MEDIA DISCOURSE AND THEIR IMPLICIT IDEOLOGIES

Sana Nawaz[1], Hafiz Ahmad Bilal[2], Maria Kalsoom[3], Zikra Fayyaz[4], Huma Nayyar[5]

Department of English, University of Sargodha,
PAKISTAN.

[1]Anayakhan35@yahoo.com, [2] ahmadbilal.uos@gmail.com, [3] mariarubnawaz22@gmail.com,
[4]missimperfect85@yahoo.com, [5] nayyar_huma@yahoo.com

ABSTRACT

Our research aims to investigate how language as a social practice is used to represent different ideologies. We are trying to analyze how the choice of lexical items is construed in the particular ideological construction on the part of speaker. Critical Discourse Analysis (CDA) treats language as a type of social practice. We are applying the models of Van Dijk and Kress to analyze how analysis, when used within a socio-cultural context discourse, provides sufficient material to study language as a construction of our ideologies. It is further probed that media is not as neutral as it claims itself to be or as it is supposed to be. Ideologies play a vital role constituting attitudes and specifications of different elements of society and provide propagation of goals and interest of that very element.

Keywords: Critical Discourse Analysis, Van Dijk, Kress, ideologies, media

INTRODUCTION

Discourse Analysis

'Discourse' is a very broad field and it contains in itself a variety of sub-fields and disciplines. Originally, the word 'discourse' is coined from a Latin word '*discursus*' which means 'conversation/stretch of talk'. The words, we utter or write, may take various forms of discourse, such as speech, lecture, everyday communication, formal discussions, addresses, religious or political orations and a lot more constituted under the term 'word'. These discourses are divided into two types i.e. spoken discourse and written discourse.

The term Discourse can have different meanings, according to Dontcheva-Navratilova (2005) "Firstly, it is used to refer to unified, meaningful and purposive stretches of spoken and written language. Secondly it is used to refer to the language in action. Last but not least, it is used to refer to the language of particular language variety." (p.141)

Thence, discourse is a multi-disciplinary field, comprises different forms of language in society. Language is a tool of communication that can be used to express ideas, presumptions, suggestions and information. Celce-Murcia and Olshtain (2000) say, "A piece of discourse is an instance of spoken or written language that has describable internal relations of form and meaning (e-g words, structures, cohesion that relate coherently to an external communicative function of purpose and a given audience/interlocutor. The external function or purpose can only be properly determined, if one takes into account the context and participants (i-e all the relevant situational, social and cultural factors) in which the piece of discourse occurs." (p.4)

This definition acknowledges 'context' very well in its premises which is crucial in both types of discourses, where preceding and following fragments influence the choice of meaning and language means, in as stretch of text (Dontcheva-Navratilova 2005, p.13)

In 1996, a spokesperson for British Telecom (BT) launched a campaign to improve the nation's communication skills, explaining that 'since life is in many ways a series of communication, it makes sense to be as good as we possibly can be, at something we tend to take for granted' (quoted in Guardian, 30 December 1996, as cited in Cameron, 2001).

The spoken discourse analysts do not usually work upon the above-described principles. They do not work for making people better in communication or skilled in interaction. Rather they begin from the assumption that people are highly skilled users of language in their day-to-day interaction. Language, they suppose is a skill at which people are already best equipped.

Our life is a series of conversations. Our everyday social life is almost completely delineated by language. Language is definitely a social phenomena and it lives and flourishes because of its roles to perform in society. However, it makes an interesting account to notice that surface meanings are always or almost always different from the real meanings and the aim of discourse analysis is to bring forth how speech patterns are working in a particular framework. "Using a language invokes something that goes beyond the acquisition ofstructures and ability to make appropriate choices in the realizations of particular language function." (Yalden, 1987, p.39)

Then again, there lies a difference between the approaches of discourse analysts. As some are concerned strictly with the complex structures and social mechanism of language, being used by people, they are more concerned with the rules of turn-taking, strategies of effective communication and with the problems like misunderstandings and confusions that arise out of miscommunication. On the other hand, there are analysts that are broadly concerned with the view that life is a series of communication and they analyze people's talk as an evidence of their aspects of life, their beliefs, notions and prejudices.

Discourse is characteristic of the way of thinking on the state of knowledge that appears through the speech of a person at various stages in society. Foucault (1969) imagines discourse as "the totality of all the effective sentences (whether spoken or written) in their dispersion as events" (p.27). Discourse refers to 'very specific patterns of language that tell us something about the person speaking the language, the culture that person is part of, the network of social institutions that the person is caught up in and even the most basic assumptions that the person holds' (Whisnant, 2012, pp. 4-5)

Such an analysis of language is called discourse analysis and it is very helpful in portraying what talking accomplishes in people's lives and society. In this paper, we have tried to check the usage of language on the basis of its social and contextual impact and to check how much the language of electronic media is laden with social prejudices and ideals.

Critical Discourse Analysis

CDA is defined by Fairclough (1992) as 'discourse analysis which aims to systematically explore often opaque relationships of causality and determination between (a) discursive practices, events and texts, and (b) wider social and cultural structures, relations and processes; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power; and to explore how the opacity of these relationships between discourse and society is itself a factor securing power and hegemony'. (p.135)

According to kress (1990, as cited in Dellinger, 1995), "CDA refers language a social process among people used for representation and communication including visual images, music, gestures etc. Texts are produced by socially situated speakers and writers.Participants in

(株) リナアンドルナインターナショナル
小山市、日本.
www. leena-luna.co.jp
P a g e | 329

conversation or in producing texts has no equal participation every time; there will be a range from complete solidarity to complete inequality. Speakers and listeners sort out meanings during their interaction and with the help of context and linguistic features form because of social processes, which are never arbitrary. Speakers use linguistic features most specifically according to their social positions.History may also be taken into account, as ideologically and politically "inflected time". Finally, precise analysis and "descriptions of the materiality of language" are factors which are always characteristic of CDA." According to him accurate analysis, descriptions about usage of linguistic features and about their materiality are factors, which are always characteristic of CDA. Beside language structure, ideology has its own importance in CDA. Kress emphasizes that any linguistic form has no meaning in isolation, nor does it possess any ideological signification or function.

According to Van Dijk (1995), "ideologies are typically, though not exclusively, expressed and reproduced in discourse and communication, including non-verbal semiotic messages, such as pictures, photographs and movies" (p.17).

We have used the model of Van Dijk (1995) (the main tenets are described below) to unravel the hidden ideologies of different newspaper headlines:

a. Examining the context of the discourse: historical, political or social background of a conflict and its conflicts.

b. To analyze groups, power relations and conflicts.

c. Identifying positive and negative opinions about Us versus Them.

d. Making explicit the presupposed and the implied.

e. Examining all formal structures: lexical choices and syntactic structure, in a way that helps to (de)emphasize polarized group opinions.

Here we followed the above process firstly giving the background of the newspaper whose ideologies are under investigation, and then we looked for contradictions of their opinions by checking their "Us" versus "Them" opinions and finally their formal structure, lexical or main participants.

Media Studies

"Media Studies" the entry begins "is the study of the constitution, history, and effects of media." (Mitchell, 2010, p.1). It goes on to divide media studies (usefully, to be sure) into two traditions: on the one hand, "the tradition of empirical sciences like communication studies, sociology and economics," which "generally focus on Mass Media, their political, social, economic and cultural role and impact in creating and distributing content to media audiences"; on the other hand, "the tradition of humanities like literary theory, film/video studies, cultural studies and philosophy," which "focus on the constitution of media and question … (how) they shape what is regarded as knowledge and as communicable." Media studies thus comprises any study of media, within any discipline or interdiscipline, and may be subdivided according to the conventions governing research in those fields (Mitchell, 2010, p.1)

For taking the idea of media, we have to understand that it is like a light bulb that is illuminating the surrounding by showing the real hidden places. With the perspective of media, we are going to understand what is actually going in the situation.

It is important to inform that media is telling its own perspective. The thing really is something different from the explanation of media. Actually, media tries to communicate in a subjective manner rather than objective one. The words spoken or written by media seem to

be objective but actually, they are subjective and implicitly laden with the ideologies of media. "The world of the Press is not the real world rather a partial one which is skewed and judged" (Fowler, 1991, p.11).

Moreover, we mostly witness this type of implicit subjectivity in print and electronic media both. Media is a broad field dealing with communication by the help of different mediums like TV, radio or newspaper. Every channel, every newspaper is somewhat partial and they do keep their ideologies and perspectives in their minds when portraying any issue. This communication is a sort of direct interaction with the viewers and in case of newspapers, the readers. This communication is the biggest source of our experience of the world especially the political world. Our leaders propagate their ideologies through their manipulated language. Because of this manipulation, language is becoming more formal and advanced. So are becoming media studies more intriguing.

The objective of media studies is to analyze, judge and evaluate media that provides guidance to people, who want to make their expression more professional and more composed. It gives them opportunity to avoid the charges of biasness.

Key aspects of Media Studies

Firstly, the main thing to notice is the medium through which information is delivered. Secondly the language, which is used in it should be technical and in the form of address so that it may highlight the aim of media as the code of addressing. Thirdly, language should be in the form of narrative composition.

Media deals on individual, national and global levels. It shows that media is conveying to people the views of one person; while on the other hand, it tells them about particular nation or the world views overall. Media deals with individuals and groups in some particular context, the social, cultural and political events.

It is the clear indication of 'how a man deals with the particular situations'. Ideologies, which are presented by media, portray sometimes objectivity, impartiality and sometimes subjectivity. Media has now become an integral part of society and is contributing its part efficiently in the present global village. Media as a picture of society shows how the world is going on, what is the condition people facing and how positive changes can be brought about in the present social circle.

BACKGROUND OF THE STUDY

Currently, we see a lot of disturbance on the political scenario of Pakistan. Pakistan has already been exposed to the severe problems of inflation, energy crisis and the severe conflicts between government and judiciary. Most recently, the issue of 'long march' has been given much space in print and electronic media.

In the current paper, we are trying to access this phenomenon from the perspective of print media and are looking at how seemingly implicit and objective statements of newspapers are loaded with their subjective ideologies. For this purpose, we have taken the headlines of 5 popular newspapers of 18th January and have tried to check how media is highlighting this issue of 'long march' in its stereotypical way.

On 14th January, the followers of Dr Tahirul Qadri - a Canadian nationality holder who arrived in Pakistan during the last month (December 2012) demonstrated a march from Lahore to Islamabad with the slogan to bring about a change in the politics of Pakistan. They raised the slogans of revolution. Nevertheless, on the other side, some analysts view this process as a conspiracy against Pakistani politics and democratic process.

TahirulQadri is engaged feverishly in his campaign for 'electoral reforms'. His demands have included getting the upcoming general elections of the country postponed. He has also made a call on dissolving the assemblies and for the formation of neutral caretaker government.

Introduction to the Newspapers

In this section, we have tried to probe into the different agendas of different newspapers (Jan 18, 2013) by comparing their headlines on the same issue and analysing how they represent their ideologies coloured with lexical and syntactical choices and try to manipulate the public's opinion.

ANALYSIS

Headlines of the daily *Express* on January 18, 2013.

Translation: 'No dissolution of either assemblies or the election commission, rather it ended the protest'

The main heading focuses on the basic aim of Tahirul Qadri that shows the stronger part of government heavy on the intentions of Sheikh ul Islam. Whether he is a religious scholar and put much emphasis on the public and government through religious declarations and different references .This newspaper focuses on this proverb ''all is well that ends well''.

Throughout the speeches of Mr Qadri, we come to know that he is focusing on the needs of Pakistanis by showing that poor people are totally facing the problems like poverty, shortage of water supply and some other basic needs. He declares on 15 January that Election Commission has not much power to select ideal sort of people for public. Rules and regulations are not observed by the people, due to which these assemblies have performed very badly, so there are many problems.

The headline shows how successful is the march in achieving its aims. Allama has millions of people with him, even in such a bad weather with clouds raining for 3 to 4 days, but unfortunately, he gets nothing, as his main motives were not even considered by the government. Again, another media channel shows how Mr Qadri did a conversation with the army of YAZEED (a metaphor of brutality in the Islamic history) and how HUSSAINI army could even had a conversation with YAZEED.

Mr Qadri said that 'in the name of democracy again and again same corrupt people came into power, who are just looting the country and the parliament is captured by such people whose focus is to fulfil their nefarious ends instead of serving people (speech in Islamabad delivered on 15 January)

Media is portraying a prejudiced picture of Tahir ul Qadri by ridiculing him and belittling him, who has emerged as an exponent of anti status quo. What he says is the voice of millions of people, as he has taken a step for the betterment of the society of Pakistan. What he said is real and is the prevailing scenario in Pakistan that can be proved as one looks at the surroundings of Pakistan. Media actually gives its own theory implicitly under the guise of supporting democracy. Therefore, it is proved whatever the circumstances are, media has its own trumpet to blow.

Here it is observed that 'the daily' portrays the outcome of 'the March' in a way as to influence the opinion of the readers and to discourage them to participate in any such activity in future, which may be taken as a conscious effort to support the forces of status quo.

The daily *Jang* narrates the same story as:

Translation: "Assembly dissolve before March 16, Elections in 90 days. A written pact between government and Tahirul Qadri"

This headline of the daily narrates the same story in somewhat different way coloured with lexical items of their own choice which represents their 'ideology' about the issue, their prejudices, their propaganda if any, their viewpoint about the agreement, etc.

This statement, specifically "written pact" and "dharna ended", shows that they are considering long march as revolutionary step which compels the government to hold a dialogue and to make an agreement with Tahirul Qadri. The critical examination of "Dharna ended" highlights as if they are presenting 'long march' a right step and when its demands were fulfilled, it created no more disturbance and dispersed peacefully. The idea is strengthened because at the same paper writes that Tahirul Qadri succeeded in bringing a great change in Pakistani politics.

The news item, along with the headline, shows a soft corner for the Long March. Because the government delegation with whom Qadri resolved the issue through dialogue and by making agreement consisted of the same people who were criticizing Qadri a day before that he was hatching conspiracy against the democratic system and was considering him the agent of the forces working against democracy; but the words "written pact" appears ironic towards such people.

Now let us turn our attention to a daily that is famous for its thrilling presentation of news, i.e. the daily *Khabrain*. The headline goes

"Negran wazeer e azam Qadri kay mushwray say bnega" (Urdu)

Translation: "Caretaker prime minister will be appointed after due consultation with Qadri"

This statement of the daily Kahbrain presents one of the tenets of the agreement signed between Qadri and the government. The headline contains the word 'consultation' that seems to be a taunt on Qadri's demand that new caretaker prime minister should be according to his wishes and the purpose of the Long March was only to ensure Qadri's share in the caretaker set up.

This demand apparently is unlawful because according to the constitution, caretaker prime minister would always be appointed through a settlement between the government and the opposition, and Tahir ul Qadri does not fit in the puzzle.

The night of 17th January brought a great blessing for the participants of Long March, who were striving in that cold night of Islamabad. They were preparing themselves to listen to the outcome of their long struggle and luckily, the result brought happiness for them, at least apparently. The next day every newspaper highlighted the same issue and the paper under study (i.e. the daily *Nawa-e-Waqt*) also broke the same story headlines as all the morning issues of newspaper.as it is already established it is the publication of 18th January. It states the matter as:

Translation: "Talk between Government and Tahirul Qadri succeeded. Dharna ended. The protestors returned home celebrating"

Apparently, it seems very natural that it suggests the impartiality of the newspaper, it has portrayed directly the matter without any prejudice but analyze the words of the writer given below which are part of this headline:

"Shurka jashan manaate gharoon ko wapis"

"the participants went home , celebrating"

It straightforwardly indicates what TahirulQadri was propagating that the march was for the betterment of the whole Nation. It indicates that the writer is of the view that it is the agreement of a few people not of the nation. Remaining very aloof and implicit, the journalist criticizes the actual motives of this agreement and is also indicating that the case is not as simple as is being portrayed by MQI (Minhajul Quran International) and again those few people are celebrating their success. The writer has not implied that the whole of the nation is rejoicing (which is actually wrong). So by implying such words he is suggesting clearly his motif. Moreover, the thing to notice here is that he has not said that the conference was success rather he has played with the words by suggesting that it is a success for Government, TairulQadri and for the participants.

Additionally if we observe the remaining part of this news, it runs

"DrTahirulQadri ne Jumerat ko shaded barish me apne khitaab ke doran Dharney mein shareek afraad khas tor par khawateen or bachoon ke liey Hakoomat ki taraf sey koi intazamaat na karney par hukmaranon ko 'be-haya' Ka khitaab de diya" (Urdu)

Translation: "Tahirul Qadri titled the government as shameless during his speech on Thursday in heavy rain for the unavailability of special arrangements for children and women."

Again, it would be a very interesting to look at the title of this remaining part as "titles" by the editor. What makes it interesting and intriguing is that the writer instead of stating the details of this agreement is likely to account for the abusive language Tahirul Qadri used for the government before this agreement, and is somehow criticizing both the parties for the hollowness of this signed pact. The point to notice here is that, the journalist seems very impartial apparently but by implicit ways he is guiding his readers to reveal the half-hidden Truth of the matter; which according to him is a complete Truth.

Headline in the daily *Pakistan* runs:

Hakoomat ney Tahir ul Qadri key mutaalibat Tasleem karliey"

Translation: "Government has accepted the demands of TahirulQadri"

This statement is beautiful depiction of media's play upon words. It indicates that media whether it be electronic or print, plays with the words to present the direct or slight opposite of what has been apparently stated.

The application of this technique is very much effective and the outcome is more obvious than through the application of explicit remarks. Same is the case here. The writer is suggesting that the government has surrendered to the demands of the protesters. He has not equated this acceptation with 'successes as in the previous newspaper. He has left it to the choice of readers to conclude whether it is a success or not.

Moving ahead, the remaining part of the headline says:

"4 rooz sey jaari dharna 'puraman' khatam, Islamabad Long March Declaration pe dastakhat"

Translation: "4 days long 'Dharna' ended peacefully, Islamabad Long March Declaration being signed"

Here the journalist is stating the facts simply. Again the use of the word 'peaceful' is now a days most controversial. Many media analysts have criticized the usage of this word. It is very important to consider that this march has jammed the cycle of routine life in Islamabad. All the schools, offices and other institutes remain closed due to security concerns. Another interesting thing to notice is that their motives were not peaceful at all. There was a threat under the deadline of Tahirul Qadri. They threatened the government to take severe actions in case of reversal of their organized crowd into furious mob.

The journalist has employed this word to gain the double meaning. By remaining aloof and seeming to be neutral, he has expressed what he wanted to. In such a way, he is very safe from any charges of being prejudiced. Apparently this whole headline seems to be very impartial, tends to represent the event as it is but after analyzing it critically we can come to know that it is not as neutral as it seems. It successfully takes the ideology of its writer and is presenting that ideology very successfully.

CONCLUSION

The objective of this study was to investigate how language as a social practice is used for the representation of different ideologies. To make it certain that ideologies do not exist outside of discourses and communication, we used these instances of Van Dijk and Kress' model in our analysis of headlines from different newspapers. Our findings indicate that Khbren, Jang, Express, Nawa e Waqt all are showing different ideologies of their owners on same issue. The representation of the news is the display of their views and ideologies in a very hidden way through lexical items that better represented them to manipulate ideas in such a way to make up the readers' minds.

REFERENCES

Cameron, D. (2001). *Working with Spoken Discourse*. London: Sage.

Celce-Murcia, M. & Olshtain, E. (2000). *Discourse and Context in Language Teaching. A Guide for Language Teachers.* Cambridge: Cambridge University.

Clayton, J. & Whisnant, C. J. (2012). Foucault & Discourse: A Handout for HIS 389. Reterived on December 10, 2012, from http://webs.wofford.edu/whisnantcj/his389/foucualt_discourse.pdf

Dellinger, B. (*1995*) *Critical Discourse Analysis.* Reterived on May 18, 2005, from http://*brett.-dellinger*.tripod.com

Dontcheva-Navrátilova, O. (2005). *Grammatical Structures in English: Meaning in Context.* Brno: Masaryk University.

Fairclough, N. (1992). *Discourse and Social Change*. Cambridge: Policy Press.

Foucault, M. (1969/2002). *The Archaeology of Knowledge*. London: Routledge.

Fowler, R. (1991). *Language in the news: Discourse and ideology in the press*. New York: Routledge.

Mitchell, W. J. T. & Hansen, M. B. N. (2010). *Critical terms for media studies*. Chicago: The University of Chicago Press.

Van Dijk, T.A. (1995). Discourse Analysis as Ideology Analysis. In Christiina Schaffner and Anita L. Wenden (eds.). *Language and Peace*. Dartmouth: Aldershot. Pp.17-33

Yalden, J. (1987). *Principles of Course Designing for Language Teaching*. Cambridge: Cambridge University Press.