

Qur'anic Verse

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

قَدْ أَفْلَحَ
مَنْ مَلَئَ
كَنْزَهُ
صَدَقَ اللَّهُ
عَظِيمًا

صدق الله العظيم

Dedication

With love and respect, I dedicate this research

To lovely people in my life

To my dear mother and father

To my brothers and sisters

To my wife's and son's

To my colleagues

Acknowledgements

First, I thank Allah the Almighty, the source of mercy, grace, and inspiration, who granted me with knowledge, patience, strength and cooperative people to accomplish this thesis.

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Abstract

This study aimed at investigating the role of cultural values in shaping the political stances in Central Arabs issues from CDA perspective . The study adopted the descriptive analytical method, the researcher collected data by using a questionnaire for (30) T.V viewers and conducted a content analysis. To analyze the data of the study the researcher used the Statistical Package for Social Sciences (SPSS).The findings of the study revealed cultural values play a great role in shaping the political stances in Central Arabs issues from CDA perspective; the use of idioms, proverbs and metaphors as cultural values shape the political stances of the Arab participants on T.V show talk. In addition, lexical, syntactic and semantic features of western culture shape the political stances of non-Arab participants on T.V show talk . Moreover, differences among ethnic groups, religious groups, economic and political power as conflicting ideologies cause difference in political stances.

In the light of the findings of the study, the researcher recommended that culture is an important aspect that T.V viewers need to be aware of, in addition , the use of linguistic features such as pronouns, metaphors and nominalization in political discourses have significant political effects. Moreover, the economic dominance of western culture shape the political stances of non-Arab participants on T.V show talk.

Key words:

Cultural values, CDA perspective, political effects.

Abstract

(Arabic Version)

المستخلص

هدفت هذه الدراسة لتقصي دور القيم الثقافية في تشكيل المواقف السياسية في قضايا العرب الوسطى من منظور تحليل الخطاب النقدي. اعتمدت الدراسة المنهج الوصفي التحليلي حيث قام الباحث بجمع البيانات باستخدام استبانة لعدد 30 مشاهد تلفزيوني واجراء تحليل محتوى. استخدم الباحث برنامج الحزم الإحصائية للعلوم الاجتماعية لتحليل البيانات.

أظهرت نتائج الدراسة ان القيم الثقافية تلعب دورا كبيرا في تشكيل المواقف السياسية في القضايا العربية المركزية من منظور تحليل الخطاب النقدي. وان استخدام الاصطلاحات والأمثال والاستعارات كقيم ثقافية تشكل المواقف السياسية للمشاركين العرب في برنامج حوارى تلفزيوني.

بالإضافة الى ذلك فان السمات المعجمية والدلالية والنحوية للثقافة الغربية تشكل المواقف السياسية للمشاركين غير العرب في البرامج الحوارية التلفزيونية. علاوة على ذلك فان الفروقات بين الجماعات العرقية والدينية و القوة الاقتصادية والثقافية و الأيديولوجيات المتضاربة تشكل اختلاف في المواقف السياسية.

بناء على تلك النتائج فإن الباحث أوصى بأن الثقافة جانب مهم يجب على مشاهدي التلفاز ادراكه, بالإضافة الى ان استخدام السمات اللغوية كالضمائر والاستعارات والتسميات في الحوارات السياسية لها اثار سياسية كبيرة, علاوة على ذلك تشكل الهيمنة الاقتصادية للثقافة الغربية المواقف السياسية للمشاركين غير العرب في برنامج الحديث التلفزيوني.

الكلمات المفتاحية:

القيم الثقافية, منظور تحليل الخطاب النقدي, الأثر السياسي.

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