



Critical discourse analysis of BBC political texts related to American and Mexican wall

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تتناقش هذه الدراسة تحليل الخطاب النقدي لبعض الأخبار السياسية لهيئة الإذاعة البريطانية فيما يتعلق بجدار دونالد ترامب في المكسيك.

اعتمد الباحث نموذجًا اقترحه. (Van Dijk's (2006d)

يتم استخدام الفئات الأيديولوجية الست التي يتم اختيارها في إطار استراتيجيات المجال الأيديولوجي. تتكون الفئات من ثلاثة معايير رئيسية لهيكل الخطاب وهي المعنى والحجة والبلاغة. تظهر جميعها معايير فعالة لاكتشاف طرق التلاعب. وفقًا للتحليل، يمكن فهم أن خطابات ترامب تساهم في إعادة إنتاج الهيمنة. يمكن تطبيق ذلك على تلك المستويات من خلال التركيز على الهياكل الأيديولوجية للتمثيل الإيجابي الذاتي لـ "أنا" و "نحن" و "أنا" و "نحن" والتمثيل السلبي الآخر لـ "هم" و "هم" كوسيلة للسيطرة على العقل و التأثير على الجمهور.

Abstract

This study discusses the critical discourse analysis of some BBC political news regarding Donald Trump's wall of Mexico. The researcher adopts a model proposed by Van Dijk's (2006d). Ideological categories which are six are chosen within the strategies of the ideological field are used. The categories consist of three main standards of discourse structure which are the meaning, the argumentation and rhetoric. They all show an effective norms for discovering ways of manipulation. According to the analysis, it can be understood that Trump's discourses contribute to the reproduction of domination. This can be applied to those levels by concentrating on the ideological structures of positive self_presentation of "I", "we", "me", and "us" and negative other_presentation of "they" and "them" as means of mind controlling and influence on audience.

Key words: CDA, ideology, controlling, influence.

1. Definition of CDA

Rogers (2004: 56) defines critical discourse analysis as "a systematic study of ways of interacting (genre), ways of representing (discourse), ways of being (style)". While it is defined by Van Dijk as "a type of discourse analytical research that studies the way social power abuse, dominance, and inequality are produced and enacted by text and talk in the social and political context (2001: 325). Wodak agrees with van in stating the aim of CDA as she states "it is used to investigate critically social inequality as it is expressed, signaled and constituted and so on by language use or in discourse (2001: 2).

It is worth to be mentioned that if the person is born with a "critical" knowledge or what is known as competence, there is no need to critical awareness as they can distinguish ideological processes behind the production of a certain text (Chilton, 2005: 21).

1.1 Concepts of CDA

There are a lot of concepts which have been stated by scholars and linguists related and helpful to the framework of this study. Some of them are mentioned below:

1. Critical: this term, which is an important and essential for critical linguists and CDA analysts, is defined as "a shared perspective on doing linguistic, semiotic or discourse analysis" (Van Dijk, 1993b:131).

This concept is used widely when Wodak (2009:209) stated it as "having distance to the data, embodying the data in the social, making the political stance explicit and having a focus on self_reflection as scholars undertaking research".

As stated by (Fairclough, 1995a) this concept indicates the link of "social and political engagement" with the research (ibid:747).

2. Power: another important concept has been used in the field of CDA which is power. Fairclough (1995a:1) states that this term is not understood to express the unbalanced authority found among individuals who can show relations of power in a certain event, but also in terms of how people can control and how discourse is produced.

Van Dijk (1996:85) mentions that powerful groups of people always have an effective role on other social groups' minds through different forms of discourse such as media, employment and education.

3. Ideology: it is differently explained by a lot of scholars but this term is explained and understood comprehensively by Van Dijk's (1998a) ideological theory. He stated that there are three components of ideology which are:

A: cognitive ideology which is considered as thoughts and ideas that are in people's minds. It is discussed in a wide border by psychologists (ibid:58).

B: social ideology: includes a group of membership and it is explained by sociologists.

C: linguistic ideology: is considered as a knowledge which is not instinctive but tends to be changed depending on discourse whether it is spoken or written (ibid).

Fairclough states that ideology is considered as "the construction of reality" and "it contributes to the production of domination" (1992:87).

It can be mentioned that ideology is related to the matter of power and discourse as these concepts are existed in the field of critical discourse analysis.

4. Racism: is explained by many scholars as the false believes different ranks of a society where human mentality and physical capacities are distinguished on the basis of ethnicity, religion, skin color and considering one race is superior to other (Essed, 1991: 34).

Essed adds that "racism must be understood as an ideology structure process in which inequalities inherent in the wider social structure are relating to believing that different races are culturally inferior to the white race" (ibid).

Van Dijk states that forms of racism and the lack of equality are changed by the passage of time. He refers to an important notion that overt forms of "racial discrimination" is replaced by implicit or it becomes much more effective (Wodak et.al.,2009: 217).

5. Manipulation: it is an important concept in the field of CDA as it obtains a great attention of many scholars. It is related to the notion of power that happens in the written and spoken discourses. It is defined by Van Dijk as "illegitimate domination confirming social inequality".

2. Models of analysis

1.2 Introduction

Van Dijk proposes a model which is (1995b) ideological discourse analysis and the researcher adopts it. The researcher wants, by the analysis, to show how ideologies are expressed in different types of structures of Trump's speech related to US border with Mexico.

Researchers need to pay attention to such discourse markers that show opinions or attitudes of Trump about the border of Mexican people. The discourse properties may describe three terms such as semantic, argumentative, rhetorical, and context. Such content would emphasize positive information about American people and the border which embodied by "us", "me" and negative one about "them" (i.e. Mexican people). Van Dijk has explained the choice of ideological categories where there are two important concepts in, like positive self_presentation and negative representation. Positive representation is a semantic strategy which is used for "impression management" and negative representation is also a semantic strategy used for distinguishing out_groups (Van, 2006b: 376). He mentioned four main strategies that could be used in all levels of discourse structure analysis, which are emphasizing the good actions and de_emphasizing the bad ones and de_emphasizing the good actions if another one (ibid).

The researcher mentions three main levels dealt with ideological categories which are classified by Van, the meanin, argumentation and rhetorical levels.

The discourse of presidential debates is suitable to all levels of text structure, so the term used by Van "contextual overview" is like an umbrella that covers all levels of analysis. The concepts mentioned above will reveal racist ideologies and how they found in political and public relations.

2.2 contextual overview

Van Dijk (2000a:213) stated that political speeches should be discussed not only at the level of text but also at the level of context. As it is suitable in shaping the opinions of audience, institutions (luke media) and the public.

By using different specific or general social representations about "us" and the "others", it can be noticed how presidential speeches control the minds of audience from favorite mental models of certain events (Van, 2000a: 215).

Throughout his presidency campaign in 2016, Trump called for the construction of a much border wall stated that he would build the wall and make Mexico pay for it. Thus, to send a message to the audience that American security still right now under unexpected threat economically from Mexico.

2.3 Meaning level

The meaning should be analysed first as it is the main level for reflecting beliefs like personal and social knowledge, ideologies, norm, and values (Van Dijk, 2000: 90).

Bloomaert stated that "every single action is linked in semantic and pragmatic history" (1990:5). Therefore the meaning is used by Van Dijk as an umbrella to cover all other types of meanings semantically which relates to what is beyond the literal meaning of what the speaker means of what is said.

So some selected ideological categories of meaning will be defined below:

1. Disclaimer: it is a statement used to describe or characterize the positive image of someone then denying that by using one of the coordinating conjunctions like "but" in other sentences. It is preferred by a lot of speakers as it saves face by mentioning positive description and then negative attributes avoiding being described of racism by the audience.

A: extract 1: American citizens "savagely murdered in cold blood" by undocumented immigrants.

In the above extract, disclaimer apparent admission is used. In the first part it is recognized that there are conflicts and safety crisis need to be resettled and to have people regionally safety as some illegal immigrants are getting in and out without controlling and some Americans are subjected of being murdered by Mexicans. An implicit message is the positive impression of management.

B: extract 2: "there is great violence to our constitution and makes America less safe".

In the second extract, Trump uses an apparent excuse which meant at avoiding any bad impression about his management as a president as he stated it was difficult to control things like crimes, drugs, etc. but by having this fence with cameras. It is easy now to identify any threat comes from the south region that is why he executes the right policy as he promised in the past.

C: extract 3: "Mexico is the most dangerous country in the world". "Even though Mexico has a significant problem with violence, it is plainly false that Mexico is the most dangerous country in the world,"

2. Lexicalization: Van mentions this category and describes it as an ideological strategy for representing others negatively "the selection of negative words to describe the actions of others" (Van, 1995b:154). In many extracts, Trump uses some negative lexicalizations such as "safety crisis", "extremist", "illegal immigrants", "exploitative".

D: extract 4: "we might not see them, but our thermal cameras allow us to see. Our tech helps us stay one step above the criminal element."

It can be noticed how the choice of lexical structures or words give insights into the biased situation and ideological description of others. The usage of the phrase "illegal immigrants" by Trump highlights the image of Mexican people in western media. So they are symbolized as being exploitative and primitive people. The aim is to make the audience believe that all Mexicans engage in illegality.

2.4 Argumentation level

Van Dijk et.al. (2002: 23) defines argumentation as "an ideal of challenging discourse aimed at resolving a difference of opinion by determining whether the standpoints at issue ought to be accepted or not.

He argues that the effect of the text upon readers depends on whether they have critical sense and enough information (2006b: 376).

He mentioned some argumentative categories which are used to de_emphasized or emphasized some preferred or non_preferred meanings which are:

1. Fallacies: some debaters can influence their audience by making "self_serving" debates more explicit than implicit. Here Trump chooses one of the special strategies Which is preferred in manipulation, he uses different types of fallacies such as blaming the victim and persuading the audience. In this data under analysis the speech is based on over_generalization from a single example to be applied to all people or all cases to convince the audience to follow the speaker's ideology or do something serves his interest.

E: extract 5: "We are going to confront the national security crisis on our southern border..." "and we have an invasion..."

In the above extract, Trump uses the wrong premise in his speech "I would be sued for the move" which leads to the wrong conclusions. Trmp's reasoning to the US unconditional support to the wall "Everyone knows that the walls work" is established on preferential policy because this help should not be exclusive to the Americans since it can be applicable to any other country around it. Here it can be noticed that Trump has as super hero, dominant and defender who stands against the invasion of drugs, gangs, and Mexican people

So, it is considered as an example of misusing of power. Trump states "we are going to confront the national security crisis" to serve positive self_presentation and negative other_presentation of speech.

2. Generalization: Van Dijk states generalization allows writers to give a comprehensive, convinced about other people (1995b:15). That is why debaters use certain selective statements to emphasize a generalized negative presentation of others. As they generalize a wider image of community, nation, or religion.

Hence, Trump gives very negative examples to show that a lot of Mexican people. "The largest number of illegal migrants in the US each year is those who stay in the country after their visas expire".

F: extract 6: "We are going to confront the national security crisis of Mexicans on our southern border"

"All Americans are hurt by uncontrolled illegal migration"

"We are out of space to hold them and we have no way to promptly return them back home to their country".

In the above extracts, Trump uses generalization strategy as he takes the negative actions of specific extremist or migrants to be popularized through the whole Mexicans or migrants. The speaker's association of "illegal migration of Mexican" with "national security crisis of Mexicans on our southern border" presupposes that the Mexicans are the same regardless of their diversity. Moreover, he generalizes to state and presuppose that all Mexicans' negative activities such as drugs or contraband etc. are caused by the Mexicans themselves.

2.5 Rhetoric level

This term is used in specific sense to refer to structures at different levels of discourse which leads to organize or form comprehension or persuasion in which discourses affect opinions. Rhetorical structures have been taken as they are suitable to the analysis of arguments and it has an interface with the semantic level

Van Dijk states that "they emphasize and de-emphasize meaning, expression, the formation of mental models of ethnic events, and social representations of in_group and out_group" (2000c: 99_101).

It can be observed that "the negative characteristics of out_group" will be expressed in "hyperbole", thus Mexican is described as barbarian "whereas those of the in_groups will be expressed in euphemism" (ibid).

1. Hyperbole: Gibbs defines hyperbole as intentional exaggeration while Van Dijk defines it as "a description of an action in strongly exaggerated terms". It means that it emphasizes negative ideological meanings and it is the use of exaggeration to emphasize meaning.

Here hyperboles are used dramatically by Trump and some democrats to over emphasize negative properties of Mexicans whether they are individuals or groups. Expressions like "magic wand", "national security crisis", "walls work", "invasion of drugs" are used and president Donald Trump has repeatedly used the term "invasion" to describe the situation on the US southern border. This is going to be illustrated in the following extracts:

G: extract 7: "we're going to confront the national security crisis on our southern border,... "we have an invasion of drugs, invasion of gangs, invasion of people and it's unacceptable...", "we know the walls work....", "... waving a magic wand and taking a bunch of money....." cases of American citizens "savagely murdered in cold blood" by undocumented immigrants."

In the above extract, Trump exaggerated in mentioning metaphorical expressions like "magic wand" and "cold blood" to increase the dramatic effects on the audience and regaining the support, as he could finish the wall and he is waving a magic wand and taking a bunch of money and this is necessary because he is saving American citizens from murderers.

2. Repetition: it is one of the main strategies used to affect the audience psychologically as it can make them pay attention to "preferred meaning". Van Dijk states that it promotes the construction of meanings in "mental models" and to be memorized in "later recall" (1997a:35).

Trump is fully aware of the psychological effects of repetition and the careful usage of different syntactic vocabulary which can be memorized and stored in Long Term Memory of the audience's minds.

This repeated information is related to ideology as it emphasizes the speaker's good things and other bad ones. Trump keeps relating American security as America is always described as a victim of Mexico.

In different speeches, Trump keeps associating Mexico and Mexican as "illegal immigrants", "extremists", "great violence", "gangs", "drugs traders" and describing the situation in America as national security crisis. The speaker's preference of repeating certain words and phrases adds more to the rhetorical expression as it foregrounds the negative aspects of out_groups.

Some examples are mentioned below:

H: extract 8: "Humanitarian crisis, a crisis of the heart and a crisis of the soul"..."We are going to confront the national security crisis on our southern border"..."everyone knows that the walls work"..."I will use emergency powers to build a wall, because walls work"...."we have an invasion of drugs, invasion of people, invasion of gangs it is unacceptable and everyone knows that the walls work"..."there is immigration crisis at the nation's southern border".... "We are going to confront the national security crisis on our southern border".

One of the ideological dominant feature of Trump's speech is syntactically repetition, which is sentential, to emphasize on positive self_presentation and negative other_presentation and ignore negative self_presentation and positive other_presentation.

In the above example, the speaker gives an importance and praise his administration when the pronoun "we" is used repeatedly.

President Donald Trump has repeatedly used the term "invasion" to describe the situation on the US southern border and the repetitive association of the words "gangs and drugs" with the metaphor of "invasion" is used to enhance the stigmatize of others by generalizing that violence is everywhere in Mexico and it is similar to invasion as well as it will be uncontrolled unless the building of the wall is finished.

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