Investigating the Role of Cultural Values and Linguistic Features in Shaping the Political Stances in Central Arabs Issues from CDA Perspective

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Abstract:

This study aims at investigating the role of cultural values and linguistic features in shaping political stances in Central Arabs Issues from CDA perspective. The study adopted the analytical method, the researcher collected data by using a content analysis. The findings of the study revealed that cultural values and linguistic features play a great role in shaping political stances in Central Arabs Issues from CDA perspective. Moreover, ideological expressions , the style of discourse and differences among ethnic and religious groups cause significant differences in political stances .In the light of the findings of the study, the researcher recommended that the use of pronouns in political discourse is significant and manipulative since it generates political stands. The use of linguistic features such as nominalization, passivation and metaphors shape the political stances of the Arab participants on T.V show talk. Furthermore, cultural values are significant in shaping political stances in Central Arabs Issues from CDA perspective.

Key words: CDA, cultural values, linguistic features. political stances.

المستخلص

هدفت هذه الدراسة لتقصي دور القيم الثقافية والسمات اللغوية في تشكيل المواقف السياسية في قضايا العرب المحورية من منظور تحليل الخطاب النقدي. اعتمدت الدراسة المنهج التحليلي. قام الباحث بجمع البيانات باستخدام تحليل الاستبانة. أظهرت نتائج الدراسة أن القيم الثقافية و السمات اللغوية تلعب دورا كبيرا في تشكيل المواقف السياسية في القضايا العربية المحورية من منظور تحليل الخطاب النقدي. علاوة على ذلك تتسبب التعبيرات الأيديولوجية و أسلوب الخطاب والاختلافات بين المجموعات العرقية و الدينية اختلافات كبيرة في المواقف السياسية. بناء على تلك النتائج بان استخدام الضمائر في الحوارات السياسية مهم وفعال حيث إنها تدعم المواقف السياسية. وان استخدام السمات اللغوية مثل التسمية والبناء للمجهول والاستعارات تشكل المواقف السياسية للمشاركين العرب في برنامج حواري تلفزيوني. علاوة على ذلك فان القيم الثقافية مهمة في تشكيل المواقف السياسية في قضايا العرب المحورية من منظور تحليل الخطاب النقدي.

Introduction

The Critical Discourse Analysis (CDA) is a new branch of modern linguistic research rose during the last few years. Among various studies of(CDA) researchers focus was put on not only languages as CDA aims to reveal the influence of ideology on discourse, the counteractive influence of discourse on the ideology, and how the two elements derive from and serve for social structure and power relation. In other words it aims to reveal the relationship between language ideology and power.

CDA takes systematic functional linguistics (SFL) which has been proposed by Halliday(1982) as its main theoretical foundation. Besides, it also absorbs the research

achievement in other subjects such as psychology, sociology, ethnology, math media, etc, and combines them with the study of linguistics which attracted the attention of scholars in different linguistic fields.

It has been always very difficult to discern the role of culture values in shaping political stances when it comes to Arab central issues like the issues of the "occupied territories" in Palestine or the position of Jerusalem as opposed to Jewish stance, this is apparent in any T.V. political talk show hence any T.V. viewers who are keen to follow either CNN or Al-Jazzier many not recognize some aspects of the cultural values that can shape the political stances of T.V. participants or the host of talk show.

Van Dijk (1998:64) claimed that ideology is mentally representation of the basic social characteristics of a group such as their identity, task, goals, norms, values, position and resources. Adwan (2004) stated that language can be used by the oppressed group as a mean of empowerment of rebalancing a relationship, this suggests that discourse intervention contribute to social transformation through politics representation. Discourse can be the focus of struggle in the representation of uses related to the achievement of culture of peace rather than under war on global scale.

Television has evolved as government institution in the Arab world hence political news was bound to top news agenda. That media agendas put political news and political talk – show on the top expense of culture and human interest news. This claim has promoted by the researcher to investigate the role of culture values in shaping political stances of the participants' political views with regards to the to the Arabs central issues (Palestinian problem). This study focuses on political discourse produced by two participants who differ greatly over central Arabs' issues on T.V. channels, that is, Aljazeera and CNN. The researcher analyzes discourses produced by two participants in terms of the use of some linguistic features that are significant in political discourses.

Statement of the Problem

This study investigates how culture norms and linguistic features shape political stances, the researcher investigates some linguistic features in T.V. show talk produced by two participants who represent two distinct ideological stances with regard to the contentious issues tackled by the international channels like Aljazeera and CNN.

This issue was also noticed by other researchers such as Wenzy (2004) who claimed that culture norms provides important social and enhances political stances as it develops our quality of life and increases overall well-being for both individuals and communities . Moreover, Klaus (1992) remarked that among the cultural norms that shape political stances are linguistic features such as choice of vocabulary, use of pronouns and metaphors, passivation and nominalization. So, the researcher finds it important to explore these hurdles with the intention of suggesting the appropriate rectifications.

Objectives of the Study

The study is carried out to achieve the following objectives:

1.To reveal how culture values shape the political stances of non-Arab participants on T.V. show talk regarding central Arab Issues from CDA perspective.

2. To find out how conflicting ideological expressions and linguistic features are used in political discourse.

Questions of the Study

The following research questions formed the basis of the study:

1. How can culture values shape the political stances of non-Arab participants on T.V. show talk regarding central Arab Issues from CDA perspective?

2. How are the conflicting ideological expressions and the linguistic features are used in political discourse?

Hypotheses of the study

This study sets out to test the following hypotheses.

1. Culture values shape the political stances of Arab participants on T.V. show talk regarding central Arab Issues from CDA perspective.

2. Conflicting ideological expressions and linguistic features embedded in a face-to-face discourse between two different participants on TV show talk display political significance.

Significance of the study

The importance of this study stems from the fact that the researcher has adopted critical discourse analysis to reveal culture values or norms that are capable of shaping our political stance which in turn may empower the participants to engage in political struggle against enemies. It is hoped that this study will provide an insight and help in unmasking political dialogue to show the extent to which it can be shaped by cultural values or norms.

The study will also benefit educators in the field of CDA.

The study will also contribute to the existing literature in the field of CDA.

Limits of the Study

The study exclusively depends on the analysis of some linguistic features of T.V show talk on CNN and Aljazeera .Also it limits to Sudanese's T.V viewers and to Sudan University.

Methodology of the Study

There are many methods that can be used by researchers according to the objectives of the study, the required data and the investigated population, since the main objective of the present study is to focus on political discourse produced by two participants who differ greatly over central Arabs' issues on T.V. channels, that is, Aljazeera and CNN , the researcher analyzes some political discourses produced by two participants in terms of the use of some linguistic features that are significant in political discourse .

This study adopts the analytical method; a variety of critical discourse analysis (CDA) is used Van DIjk and Fairdough's method is adopted to highlight the linguistic features regarding contention issues between the two conflicting groups; the researcher uses some texts produced by CNN and Aljazeera channels covering Arabs' central issues .

The study goes around some political dialogues from Aljazeera channel the researcher chooses Mahdi Hassan (live socio-political take show), Head to head, that is aired on Tuesday at 12:00 KSA for 50 minutes.

Definitions of Discourse

The concept "discourse" is a catching phrase that has been defined differently in different contexts. For example, Blomaert (2005:2) refers to the concept in semiotic terms as "Any form of action with a meaningful symbolic behavior such is found in literature and arts". Other scholar refer to the term discourse as language in sequence beyond a sentence (Came 2001: Tannen, 1984), or as language in use for communication (Yule, 1983: Cook, 1989). In other cases, they refer to "discourse" as language in use as social practice (Foucault, 1971), such as discourses on poverty, war, human rights, education etc. Others refer to it as an extended organized body of communicative units among members of parts of discourse community with similar ideas (Young, 2008).

In an explicit manner Cook (1989:6) defines discourse in terms of language units larger than sentences that are coherent, thus unified and meaningful and distinguishes two kinds of language as potential objects for study, namely, spoken and written forms of language.

As McCarthy (1991) remarked the term discourse is applied to both spoken and written language, in fact to any sample of language used for any purpose any series of speech events or any combination of sentences in written form wherein successive sentences or utterances hang together is a discourse. Discourse cannot be confined to sentential boundaries. It is something that goes beyond the limits of sentences. In another words discourse means any coherent succession of sentences spoken or written.

Chomsky (1965) stated that sentences that people produce are not limited. However, stringing grammatically correct sentences together does not necessarily produce full meaning. Along similar lines, Halliday(1967) and Matthiessen (2004) put forward the claim that it is misleading to define discourse in terms of a sentence or a phrase, as language elements when they are put together in use to constitute discourse. (McCarthy, 1991: P.7).

According to Levinsohn (2001:3 – 15), discourses differ according to the means of production (the number of speakers), the type of content (the text genre), the manner of production (style and register) and the medium of production (oral versus written). Keller (2005:228) regards "discourse" as a theoretical assumption for starting research of this kind.

Kahargl (2013) defined discourse as an instance of spoken or written language that has a describable internal relationship of form and meaning (e.g. word, structures, cohesion) that relates coherently to an external communicative function or purpose and a given audience/ interlocutor.

Discourse analysis is concerned with the use of language in running discourse, continued over a number of sentences, and involving the interaction of speaker (or writer) and auditor (or reader) in a specific situational context, and within a framework of social and cultured conventions" (Abrams & Harpham 2005).

Discourse analysis has been described as interdisciplinary study of discourse within linguistics, though it has also been adopted by researchers in numerous other fields in the social sciences.

Wood and Kroger (2000) stated that discourse analysis is not only about method, it is also a persuasive on the nature of language and its relationship to the central issues of the social sciences.

More specifically, we see discourse analysis as a related collection of approaches to discourse approaches that entail not only practices of data collection and analysis, but also a set of theoretical assumptions and a body of research claims and studies.

Critical discourse analysis :Critical Discourse Analysis (CDA) stems from the critical theory of language which sees the use of language as a form of social practice. All social practices are tied to specific historical contexts and are the means by which existing social relations are reproduced or contested and different interests are served. It is the questions pertaining to interests - How is the text positioned or positioning? Whose interests are served by this positioning? Whose interests are negated? What are the consequences of this positioning? - That relates discourse to relations of power.

Where analysis seeks to understand how discourse is implicated in relations of power, it is called critical discourse analysis.

Furlough's (1989, 1995) model for CDA consists of three inter-related processes of analysis tied to three inter-related dimensions of discourse. These three dimensions are:

1.The object of analysis (including verbal, visual or verbal and visual texts).

2.The processes by means of which the object is produced and received (writing/speaking/designing and reading/listening/viewing) by human subjects.

3. The socio-historical conditions which govern these processes.

According to Furlough each of these dimensions requires a different kind of analysis:

1. Text analysis (description).
2. Processing analysis (interpretation).
3. Social analyses (explanation).

Cultural Values: Cultural values are complexes of learned behavior patterns and perceptions,

Cultural values are not the products of lone individuals. They are the continuous evolving products of people interacting with each other. Cultural values such as language and politics make sense in terms of the interaction of people who interpret discourse according to their knowledge of culture as language typology among various cultures, stereotyping of customs and traditions, culturally chosen expressions, the style of discourse and differences among ethnic and religious groups cause difference in political stances.

T.V Political Dialogue: Political dialogue or as it is sometimes called political talk show or political interview is one of the talk show genres which covers all T.V screens in the world . T.V Arab satellite channels are full of these political talk shows in news channels or even in some entertainment channel.

When Arabs talk about political talk show or political interviewer on TV, they refer to it as Dialogue which means in Arabic (Hiwar) . Most or all Arab interviewers, in their political talk shows open or conclude their interview with a sentence (in this dialogue (Hiwar), not in this interview). That means, they use the world dialogue more than using the word interview or talk show in their TV talk interactions.

 Gomez (2005:4) stated that talk show or interview should be studied for some reasons: one of these reasons is that nobody can deny talk shows growing role in public discourse, this claim is closely related to Faircloughs (1995:3) who defended the analysis of media language as an important element within the research into the contemporary process of social and culture change.

The second one is that talk-shows are a hybrid discourse genre which displays characteristics from conversation and institutional discourse worthy of being analysed .The third one is that talk-show can be generalized as conversational practice , that the talk-show is an invention of the twentieth century broadcasting which takes as very old form of communication ,i.e.,\ conversation and transforms it into a low-cost highly popular form of information and entertainment through the institutions , practices and technologies of television .

The Use of Linguistic Features in Political Discourses

Pronouns are groups of words that are able to appear in the place of other words, most often nouns, other pronouns or noun phrases. They are used first and foremost as a way for the speaker or writer to avoid being repetitive. There are several types of pronouns: personal, reflexive, possessive, indefinite, demonstrative, reciprocal, relative and interrogative (Collins1990:28). The personal pronouns are used to refer to people or things that the speaker is talking to or talking about.

In political discourses the pronoun I is used when the speaker wants to speak as an individual rather than as a representative of a group. You is used both as generic pronoun as well as a way for the President to speak to the Congress, without speaking on their behalf. The pronoun we is used to invoke a sense of collectivity and to share responsibility.

In political speeches, pronoun have the role of positioning the speaker relative to the addressee (as an individual separate from a group, a member of a collectivity, a person sharing the same views as the addressee's or having opinions divergent from his/hers).

In political speech pronouns have various functions; they are considered a flexible

resource for constructing social categories for shaping the speaker's identity, this suggests that the way people use pronouns especially when addressing recipients, has implications for the relationship between people and the way they are positioned in discourse. Many critical discourse analysts claim that the use of pronouns in political discourse is significant and manipulative, since it generates political stands (Fowler and Kress: 1979, Fair Clough: 1989, Wilson: 1990, Chilton and Schaffina: 2002, Van Dijk: 2002, etc).

Another linguistic feature is the use of political discourse metaphor which conceptualizes political actions or processes by offering a certain ideological views of the reality. Thus specific metaphoric scenarios can be identified. Metaphors also express distance or solidarity in the speeches of the politicians.

Nominalization is the most typical structure particularly in scientific, political discourses..etc..Halliday and Matthiessen(2004) pointed out that information density and nominalization are the foremost lexico-grammatical features of academic and political language, they also stated that nominalization has been recognized as the sole most substantial resource for establishing political discourse.

Passivization as linguistic structures shape the political stances of the participants on T.V show talk. The English language is extremely rich, it includes numerous modes, forms and linguistic features that have developed over many centuries of its evolution. Passive voice is one of such features, it is an important language tool, and refusing to use it only because fiction and political writing are without passive voice would be a hasty and reckless decision.

Passive voice has been a tool of political rhetoric for a long time. The most famous example of its utilization in modern politics is the United Stated declaration of independence, in the famous saying ''All men are created equal'' the passive form of the verb here was used for a great purpose, thus the founding fathers could have easily said ''God created all people equal'' but they preferred not to use such a formulation, as a result, did not turn a political statement into a religious proclamation.

Materials and methods:

This study was carried out at Sudan University of science and Technology with T.V viewers. A purposive sample used for this study includes (30) T.V viewers. This is a quantitative research method.

The researcher bases inquiry on the assumption that collecting data form questionnaire best provides an understanding of research problem. This study used a quantitative research design comprising quantitative method and technique during data collection analysis because the researcher wanted to come up with rich information which would improve the validity and reliability of the overall finding. Quantitatively, the study used questionnaire with T.V viewers.

Results and discussion:

The researcher used the questionnaire as the main tool for collecting the data related to this study. The researcher has designed a questionnaire to T.V viewers to find out their opinion towards the role of cultural values in shaping linguistically the political stances of the Arab participants on T.V show talk. The tables and the percentages below illustrate what has been stated above.

The analysis of the questionnaire in relation to the hypothesis

Table (1) the use of idioms as cultural value, shape the political stance of the Arab participation on T.V show talk

Answer	Number	Percent
Strongly Agree	3	13.3
Agree	14	46.7
Not sure	3	11.0
Disagree	7	20.0
Strongly Disagree	3	10.0
Total	30	100%

It is clear from the above table (1) that there are (3) respondents in the study's sample with percentage (13.3) strongly agree with the use of idioms as cultural value, shape the political stance of the Arab participation on T.V show talk.'' There are (14) respondents with percentage (46.7) agree with that and (3) respondents with percentage (11.0 %) are not sure. and (7) respondents with percentage (20.0%) disagree, while (10) persons with percentage (10.o %) strongly disagree.

Table No (4.2) the use of proverbs as cultural value, shape the political stance of the Arab participation on T.V show talk

Answer	Number	Percent
Strongly Agree	13	34.4
Agree	10	33.3
Not sure	3	10.0
Disagree	3	10.0
Strongly Disagree	1	3.3
Total	30	100%

It is clear from the above table (2) that there are (13) respondents in the study's sample with percentage (34.4%)   strongly agree with "The use of proverbs as cultural value, shape the political stance of the Arab participation on T.V show talk". There are (10) respondents with percentage (33.3%) agree, and (3) respondents with percentage (10.0%) are not sure   and (3) persons with percentage (10.0%)   disagree, while only one respondent with percentage (3.3%) strongly disagree.

Table No (4.3) the use of metaphors as cultural value, shape the political stance of the Arab participation on T.V show talk

Answer	Number	Percent
Strongly Agree	18	60.0
Agree	10	33.4
Not sure	1	3.3
Disagree	1	3.3
Strongly Disagree	0	0.0
Total	30	100%

It is clear from the above table. (3) That there are (53) respondents in the study's sample with percentage (51.0%) strongly agree with The use of metaphors as cultural value, shape the political stance of the Arab participation on T.V show talk. ". There are (17) respondents with percentage (16.3%) agreed with that and (9) respondents with percentage (8.7 %) are not sure. and (5) respondents with percentage (4.8%) disagreed, while (20) respondents with percentage (19.2%) strongly disagree.

Table No (4.4) the choice of vocabulary as cultural value, shape the political stance of the Arab participation on T.V show talk

Answer	Number	Percent
Strongly Agree	17	53.3
Agree	11	36.7
Not sure	2	6.7
Disagree	1	3.3
Strongly Disagree	0	0.0
Total	30	100%

It is clear from the above table. (.4) that there are (17) respondents in the study's sample with percentage (53.3%) strongly agree with "The choice of vocabulary as cultural value, shape the political stance of the Arab participation on T.V show talk ". There are (11) persons with percentage (36.7%) agree with that and (2) respondents with percentage (6.7 %) were not sure. and (1) respondents with percentage (3.3%) disagree, while (0) respondents with percentage (0.0%) strongly disagree.

Table No (4.5) Figures of speech as cultural value, shape the political stance of the Arab participation on T.V show talk

Answer	Number	Percent
Strongly Agree	15	50.0
Agree	13	43.4
Not sure	1	3.3
Disagree	1	3.3
Strongly Disagree	0	0.0
Total	30	100%

It is clear from the above table (5) that there are (15) respondents in the study's sample with percentage (50.0%) strongly agree with "Figures of speech as cultural value, shape the political stance of the Arab participation on T.V show talk". There are (13) respondents with percentage (43.4%) agree with that, and (1) respondents with percentage (3.3 %) are not sure. and (1) respondents with percentage (3.3%) disagreed, while (0) respondents with percentage (0.0%) strongly disagree.

Table No (4.6) Speech acts used by Arab participants on T.V show talk, shape their political stance

Answer	Number	Percent
Strongly Agree	10	33.3
Agree	12	40
Not sure	4	13.3
Disagree	1	3.3
Strongly Disagree	3	10
Total	30	100%

It is clear from the above table (6) that there are (10) respondents in the study's sample with percentage (33.3%) strongly agree with "**Speech acts used by Arab participants on T.V show talk, shape their political stance** ". There are (12) respondents with percentage (40.0%) agreed with that and (4) respondents with percentage (13.3 %) were not sure. and (1) respondents with percentage (3.3%) disagree, while (3) respondents with percentage (10.0%) strongly disagree.

Table No (4.7) the choice of cohesion as cultural value, shape the political stance of the Arab participation on T.V show talk

Answer	Number	Percent
Strongly Agree	10	33.3
Agree	12	40.0
Not sure	3	10.0
Disagree	4	13.3
Strongly Disagree	1	3.3
Total	30	100%

It is clear from the above table (7) and that there are (10) respondents in the study's sample with percentage (33.3%) strongly agree with "The choice of cohesion as cultural value, shape the political stance of the Arab participation on T.V show talk.". There are (12) respondents with percentage (40.0% (agree with that and (3) respondents with percentage (10.0%) are not sure.and (4) respondents with percentage (13.3%) disagree, while (1) respondents with percentage (3.3%) strongly disagree.

Table No (4.8) Nominalization as linguistic structures, **shape** the political stance of the Arab participation on T.V show talk

Answer	Number	Percent
Strongly Agree	6	20.0
Agree	12	40
Not sure	3	10.0
Disagree	8	26.7
Strongly Disagree	1	3.3
Total	30	100%

It is clear from the above table (8) that there are (6) respondents in the study's sample with percentage (20.0%) strongly agree with "Nominalization as linguistic structures, **shape** the political stance of the Arab participation on T.V show talk". There are (12) respondents with percentage (40.0%) agree with that and (3) respondents with percentage (10.0 %) are not sure. and (8) respondents with percentage (26.7%) disagree, while (1) respondent with percentage (3.3%) strongly disagree.

Table No (4.9)) Passivization as linguistic structures, **shape** the political stance of the Arab participation on T.V show talk

Answer	Number	Percent
Strongly Agree	10	33.3
Agree	8	26.7
Not sure	3	10.0
Disagree	8	26.7
Strongly Disagree	1	3.3
Total	30	100%

It is clear from the above table (9) that there are (10) respondents in the study's sample with percentage (33.3%) strongly agree with" Passivization as linguistic structures, **shape** the political stance of the Arab participation on T.V show talk ". There are (8) respondents with percentage (26.7%) agree with that and (3) respondents with percentage (10.0 %) were not sure. and (8) respondents with percentage (26.7%) disagree, while (1) respondents with percentage (3.3%) strongly disagree.

Table No (4.10) Deities as linguistic structures**, shape** the political stance of the Arab participation on T.V show talk

Answer	Number	Percent
Strongly Agree	10	33.3
Agree	16	53.3
Not sure	3	10.0
Disagree	0	0.0
Strongly Disagree	1	3.3
Total	30	100%

It is clear from the above table no. (4.10) that there are (10) respondents in the study's sample with percentage (33.3%) strongly agreed with Deities as linguistic structures**,** shape the political stance of the Arab participation on T.V show talk". There are (16) respondents with percentage (53.3%) agree with that and (3) respondents with percentage (10.0 %) are not sure. and (0) respondents with percentage (0.0%) disagree, while (1) respondents with percentage (3.3%) strongly disagreed.

Discussion:

The data collected was analyzed in relation to the hypothesis of the study. The data was collected via questionnaire which had been administered to T.V viewers.

Having analyzed and compare the results with the main hypothesis, the results have shown that cultural values linguistically shape the political stances of the Arab participation on T.V show talk.

Result and finding:

• Passivation as linguistic structures shape the political stances of the Arab participants on T.V show talk.

• Nominalization as linguistic structures shape the political stances of the Arab participants on T.V show talk.

• The use metaphor in political discourses conceptualizes political actions or processes by offering a certain ideological views of the reality.

• The use of pronouns in political discourse is significant and manipulative, since it generates political stands.

• Cultural values and ideological expressions make sense in terms of the interaction of people who interpret discourse according to their knowledge of culture as language typology among various cultures, stereotyping of customs and traditions, culturally chosen expressions, the style of discourse and differences among ethnic and religious groups cause significant differences in political stances .

Recommendations and Conclusion :

The following are some recommendations:

• Culture is an important aspect that T.V viewers need to be aware of.

• Lexical, semantic and syntactic features of western culture shape the political stances of non – Arab participants on T.V show talk.

• Cultural values can linguistically shape the political stances of the Arab participants in T.V show talk.

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