CHAPTER ONE

INTRODUCTION

This introductory paragraph aims to highlight the essential content to this chapter. This chapter focuses mainly on the statement of the problem, objectives, and questions of the study, hypotheses and the methodology of the study.

Background of the Study

No doubt, people all over the world are struggling for power. Accordingly, language is considered to be one of the most effective and powerful sources of power in the world .Therefore, this study will examine and analyze texts and talks produced by governmental and non-governmental media in the Arab world during (2011 – 2012) to reveal the hidden messages.

No doubt, language has been used as a means of manifestation among oppressed masses versus ruling class. Arab spring can be given as a good example for this; it reveals itself within many different types of slogans that express the down trodden people who want to resist the elites.

This study will justify how CDA scholars connect between language and power struggle as well as it will examine and analyze written texts produced by the dictatorial governments in the Arab world versus the oppressed masses who represent the dominated group. However, you are going to have unequal power relation. The dominant groups have access to the media; whereas the oppressed masses do not have access to they represent the resistant group.

From Thomas Hobles to Robert A. Dahl, power has been seen as the ability to affect, to limit or to control the behavior of people. This can be exemplified as such: A to compel B to do something which B would not otherwise have done. Power is not only the ability to affect on the behavior of others. But it is also the productive force by which A and B is constructed with each of their set of interests and with each of their set of expectations. AsFairclough [1995 b: 40] argues

> *"There are many individuals and social groups who do not have an equal access to the mass media in terms of writing, speaking or broadcasting. He argues that this is because media output is very much under professional and institutional control and in general it is those who already have other forms of political power that have the best access to the media".*

Van Dijk (1996) states that social, economic and political power may be based on special access to or control over scarce social resources, but these are not merely marital, but also symbolic, such as knowledge, education and especially access to and control over public discourse, especially in the mass media.

CDA focuses on the abuse of such power and especially on dominance, that is, on the ways control over discourse is abused to control people's beliefs and actions in the interest of dominant groups, and against the best interests or the will of others. Abuse in this case may be characterized as a norm-violation that hurts others, given some ethical standard, such as rules, agreements, laws or human rights principles. In other words, dominance may be briefly defined as the illegitimate exercise of power.

On the other hand, Van Dijk (1996) states that members of more powerful social groups and institutions and specially their leaders (the

elites) have more or less exclusive access to and control over one or more types of public discourse. Therefore, politician's policy and other public political discourse and those who have more control over more and more influential discourses are by that definition also more powerful. In other words, we here propose a discursive definition of one of the crucial constituents of social power.

Indeed, much of political power may safely be operationalized in terraces of the means and patterns of access and control of politicians, parties or political movements over public discourse who controls public discourse, at least partly controls the public minds, so that discourse analysis of such control is at the same time inherently a form of political analysis. Political systems are among the most obvious commonsense categories of the domain of politics, such as: communism, dictatorship, democracy, fascism or social democracy, among others, are generally seen as typically political in the description of countries, nation-states, political parties, politicians or political acts. These systems are usually understood as referring to the organization and distribution of power and principles of decision making.

This study aims to investigate how language can be used in power struggle by those rivals. This means, governmental and non-governmental media.

Language can be used by the oppressed masses as a mean of empowerment of rebalancing a relationship. It is an example of how discourse intervention can contribute to social transformation through the polities of representation.

Firer and Adwan(2004) states that discourse can be the focus of struggle in the representation of issues related to the achievement of a culture of peace rather than unclear war on a global scale.

Kharmi (2003) states that David and Goliath' used to characterize the disparity in power between Israel and the Palestinians also entail the notion of resistance. Similarly, Salih (2003) claims that Israel is depicted as a powerful regional actor that has all the power, the Israeli giant with a high-tech multi-billion dollar army.In contrast, Jones (1966) states that David, Palestinian figure, is a young boy, small in stature and powerless but unafraid. He was willing to confront the giant and he slew Goliath, bringing victory to the Israelites. Thus, the metaphor reinforces the Palestinian notion that resistance despite the odds is an effective strategy.

A polity is a struggle for power in order to put certain political, economic and social ideas into practice. In this process, language plays a crucial role, for every political action is prepared, accompanied, influenced and played by language. Fairclough (1993:125) states

> "CDA considers language use as social practice. The users of language do not function in isolation, but in a set of cultural, social and psychological frame works. CDA accepts this social context and studies the connections between textual structures and takes this social context into account and explores the link between textual structures and their function in interaction within the society. Especially when it comes to create and maintain differences in power relations. The relatedness of the complex mechanism of discursive practice and their social function in frequently willingly left opaque, especially in the case of differences in power relations.

One of the objectives of CDA is to create a framework for decreasing what are mentioned above".

According to Wodak and Ludwig (1999: 12) states, "Viewing language in terms of discourse always involves power and ideologies. No interaction exists where values and norms do not play a relevant role".

According to Van Dijk [1998a] claims that Critical Discourse Analysis is a field that is concerned with studying and analyzing written and spoken texts to reveal the discursive sources of power, dominance, inequality and bias. It examines how these discursive sources are maintained and reproduced within specific social, political and historical contexts.

For our analysis of the relation between discourse and power, thus, we firstly find that access to specific forms of discourse, such as those of politics, the media or science, are themselves power resource. Secondly, as suggested earlier, action is controlled by our minds. So, if we are able to influence people minds, for instance, their knowledge or opinions. We indirectly may control their actions. Thirdly, since people's minds typically influenced by text and talk, we find that are crucial in the enactment or exercise of group power is the control over the structures of text and talk. Wodak (1984a, 1986) states that according to text and context, thus, we have seen already those members of powerful group may decide on the discourse genres or speech acts of an occasion. A judge may require a direct answer from a suspect and not a personal story.

Lexical items not only may be selected because of official criteria of decorum, but also because they effectively emphasize or de-emphasize

political attitudes and opinions, granter support, manipulate public opinion, manufacture political consent or legitimate political power.

Ratherly, in discourse people have different kinds of power and exercise it in different ways and these may change dynamically as a response to the behavior of others.More critically, Linell and Jonson (1991) states that we may examine how powerful speakers may abuse their power in such situations.For instance, when police affecters use force to get a confession from a suspect.

Critical Discourse Analysis has been defined as a type of discourse analytical research that primarily studies the way social power abuse, dominance and inequality are enacted, reproduced and resisted by text and talk in the social and political context.

Chilton and Schaffner [2002:5) states, "Politics has been defined as a struggle for power between those who seek to assert and maintain their power and those who seek to resist it".

Discourse can be the focus of politics, that is, the struggle for the power of representation and proponents of various views use a variety of strategies to ensure that framing of the nature of a particular issue predominates. This can be taken for granted, when Clinton undertook Camp David II because he was struggling to secure himself a place in history, Tamini (2003) states that discourse may at least indirectly control people's actions as far as we know from persuasion and manipulation.

Lukes (1986); Wrong (1979) claims that a central notion in most critical work on discourse is that power and more specifically the social power of

groups or institutions. Summarizing a complex philosophical and social analysis, we will define social power in terms of control. Thus, groups have power if they are able to control the acts and minds of other groups. This ability presupposes a power base of scarce social resources, such force, money, status, fame, knowledge, information, culture or indeed various forms of public discourse and communication.

1.1 Statement of the Problem

This study aims to investigate to what extent language has been abused in power struggle as depicted by governmental and non-governmental media discourse in the interest of elite and against the will of others. As Fairclough (1995b: 45)   states

> *"Media discourse contributes to reproducing social relations of domination and exploitation.   At the same time, he observed that sometimes the interests of the media are in conflict with the state, for example in the case of the Vietnam War when American television, by showing images of the war turned the public opinion against the war".*

1.2 Objectives of the Study

1. This study aims to discover the abuse of discourse to control people's minds beliefs, and actions.

2. It is an attempt to reveal the discursive meaning of written texts as depicted by governmental and non- governmental media discourse.

3. It is an attempt to highlight power struggle between governmental and non- governmental media discourse.

1.3 Questions of the Study

This study sets out to answer the following questions:

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

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

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

1.4   Hypotheses of the Study

This study sets out to investigate 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 highlights power struggle between the dictatorial governments and oppressed masses and in the service of the powerful elite and state.

1.5 Significance of the Study

The significance of this study is concentrated on that the researcher has used critical discourse analysis to reveal the discursive messages of the written texts. Therefore, CDA can enlarge imagination in the process of analysis, evaluation and assessment of written texts. CDA plays great role in enlightening the down trodden people with their rights and help them resisting the tyrants by knowing the discursive messages.

Hopefully, this study also provides some insight and practical help in decoding political speeches, in evaluating linguistic aspects of the ideas conveyed, and the way the more powerful employ language in order to impose their ideas on the less powerful members of society.

1.6   Limits of the Study

This research has limited to analyze, evaluate, criticize and investigate the power struggle as depicted by governmental and non- governmental media that is concerned Arab world during (2011-2012). The study is depended on the political speeches of the two presidents, Ben Ali and his counterpart Hosni Mubarak, to investigate the first two hypotheses as well as Tunisian and Egyptian revolutions to investigate the third hypothesis.

1.7 Methodology of the Study

The researcher has adopted the descriptive analytical as well as qualitative methods and CDA (Critical Discourse Analysis) approaches

such as critical linguistic approach and top down and bottom up approaches together beside Fairclough's method. Nominalization, pronominalization, lexicalization, cause in terms of causative group and effect in terms of effective group are used as tools in the collection of relevant data and information in pursuing this study.

1.8   Summary of the chapter

This chapter gave a detailed picture about what had been said in this chapter in terms of its components, such as the identifying of the study problem as well as the most suitable methods that can be used. The next chapter will provide relevant literature which is critically reviewed.