nominalizations, where the content of a clause (stripped of tense specification and other deictic elements) is compressed into a noun phrase".*

Fowler (1991:80) states, "Nominalization is, thus, an important linguistic tool which has extensive structuralconsequences and offers substantial

ideologicalopportunities. Hence, nominalization is a form of powerrelations that constrains content".

3.2.2 Pronominalization as Part of the Interpersonal Function

In English, the expression of overt power through the youdistinction had already disappeared. As Kress (1990:60) states

> *"This particular development in terms of going away from the overt power indications may be due to 'the increasing democratization of English society, that is, a society in which power difference and superiority could no longer be openly asserted".*

Nonetheless,pronouns do continue to function in the way in which thechoice between them is tied up with the relationships ofpower or solidarity. The following subsections focus on thepower relations which are being implicitly claimed throughthe use of pronouns.

3.2.2.1First Person Singular and Plural Pronouns

Usually, however, it is left to the addressee to infer the exact meaning of we. By choosing the plural pronoun we rather than I, a single author avoids drawing attention to himself/herself, and the writing becomes somewhat more impersonal. On the other hand, when we is used to include the reader, it has a rather different effect and the writing becomes more personal. Longman (1999: 329: 30) states

> *" The first person singular pronoun (I) is usually unambiguous in referring to the speaker/writer, [but] the meaning of the first person plural pronoun is often vague: we usually refers to the speaker/writer and the addressee (inclusive we), or to the speaker/writer and some other person or persons associated with him/her (exclusive we)".*

3.2.3 Lexicalization as Part of the Textual Function

Ideologically, there are many different schemes embodying different meanings in different discourses, and they are coded in vocabulary. The selection of vocabulary is playing crucial role in the decision of what meanings and attributes are attached to people and which subject positions are set up.

3.3 Top Down and Bottom Up Approaches

Top down and Bottom up Approaches can be defined as follows:Gaventa's model of power is an attempt to integrate the three dimensions of power in order to explain processes of power and powerlessness in situations of social equality. He examines the concentrated influence of mechanisms from the three dimensions on responses in such situations. He claims that a challenge, or a rebellion, can occur only if there is a shift in the power relations: a loss of power by A or a gain of power by B. Together with this, before an open conflict can take place, B has to take some steps in order to overcome his powerlessness. B has to overcome both the direct and the indirect effects of the third dimension: he has to go through a process of issue and action formulation, and he has to carry out the process of mobilizing action upon issues. By means of these processes B will develop his own resources – both real and symbolic – to engage in manifest conflict. In other words, B can actually participate in a conflict in the first, overt dimension, only after he has successfully overcome the obstacles of the second and third dimensions. Actual participation means the presentation of well-defined claims and grievances which are brought to discussion in the decision

making arena by B together with others who are in an identical situation.

As John Gaventa (1980: 3) states

> *"The phenomenon of quiescence – the silent agreement in conditions of glaring inequality– and tried to understand why, in difficult conditions of oppression and discrimination, no resistance arises against the rule of a social elite. He found that the social elite make use of its power principally to prevent the rise of conflicts in its domain and to attain social quiescence".*

Summary of the Chapter

This chapter reviewed mainly the most relevant methodology which is used in this study. Research tools were defined and brief account is made about the CDA approaches and Fairclough'smethod of constrains. The next chapter will provide a detailed picture about the data classification, description, analysis and result.