



**Analyzing Strategies of Media Discourse By Asst. Prof. Dr. Shifaa'
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Abstract

Mass Media has long been known as a field by itself. It is related to the studies of cultures. However, by the emergence of the study of discourse analysis in the scene, the mixture of these two fields becomes important, added to that the fact that mass media study is data based.

In this paper the idea of studying media discourse is elaborated. The study aims at studying mass media by choosing a televised spoken interview as the data of the study. Such an analysis has been conducted through emphasizing the strategies used by the participants within a scientific model of analysis.

The following hypotheses have been adopted to fulfill the aims of the study. Within this, it is hypothesized that the sender of the message uses specific strategies to create a change of the hearer's opinions rather than knowledge. Also, it is hypothesized that news media is a loaded genre of discourse and the sender of the message uses specific strategies to create a change in the hearers' minds.

It is concluded here that discourse media is loaded with veiled meanings and strategies and it is not necessary to find all the strategies known to the linguists and discourse analysts in the chosen data and this proves that mass media in general and news media in particular is data-based. Lastly some recommendations and suggestions for further studies have been presented.

Key words: Mass media, strategies, loaded meanings, qualitative and quantitative content analysis, repetition, selection of source and valuable signs, and generalization.

1. Introduction

News media is a unique genre of discourse. It uses a specific type of language that is not easy to grasp. Most of the news media, specifically the political type, is loaded with meanings and there is no neutral or absolute reality to find there. A big amount of its interpretation depends on the receiver's repertoire, whether linguistic, ideological, contextual or what so ever.



The signs of the news usually hold a value for both the sender and his intention and the receiver and his interpretation. Such a type of signs is motivated politically. They are indicators of a semiological system rather than a factual one. The senders usually use what can be called disturbing concepts to raise the roof of possibilities of interpretation. So, making news or manufacturing news is conducted for the sake of one aim: changing, i.e. to create a change of a political or social case in the hearer's mind to get him involved in such a case and be a part of which . It is people and nations who make the difference. It is not intended to create a change in the knowledge system. It is a matter of using that knowledge system to change people's opinions and their stand position in a specific case. It is a matter of deconstruction and reconstruction of these opinions. The cultural frames are one of those cards (others include religious, social, ethnic, etc.) that the sender plays with to bring such a change.

2. Aims of the study

This study aims at fulfilling the following:

- 1- Analyzing the spoken televised mass media in general and news media in particular.
- 2- Finding out the strategies (which are data-based) used to fulfill the first aim.
- 3.The sender of the message uses these strategies to create a change.

3. Hypotheses

To fulfill the above aims, the following hypotheses are adopted:

- 1- The sender of the message uses specific strategies to create a change not of the knowledge system but of the receiver's opinions of a specific case.
- 2- These strategies are not necessarily all found in the discourse selected.
- 3- News media is usually a loaded genre of discourse, loaded with meanings and thus interpretations.

4. Procedures

In this study, the following procedures are going to be followed: First, a spoken televised political interview is selected from Al- Hadath channel to be analyzed. Second, a suitable eclectic model of analysis is adopted for the sake of the objectivity of the study. Third, linguistic, cultural, political, and social points of view of both the sender and receivers are handled. Fourth, a comprehensive analysis of the chosen data depending on the strategies in particular is represented. Lastly, findings and conclusions will be drawn.

5. Value of the Study



This study is expected to be valuable for the researchers of discourse analysis for both English and Arabic. It is also valuable for the translators of English and Arabic since the chosen discourse is in Arabic. Further, political science researchers can make use of such a study and specifically those who are theorizing in such a field of study.

6. Mass Media

Mass media is a unique type of language where meanings are veiled for different purposes that the makers of which try to fulfill. To unveil these meanings, the receivers try hard to connect the lines and fill the gaps to understand what is going on. It is still very mysterious and we could hardly find a clear cut piece of news. This type of language is loaded with both meanings and interpretations.

Meyers (2012:2) defines media as "any means that extends possibilities of communication from phones and broadcasting to internet media, street signs, or computer games ". He also refers to the fact that mass media usually affects people's opinions as well as their knowledge system. (Ibid:5)

Media is not a mere passing of information but a staging of a world co-constructed by the interlocutors viewing the language thus as a social practice where both the sender and the receiver of the message are involved in this practice as being members and active ones.

O'keeffe (2011:441), in turn, refers to media discourse as "interactions that take place through a broadcast platform, whether spoken or written in which the discourse is oriented to a non-present reader, listener, or viewer. It is a public, manufactured, on-record form of interaction". This last definition of O'keeffe gives us permission to connect the study of media with discourse analysis. Accordingly, this paper covers some of the key approaches, methods, tools and strategies taken from both discourse analysis and mass media studies.

Media, for Hall (1980), is a "major cultural and ideological force, standing in a dominant position with respect to the way in which social relations and political problems were defined and the protection and transformation of popular ideologies in the audience addressed " (Hall, 1980 :118).

Media allows us to speak, to feel, and to feel of others. It allows us to see our classes, and to whom we belong. Classes of gender, religion, ethnicity, culture or even nation and in turn help us to shape our own view of these classes and the world altogether. It helps us to conceptualize, thus, our reality.

It shows us who holds the stick and who is not, it is a scene between powerful and powerless people (see Kellner, 2016 :1). Accordingly, Kellner



defines media as "a profound and often misperceived source of cultural pedagogy. Media contributes to educate us how to behave and what to think, feel, believe, fear and desire and what not to....[It] teaches us how to conform to the dominant system of norms, values, practices and institutions " (Ibid). So, the functions of media for Kellner is to "empower individuals to resist [or accept] the dominant meanings and produce their own ones"(Ibid:4).

7. Previous Studies of Mass Media

The beginnings of the study of mass media go back to the sixties of the last century and even much before that (see Meyers, 2012). The study of mass media started with Harold Lass Well's model (W's), (1927, 1935) "who says, what, to whom, through which channel with what effect". This model helps to determine the public opinion by focusing on how the messages differ according to the receivers (see Colombo, 2004:2)

Such a start emerged within the quantative flow of study and then shifted to the qualitative flow of study when researchers found out that the quantative study had little to offer to the field of mass media (Ibid).

Quantative content analysis as a shift from the traditional linguistic analysis of language starts with Lass Well's model as the most scientific and unbiased method to analyze media objectively.

Seven elements are found here with these studies: objectivity, a priori design, reliability, validity, generalizability, replicability, and hypothesis testing. (Neundont, 2002). The researcher in content analysis should focus on: " the substance of the message content, the form of message content, producers of content, the audience of content, and the effect of content on the audience". (Berelson, 1952).

However, due to the long amount of criticism quantative content analysis faced throughout the years, qualitative analysis emerges as a solution for this problem. The most important for mass media is not the surface meaning but the implied ones, and here Glasgow University Media group propose their analysis to take the position of the quantative content analysis.

Two main approaches appeared here: The formalistic approach (structuralist) and the functional approach. The formalist approach deals with the structural levels of media texts including: cohesion, narrative, causality and motivation .(see Richardson, 2007:52).

The functional approach has to do with media in use where the social component has a great role to play here. Two main approaches emerged : The



critical discourse analysis and the ethnographic studies. (see Marabel , 2014 for a detailed description of these approaches)

The following diagram shows these trends in details.

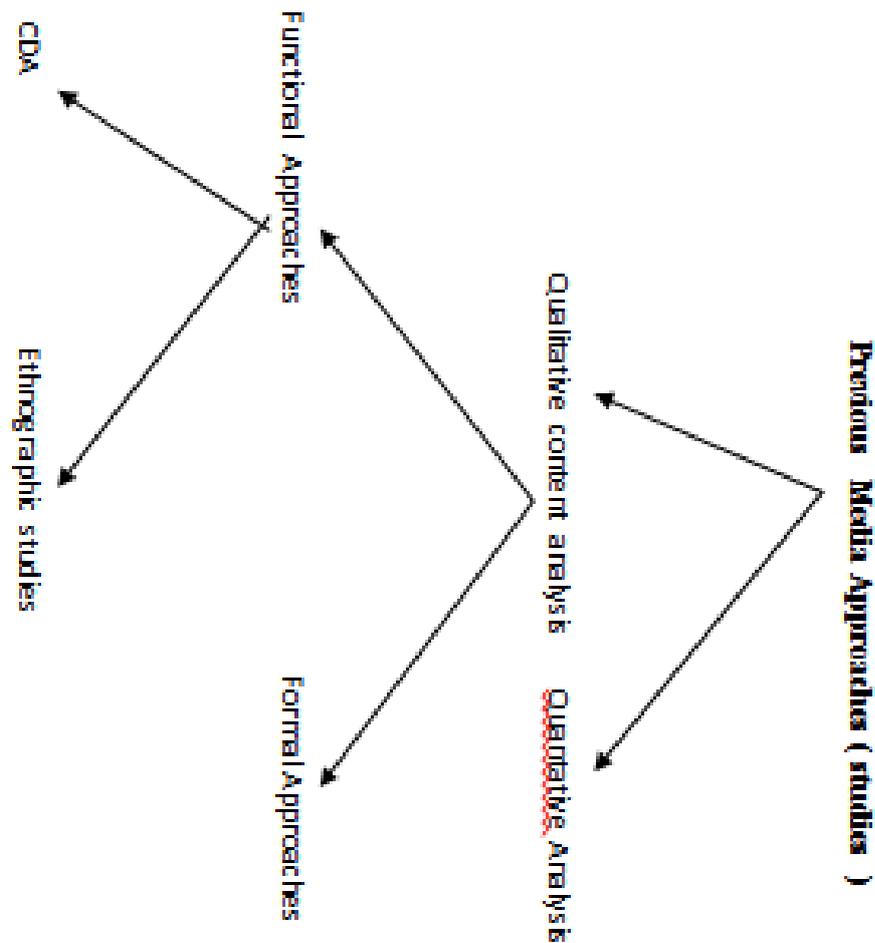


Diagram (1) : Approaches of Mass Media



CDA was first developed and enhanced by DDDDVftdrsdzdHalliday's

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For Fairclough (1991) ,in CDA three elements are considered : The text (the textual analysis) the discursive practice and the social practice (the discourse analysis). Van Dijk added the cognitive dimension to the study of Fairclough depending upon the structural analysis of texts (above the sentence), production processes and reception processes. He focused on the semantic relations of propositions, syntactic and lexical elements, coherence, quotations, and direct\ indirect reporting within the micro-structural level. While at the macro-structural level, he focused on themes, topics, and news schemata. Four fields are combined in Van Dijk's model, ideology, social analysis, cognition and discourse analysis. (see Marabet, 2014:3).

Wodak (2004) added the sociolinguistic dimension to CDA calling her model "discourse historical method". She believes that all the old information of the receivers and senders should be taken into consideration in the analysis. The social, political and ideological backgrounds of both the senders and receivers of the message should be considered here. (Wodak,2004:4)

To adapt an adequate method of analysis, researchers try their best to combine or adopt any method. Some others suggest to consider the ethnographic observations (i.e. the description of people and their culture, whether they are racist, illiterate, educated and what so ever). (For more details see Halloran et al (1970), Hartmann and Husband (1974), Ter Wal (2002), Backer and McEneny (2005), Backer et al(2013) Van Dijk (2004 and 2016), and Carvalho(2000))

Looking at one of those models that tries to combine more than one approach for the analysis of media texts we choose here Anabela Carvalho's model (2000). This model is an eclectic one. Three approaches are included within, Van Dijk's model CDA, Frame model and narrative model. In a unified framework, Carvalho(2000) takes the most important procedures and methods



for analyzing news. Van Dijk's model (1993) is highlighted for the sake of the structural analysis it proposes for news texts, reducing the text, so, into a limited number of macrostructures through a set of rules cognitively determined.

Frame model, on the other hand, focuses on the cognition of reality and how such chunks of information is packed in frames of high value to understand other less important information. A frame, then, is the "underlying idea that directs the construction of texts .[And] equally, frames can supposedly be identified and used by receivers for the decoding of such texts." (Carvalho, 2000:7)

Within the narrative model, the chronological order of events is of great importance. Also, included here are the setting, complication and resolution, characters and, actions. So, analyzing the text from a narrative point of view implies looking at these elements rather than the structure of the wording of the text. For Carvalho (2000), anyone of these models alone is inadequate for the analysis of the news texts .And thus, all the three models should be unified under one approach of analysis which takes its steps from the application of these models.

In this study the same point of view is going to be adapted, i.e an eclectic model of analysis is going to be represented . However, due to the fact that news analysis is data-based, the proposed approach will be different from that proposed above.

It should be mentioned here that mass communication and discourse analysis should be present in this approach. And it was Van Dijk (1985a) who proposed that idea when he says " there are two vast fields of research, that despite their common interest in text, talk and communication seem to virtually ignore each other, the study of mass communication, on one hand, and discourse analysis on the other hand". (Ibid : v) Accordingly, the proposed model will seek for any available tool in those two fields to analyze the data chosen here.

8. The Model of Analysis

Media discourse is a matter of manufacture between the sender and the receiver of the news. So, both types of approaches; production and comprehension should be taken into consideration to analyze mass media. Within the production models some models like the semiotic approach, the ideological approach and the critical approach should be emphasized. However, due to limitations of space and time, only some "comprehension models" which have a great role to play in our approach will be presented. For production



models , the readers are advised to see Van Dijk, (2005), Shojaei and Laheghi,(2012), and Carvalho, (2000).

Within the comprehension model : the mental models and the resonance models are included here .

8.1. Mental Models

This model of comprehension depends on the hearer rather than the speaker (unless the speaker is considered to be the hearer of his speech). Human minds usually hold schemes of understanding which contain some knowledge about the world. These schemes help the person to handle understanding reality and the outside world (see Detienne, 1996 and Johnson and Ruth 2012). The schemes manufacture what is called the mental models of any piece of knowledge. According to this model, the hearer does not in any case reproduces the same message he listened to but he produces a new one which is a combination of the input and the mental model he creates through picking the input. All his repertoire is going to be included within such a model and accordingly, he is going to leave his point of view or print on the discourse received (for this model see Van Dijk, 1985a, and 1994).

8.2. The Resonance Model

This model is first elaborated in the field of psychology by Myers and Brein 1998. According to this model, any new input usually resonates with the old ones to understand the new one. The old ones are making a kind of network in the hearer's mind and the new ones are finding their similar information in the network to resonate with. If similar information is found they get together to make a larger network of information and if not they will configure a net by themselves waiting for other new information to confirm it or abandon it altogether.

Such an activation process takes place every part of the second of time in the hearer's mind whenever a new piece of information gets into the hearer's mind on the condition that this information has a value for the hearers (see Grossberg, 2013).

These two models in general have the similar characteristic that the interpretation of the new information depends on the old one, and is connected with it. And thus understanding discourse depends largely on our background knowledge. So, unless we have background information of something, we cannot understand and interpret things related to it.



News manufactures make the use of such background by taking things for granted when proposing their ideas waiting for the audience also in effect to take these ideas for granted.

Our proposed approach considers that the sender uses the mental models of his hearers (whether current or absent) to make use of, not to change but to reconstruct them. A change of point of view is expected to take part here since the sender is playing with the card of opinions and stand points rather than knowledge and this is the case with mass media altogether.

Similar schemes are used in the speaker's mind and in the hearer's mind to start being resonated in the hearer's mind only for specific goal that the speaker aims at.

The mental models proposed in the hearer's mind are responsible for accounting for the different strategies used by the sender of the message (cf Van Dijk & Kintsch model,1983).

Our approach should consider these strategies since they are the linguistic shape of those processes that the sender uses to shape the hearer's reaction and his point of view. Also three components should be considered here: production and distribution, cultural texts, and the audience reception of those texts and their effects (see Kellner, 2016:4).

The terms production and distribution refer to the way the cultural texts produced by news manufactures and where they are produced and broadcast. Such a text also need a multidimensional textual analysis to find forms of discourse, ideological points of view, strategies, etc. (cf Ibid :5).

Due to the fact that mass media is subjected to different audience, it is expected to find multiple readings of the text at hand. This encourages us to have an ethnographic research to determine how texts affect audience differently and shape their conception of reality also differently. So the audience is seen here as active members of the media not only individuals who receive the message passively.

9. The Strategies

Strategies are the techniques used by the speaker to create specific effect in the hearer's mind. Since mass media discourse study is data _ based, there is no clear cut number of strategies involved in the discourse selected and "these text strategies can either be used or avoided for political reasons"(Bazzi, 1999: 181-182). However, political mass media is burdened with strategies of such kind. This is the main reason behind choosing this type of discourse. The following strategies could be found in the political discourse. They could be considered the



identity of any mass media discourse since such a genre usually makes use of these strategies. (see Bazzi, 1999 for these strategies).

These strategies include:

thematization, repetition, maximization and minimization, avoidance and deletion, filling the missing gap, obligation vs inclination, collocation, prediction, generalization, construction, selection of sources, domination of the stage, the ideological representation of Us/Them and selection of valuable signs. (see Bazzi, 1999: ch.6 and van Dijk 2000).

In the following points each of these strategies is going to be defined briefly and if possible some examples are given.

1.Thematization

Thematization is the foregrounding of some material at the beginning of the sentence for the sake of importance. It is also the deviation from the norm of the structure of the clause and accordingly any sentence element could be removed to its unusual position also for the sake of importance (for this strategy see Bazzi, 1999: 164 and Halliday 1994 :59). Let us have a look at the following example which is taken from one of Reuters editorial English texts, 13 April 2002.

1. A sweeping offensive in the west Bank after a suicide bombing killed 28 people.

The underlined noun phrase has been foregrounded for the sake of importance.

2. Change we need.

In this example the word "change" is thematized for the sake of importance. Instead the normal sentence could be used (we need change)

2.Repetition

Some elements are deliberately repeated by one or two participants for the sake of provoking specific idea in the hearer's mind. In our data analysis, the interviewee has repeated some elements for the sake of drawing the hearer's attention to these issues (see section11).

3.Maximization and Minimization

According to the intention of the speakers, one element is maximized and another is minimized not because one of them is more important than the other but because the more maximized element serves the speaker's goal more than anything else (cf. Bazzi , 1999 : 137).

3. A Palestine teenager was shot dead by Israeli troops.. Jihad Mazal, 14 years old was killed on the doorstep of his home as soldiers opened fire during an incursion in the Northern West bank town.



AFP English text, 3, April 2003 .

Here, "killing Jihad Mazal, 14 years old", has been maximized by the use of the passive voice as if the Israel soldiers deliberately killed that boy. The accident may be accidental and may be not, but the author through the description of this accident shows it as if it is done deliberately.

4 . Avoidance and Deletion

The author or manufacturer of mass media may avoid or delete specific materials when he believes that these materials may get conflict with his own point of view. In our data, the interviewee deletes and avoids so many references to some actions though they are related to his own case to a large extent. (see section 11 in this paper and see van Dijk, 1988: 94)

5.Filling the Missing Gaps

Some participants use the strategy of filling the missing gaps when they continue the speech of each other for their own purposes. This is done sometimes by proposing some comments or questions (see section 11 in this paper and Bazzi 1999).

6.Selection of Valuable Signs

The value of the signs in the discourse is determined by one or more of the participants. When the sign is important for the participants, it is marked and maximized. For example when victims are valuable signs for the author, they may receive sympathy, apologies, more quotations by officials, and receive UN-balanced resolutions and politeness strategy from the text producers and editors.(see Bazzi, 2009: 69)

7.Construction of Reality

It is a well-known fact that in mass media, specifically the political types, there is no neutral reality between the signifier and the signified. Politically motivated signs are indicative of a semiological system rather than a factual one. A specific reality is reconstructed and another negative one (positive and negative for the author of course) is deconstructed: (see van Dijke, 1988 : 94).

4._ Israel is Israel that combine savagery, barbarism, and political stupidity.

Al_Rai_Alaam, Arabic text , 31 July 2006.

This clause shows that there is a construction of a struggle in the Middle East. This long go struggle conflict is distributed in media showing that Israel is the criminal part of the struggle.

8.Collocation



It is the use of specific lexical items to refer to some people, nations or actions to show their positive or negative side (see Bazzi 1999: 164). Consider the following example:

5. -- الحرب الباردة (The cold war.)

"The cold war" is a collocation used to refer to the war between USA and the Soviet Union where no traditional weapons are used but rather some other ways like the diplomatic or the political means are used.

9. Predication

News manufactures rely on the hearers' predication of what they hear and listened to. The listener's knowledge _ repertoire and his ideology are present at every second of talk to predicate what is going on in the speech. If an Arab author is writing about an accident in Israel ,it is predicted that this author would stand with the Palestinian victims rather than the Israeli soldiers (see section 11).

10. Generalization

The authors intend sometimes to follow this strategy to generalize what is particular of actions or people. When a bad action or a negative one is proposed by a member , the group that this person belongs to is accused all of such an action. A whole ethnic group or a whole nation may be accused of a specific action done by a person who seem to belong to these groups (see van Dijk 1988: 94 and section 11).

11. Domination of the Stage

An interviewee may control the whole interview to impose his own case and ideology on the interviewer. This gives the impression to the hearer of the power of the interviewee to be the dominant person and accordingly the dominant accepted ideology and case. Such a case should be accepted by everybody since its representative is the powerful side of the case.

The same may hold for the author who reports an accident, he may impose his own point of view directly ignoring others' points of view of the event (see section 11).

12. Obligation and Inclination

Through the use of some modal verbs like (must), (will) .etc. the news manufactures oblige their hearers to accept a specific case rather than another. The producer of the discourse, here, expresses intentions to do something, deceive, will , request, order or command (see Bazzi, 1999: 149): Look at these two examples taken from Arabic and English versions of the same statement to see differences of modality expressed in.



6_ Arafat expressed strong condemnation of terrorism in an apparent attempt to satisfy US. demands and reinstate plans to meet Secretary of State Colin Powell.

(The English version)

7_ Arafat expressed a condemnation of terrorism in an attempt that seem to satisfy US. demands and reinstate plans to meet Colin Powell.

(The Arabic version)

The first example shows modality with high probability. The second example shows a weaker commitment to the truth that Arafat is merely complying (see Bazzi: 1999: 150 – 151).

13.Selection of Sources

Specific sources rather than others are selected for the speaker's goal though other sources are available. In the date chosen in this paper, the interviewee has used real examples rather than others because these examples serve the speaker's goal. (see Van Dijk, 1988: 94 and see section 11 in this study).

14.The Ideological Representation of Us / Them

Such a strategy has its place in the field of critical discourse analysis by Van Dijk, (1993 and 2005 (in Schiffrin , 2005 Ch 18)) .Here a differentiation of the groups is taken into consideration. The group of "Us" should hold the positive elements and the group of "Them" should not. Linguistically this strategy is expressed by the pronouns to refer to these groups' members. (See Van Dijk, 1985b , for this strategy). For more details about these strategies, (See Bazzi, 1999 : ch.6).

10. Data Collection

The data collected here consists of an interview from AL-Hadath channel. This interview covers the Palestine – Israel conflict nowadays and how this scene affects the point of view the whole world tries to build. In what follows, some selected extracts of speeches from this interview are handled in the data analysis according to the theoretical materials and approach adopted here (see appendix 1 for this interview).

11 . Data Analysis

This interview is by the interviewer Najiwa Qasim who is one of the representatives of the political programs in Al – Hadath channel who is famous with being fearless to pose questions with loaded meanings and loaded expected answers , and the interviewee Marshal Tawfeeq Al – Tarawee , a member of the



central committee of Fatih Movement .The interview is about a recent news about some violent actions done by Israel in Al-Qudus , in a city called Shi'faat (see appendix 1).

This interview starts with the usual and traditional opening of the conversation to welcome Marshal Tawfeeq for joining her (and us as Najwa referred to) to make sure that she represents the audience's point of view rather than herself supposing that she is neutral. This is crystallized by the use of such plural pronouns like (**our guest**) (ضيفنا) (**we welcome**) (نرحب) , (**with us**) (معنا) , (نحن) (**we**). She also here added a sense of politeness to the conversation to make the interview more formal.

Second, a topic is represented by Najwa through representing an urgent news says that there are violent actions done by Israel in Al-Quads and specifically in a city called Shi'faat where a Palestinian boy has been killed after being kidnapped violently which causes clashes between Israeli soldiers and Palestinians.

The interviewer asked the interviewee about the stance of Fath Movement in this scene and how they are going to handle such a violent action .

Now let us come to the strategies allocated by the interviewer and the interviewee to explain their own points of view. It seems that this interview is full of strategies and loaded with veiled meanings .

Here two ideologies are represented one by Marshal Tawfeeq representing the Palestinian's point of view in contrast to the Israel's point of view being enforced by the Western world and specifically America .

- (**We accept ..**) 8. احنا قابلين
- (**The solution is with us ...**) 9. الحل عندنا
- (**We wish it is China**) 10. احنا نتمنى ان تكون الصين
- (**People of our Palestinian nation**) 11. ابناء شعبنا الفلسطيني

In the above examples , the use of the pronouns (نا) indicates the involvement of the speaker in his case , the Palestinian case . He is one of the



Palestinian's people , holding their issue against Israel and so Fath , which he is one of its members is holding that issue .

Two ideologies are involved here , one is the Arabic and the second is the Israelis' . This is an old conflict which from time to time got burnt by one or two actions done either by the Palestinian or the Israelis .

In this interview, the interviewer is talking about a case of kidnapping and killing a Palestinian boy violently and the interviewee is accusing Israel altogether to be responsible of this crime , not only the settlers who are known to have such crimes from time to time within the last three years as declared by the interviewee himself in the interview .

From here we start talking about the ideological representations as Them / Us be represented by the powerful Israel (the government, the army , the settlers who are accused of the crime) and us, the Palestinian who are the weak and the victimized side being represented by the victims (the settlers have killed), and the Palestinians being represented by Marshal Tawfeeq . In contrast to the pronouns mentioned above to represent "Us", the Palestinians, the interviewee refers to Israel and the west who supports it as " Them " by such pronouns like (حاولوا) (they try), (هنولة) (those), (فضلوا) (they prefer), and (يوافقوا) (accept).

The second strategy is repetition. Consider the following example is taken from the interviewee's speech:

12. طيب ليش هذا اذا رمى حجر يعتقل وذلك اذا قتل لا يعتقل؟

(So , why that who throws a stone is arrested and that who kills is not arrested?) .

The repetition and concentration of the word (يعتقل) (arrested) is another strategy to refer to here in which the concentration is on the discrimination of the Israeli army to be involved in the action of crime. The Israeli army is the hand of the Israeli government and thus the whole government is involved in this crime. Also another word is concentrated here phonetically by the use of a heavy accent on it which is the word (قتل) (kill) to make a comparison in the hearer mind between (رمي حجر) (throw a stone) (which is the weapon used by the Palestinian to attack occupation) and (القتل) (killing) by different real weapons used by Israel.



He is asking the hearer which is more violent killing or throwing a store to be arrested ? of course killing is more likely to be arrested for it is more dangerous than throwing a stone. The government is using two different rules one of them is more biased towards its people ; Israelis.

Also, let us consider the following example from the interviewee's speech :

- 13- ياستي غلط غلط

- (**Mam, it is wrong, it is wrong**).

The interviewee is concentrating on the word " غلط " (**wrong**) by repeating it to draw the hearers' attention to what will come next in his speech because it is important.

Another example of repetition is used by the interviewee also in the following to show the importance of the statement being repeated:

14- الامريكان منحازين احنا قابلين حتى نقول انو هذولة الامريكان يعني فضلوا يكونوا حكم ولكن الامريكان عمرو مايكونوا حكم . الامريكان منحازين).

(The Americans are biased , we accept just to say that those Americans , I mean , prefer to be a judge but the Americans can never be a judge . The Americans are biased

The repetition of the statement " الامريكان منحازين " (**The Americans are biased**) shows the importance of this piece of information to the interviewee to support his own point of view.

In the following examples, the strategy of the selection of valuable signs is clear:

15- طبعا عملية اختطاف الفتى ابو خضير ومقتله على ما يبدو بطريقة بشعة.

(Of course, kidnapping the boy Abu Khadheer and been killed as it seems to be violently)

Here, the interviewer selects this valuable sign of "killing Abu Khadheer, a Palestinian boy" to be the most important sign since the whole clashes in Shi'faat were the consequences of this accident.



The interviewer selects another valuable sign in the following example:

16. يعني عنا مجموعات من المستوطنين على كل مفارق الطرق الموجودة؟

(So , we have groups of settlers on all the existing roads?)

Here, the interviewer selects "the existence of the settlers in the roads" to be a valuable sign to talk about because she believes that this is very important piece of information and she poses this question to give her interviewee a chance to talk about.

Another strategy to talk about here is the selection of resources .

Let us have a look at the following statements taken from the interviewee's speech:

(killing 41Palestimians)

17. قتل ١٤ فلسطيني

18. قتل 3 فلسطينيين

(Killing 3 Palestinians)

19 شحروور العاصي حاولوا ان يخطفوه واتجه الى الجيش الإسرائيلي

(Shahroor Al-Aasy , they tried to kidnap him and he ran towards the Israeli army.)

In these examples , the interviewee is selecting some real examples happened nowadays before the interview. All these examples are results of the clashes between Israelis and Palestinians in AL-Quds . Palestinians accused the government of having the hand of killing and kidnapping of those kids since there are no measures made against those who are doing that terrible action of killing. Another example of selection of sources is clear in the interviewer's speech:

- 20 خليني انا اسالك ليش ما تكون الصين؟

(Let me ask you , why it is not China?)

Here, the interviewer asks her interviewee about a neutral country like China to be involved in the treaty of peace. This selection of this country in the treaty may help the Palestinians issue to a large extent.



Also, the interviewee selects the case of Russia as a negative part in the treaty to be another real example to support his own point of view.

- 21- ماهني الامريكان اخرجوا روسيا من المعادلة. بقيت روسيا عبارة عن طرف موجود ولكن طرف غير فاعل.

(It is the Americans who took Russia out of the treaty. Russia is still just as an existing part but not an active part).

These real examples, surely, support the speaker's point of view.

Thematization is another strategy used by the interviewee in this interview .Consider the following examples .

22- الحدث اللي جرى بالأمس

(The action which happened yesterday)

23. الان قبل ان ادخل الاستوديو (Now before I enter the studio)

24. هذا كل الذي يجري الان (This what all is going now)

The interviewee has thematized the underlined words for the sake of importance , either by fronting the words (الحدث , الان , هذا) (the action , now , this) or phonetically by having a strong accent on الان (now) . The thematization of these words at the beginning of the sentences is directed to draw the audiences' attention to the importance of these valuable signs .Through such linguistic strategies , the speaker holds the hearers' attention to the most important thing in the speech , that his speech is happening now in Palestine , and not before . Israel at this time is drawing the world's attention to something happened before and what is going on in Palestine is now happening . Also in example 19, Shahroor AL-Aasy has been thematized for purpose of emphasis and importance. Otherwise, the canonical structure can be used as in the following:

(حاولوا ان يخطفوا شحروور العاصي واتجه الى الجيش الاسرائيلي)

Another example of thematization is clear in the following example:

- 25 هذا كله نتيجة ان المستوطنين كل الاعمال التي يقوموا بها...

(All this is a result that the settlers, all the actions they are doing....)



Here , the thematization of (المستوطنين) (**the settlers**) is used to draw the hearers' attention to this word first for sake of emphasis. Otherwise , the canonical structure can be used :

(كل الاعمال التي يقوم بها المستوطنون)

The strategy of maximization and minimization is also used widely here . See the following example selected also from the interviewee's speech.

26. كان قبله بيومين حدث لشخص من عائلة زلوم ايضا حاولوا ان يختطفوه وأمه لا زالت تعاني صدمة عصبية .

(**There was two days before an accident happened to a person from Zaloom's family, they also try to kidnap and his mother is psychologically in a bad condition**).

In the above example, the interviewee is maximizing an event when he concentrates on the attempt of kidnapping a Palestinian boy on the road and maximizing this action, though it is only an attempt of kidnapping, by talking about the consequences of this attempt and how bad the victim's mother became psychologically because of that is. This indicates that the interviewee is trying to draw the hearers' attention to the danger of this attempt and its importance.

Also, consider the following example :

- 27 - الان قبل ان ادخل الاستوديو عندك في شاب اسمه شحرور العاصي حاولوا اختطافه المستوطنين آآ...في مفرق مردى آآ...في قضاء سلفيت ونجا الى الجيش الاسرائيلي الموجود.

(Now, before I come to the studio , there is a young man called Shahroor Al-Aasi the settlers try to kidnap mmm.. on the road of Marda mmm... in Sefleet district and he runs to the Israeli army there).

The interviewee is maximizing this accident of kidnapping mentioning thus the minor details of which and minimizing or even avoid (another strategy) mentioning the kidnapping of three Israelis settlers, an action which happened days before of clashes between Israelis and Palestinians as the former accused the later of this kidnapping. Although the interviewer mentions this accident in her speech, the interviewee never mentions that throughout the whole interview (see appendix 1).

- 28. الان الحاصل اليوم بشعفاط البعض يرى ربما يكون محرج لاسرائيل طبعاً عملية اختطاف الفتى ابو خضير ومقتله على ما يبدو بطريقة بشعة جداً، يمكن ان يحرج فعلاً اسرائيل بكل ما حاولت ان تستفاد منه بالدعاية الاسرائيلية وفي موقفها السياسي امام الغرب وامام دول العالم في موضوع اختطاف مستوطنها الثلاثة؟



(What is happening now in Shi'faat, some believe may be it is embarrassing for Israel. Of course kidnapping the boy Abu Khadheer and been killed what it seems to be so terribly. Could this embarrass Israel however it tries to make use of during the Israeli propaganda and in its political position in front of the West and in front of the world in the issue of kidnapping its three settlers?)

Although the interviewer asks the interviewee directly about the relation between what is going on in Shi'faat now and the accident of kidnapping the three Israeli settlers , the interviewee never mentions this accident in his speech altogether because he knows that such a piece of information may weaken his position in the interview .

The strategy of generalization is clearly used when the interviewee accused the whole settlers and the army and the Israeli government to be responsible for the actions and crimes of killing and kidnapping, the Palestinians are facing during the last two or three years and not only the settlers who are the actual doers of the action.

- 29 - عملية الخطف تحصل امام اعين الجنود الاسرائيليين اذن الحكومة الاسرائيلية والجنود الاسرائيليين والمؤسسة الامنية الاسرائيلية هي عامل اساسي ومشارك ومؤيد لكل مايقوم به المستوطنين من افعال واحداث .

(Kidnapping is happening in front of the Israeli's soldiers eyes . So the Israeli's government , the Israeli's soldiers and the Israeli's security institution are all basic, supportive and participated operators of all what the settlers are doing)

In the following example the interviewee is generalizing the West's position to be included within USA's position .

30-الغرب انتو موافقين هني يكونوا راعين عملية السلام ...

-ياستي غلط غلط الامريكان منحازين احنا قابلين.....

(The West you accept that they become the sponsors of the treaty of peace)

(Madam, it is wrong , wrong. The Americans are biased).

Here , the interviewer is asking her interviewee about the West and how the Palestinians accept that the West is the sponsor of the treaty of peace. The



interviewee encapsulates the whole West in USA to point to the idea that it is USA which represents the West and the whole world and USA supports Israel which means for him that the West supports Israel.

Collocation is another strategy used here by both speakers, the interviewer and the interviewee.

31 - : انا اقول لك الان الوضع في الشارع عمبيقلت العقال . انا اقول لك اذا فلت العقال سيكتوي الجميع بالنار .

(I tell you , now the situation in the street the hobble becomes loose . I tell you if the hobble becomes loose everybody would get burning)

In example 31 , the interviewee is using this collocation (**the hobble becomes loose**) to refer to the case of mess and chaos that both Palestinians and Israelis may go through if things would go on like that . He is threatening Israelis that Palestinians may revolutionize against them if the government will go on neglecting what is going on . He is directing his people and his hearers to start thinking that what is going on in AL-Quds can no more be silent anymore and they should start doing something to protect themselves from Israelis' government.

See also the following example used by the interviewee:

32 - كان في عمليات آآآ...قتل فتية فلسطينيين ايضا كمان بدم بارد.

(There were operations mmm of killing Palestinians boys also with cold blood.)

(بدم بارد) (**with cold blood**) refers to the case of killing somebody without paying any attention to the human side and feelings . Israel kills the Palestinians with cold blood , holding no sense of mercy towards them.

Also, consider the following example

33 - الغرب انتو موافقين هني يكونوا راعين عملية السلام . مربط الفرس عندها .

(The West . You accept that they can be the sponsors of the treaty of peace. The cleat of the horse with it).

In this example, the interviewer uses the collocation (cleat of the horse) to refer to the West (guided of course by USA) holding the strings in the Middle East and nobody else. It is USA policy to keep this mess in Palestine otherwise, why there is no unbiased countries other than USA, for instance China or Russia



in the treaty of peace signed by some countries and Israel. USA is there to protect Israel's benefits since Israel is controlling the beneficial market in USA. It is an equation of cost and benefit between USA and Israel.

The interviewer has used another strategy which is " filling the missing gap". And although it has been used only once, it deserves to be mentioned here. Consider the following example :

34. ليش ماتكون الصينخليني انا اسالك ليش ماتكون الصين ؟ انا اسالك.

(Why it is not China, let me ask you , why it is not China? I am asking you.)

The interviewer in this stretch is trying to draw her hearers' attention to something important. She is, further, directing the interviewee in a specific path to talk about excluding China from the treaty of peace between the Palestinians and Israel. Of course the interviewer realizes that China is a neutral part in such a treaty and to consider it would not be beneficial for Israel .

It seems that the interviewee ,further ,controls and dominates the whole interview interrupting the interviewer and leaving her silent for long time. This proves that he wants to impose his ideology on the interviewer and the hearers. He dominates almost 80 % of the interview which leaves the interview unbalanced .

Accordingly 11 strategies can be found here in this interview, selection of sources, domination of the interview, avoidance, selection of valuable signs, maximization, minimization, Us/Them, repetition, thematization, generalization and filling the missing gap.

The speaker realizes the structure of the hearers' schemes and their cultural repertoire and accordingly he plays on that card for his own purposes to have the audiences' support. The most important element that the sender uses is the religious and the ideological element of the scheme by victimizing the group that he claims to belong to and even be representative of. The first step that the sender made is to claim affiliation to this specific group, second, victimizing this group and third, being a representative of that group and finally suggesting solutions for that problem. All these steps have been represented by the strategies referred to above. So, the interviewee has used some new information to resonate with some old information that he is sure that his audiences hold by the use of the strategies.



Still there is a question to be raised here. Why a specific piece of information provokes that piece of information in the hearers' minds and not other pieces of information and does that piece of information provoke and affect the same piece of knowledge in all hearers' minds similarly? The answer is, of course, no because this process depends on the hearers' repertoire and their ultimate knowledge which differ from one person to another. But still, some used pieces of information are considered by the speaker as socially and ideologically shared pieces of knowledge. So, the interviewee depends on some people (those who belong to the same group of his) to provoke not others who belong to different culture. The latter, I think, needs other strategies to be provoked that differ from one culture to another.

Let us come to the structural\ textual analysis of the text altogether. The interview in general has five schemes being represented by the usual introduction of the interviewer who welcomes the interviewee as a guest to the program then is followed by the representation of the topic by raising an urgent news break related to that topic. This topic is developed by more minor topics being related to it.

Then both speakers try to draw a conclusion from the interview. The interview ends with a special word of thanks.

What is missing here is the effect that the interview left to the audience. Through realizing how the audience would behave later on, the effect can be understood. It is expected that the audience change their reality (for the goal of the speaker of course in this interview if he succeeded to do so) and reject what is going on in the political scene. The ethnomethodological and ideological study of such audience that the interviewee is directing his speech to can help in such a case.

12. Conclusions

This study has come up with the following conclusions:

- 1 . Each one of the speakers represents his own ideology linguistically specifically the interviewee.
2. The language used in the interview is formal.
3. The discourse is loaded with veiled meaning and strategies which include : selection of resources, selection of valuable signs, thematization, collocation, domination of the interview, avoidance, maximization and minimization, Us/Them, repetition, filling the missing gap, and generalization .



4. Also the study proves that not all the strategies referred to in the literature review can be found in a single discourse. This depends on both the interviewer and the interviewee and their own ways of achieving their goals.

So , as we can see all the preceding hypotheses have been verified.

13 Recommendations

It is recommended that these strategies are taught to students of discourse analysis, translation and EFL learners because they seem to be important to unveil the meaning of the discourse at hand.

14 . Suggestions for Further Studies

The study holds some suggestions for further studies which may include:

1. These strategies can be taken in other genres of discourse and a comparison between these genres, as far as the strategies are concerned, can be made.
2. The pedagogical implications of these strategies can be studied.

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مقابلة نجوى قاسم مع اللواء توفيق الطراوي عضو اللجنة المركزية لحركة فتح _

https://www.alarabiya.net/.../live_stream...

Appendix (1)

- نجوى: معنا من رام الله الاستاذ توفيق الطراوي عضو اللجنة المركزية لحركة فتح. مساء الخير استاذ توفيق واهلا بك بحدث اليوم. اذن نحن بمواجهات في القدس بمنطقة من مناطق القدس من بعد عملية اسرائيلية حصلت فيها الكثير من المواجهات ولم تتوقف في بعض المناطق والمخيمات وربما تتطور. اي صورة يرسم ذلك برايك خاصة بالنسبة لفتح؟

- توفيق: يعني اولاً هذا كل الذي يجري الان هو نتاج السياسي الاسرائيلي سياسة الاحتلال في قيامها بقمع وقتل واعتقال وهدم بيوت ابناء شعبنا الفلسطيني. الحدث اللي جرى اليوم هو سبقه احداث سبقت خلال الاسبوعين الماضيين قتل اربعة عشر فلسطيني . كان في عمليات آآ... قتل فتية فلسطينيين ايضا كمان بدم بارد هذا كله نتيجة ان المستوطنين كل الاعمال التي يقوموا بها من قبل آآ... من منع شوارع من حرق سيارات من حرق جوامع الى اخره كلها تاتي تحت نظر واعين الجيش الاسرائيلي.

- نجوى :اوكي.



- توفيق : وهذا بموافقة الجيش الاسرائيلي والحكومة الاسرائيلية وبالتالي الحدث اللي جرى بالامس كان قبله بيومين حدث لشخص من عائلة زلوم ايضا حاولوا اختطافه وامه لا زالت تعاني صدمة عصبية . الان قبل ان ادخل الاستوديو عندك في شاب اسمه شحور العاصي حاولوا اختطافه المستوطنين آآ... في مفرق مردى آآ... في قضاء سلفيت ونجا الى الجيش الاسرائيلي الموجود [

- نجوى: يعني شو اللي عدنا الان...]

- توفيق : اريد ان اسال...]

- نجوى: يعني عنا مجموعات من المستوطنين كامنة بكل منطقة يعني استاذ توفيق؟

- توفيق : نعم هناك مجموعات من المستوطنين على كل مفارق الطرق الموجودة . اريد ان اسال . اذا كان هذا الفلسطيني حاولوا اختطافه المستوطنين مهى عملية الخطف تحصل امام اعين الجنود الاسرائيليين . اذن الحكومة الاسرائيلية والجنود الاسرائيليين والمؤسسة الامنية الاسرائيلية هي عامل اساسي ومشارك ومؤيد لكل مايقوم به المستوطنين من افعال واحداث . خلال العامين او الثلاث اعوام الماضية قام المستوطنين بحرق كثير من المساجد والبيوت وحرق السيارات وقتل فلسطينيين . انا اتحدى ان يكون قد اعتقل واحد من هؤلاء المستوطنين]

- نجوى : عظيم .. اذا تسمح لي ..]

- توفيق : وقدم للمحاكمة او للتحقيق [

- نجوى : طيب الان....]

- توفيق : لماذا هذا الفلسطيني اذا رمى حجر يعتقل وذلك اذا قتل لا يعتقل؟

- نجوى : طيب الان الحاصل اليوم بشعفاء البعض يرى ربما يكون محرج لاسرائيل طبعاً عملية اختطاف الفتى ابو خضير ومقتله على ما يبدو بطريقة بشعة جدا . هل يمكن ان يجرج فعلاً اسرائيل بكل ما حاولت ان تستفاد منه بالدعاية الاسرائيلية وفي موقفها السياسي امام الغرب وامام دول العالم في موضوع اختطاف مستوطنينها الثلاثة؟

- توفيق : لا لانه اسرائيل لاتحرج لانه هذا العالم الذي نقول عنه العالم الغربي او الامريكان هم ايضا/ اصلاً مؤيدين لاسرائيل وهم مع اسرائيل لانه هم بصراحة مع القوي والعالم لا يحترم الا القوي. اسرائيل دولة احتلال وهي محتلة لشعب اخر شعوب العالم تحت الاحتلال.]

- نجوى : بس هي كمان ايضا حلفاؤكم او راعينكم كمان انتو موافقين.

- توفيق : مين هم ؟

- نجوى : الغرب ، انتو موافقين هني يكونوا راعين عملية السلام ، مربوط الفرس عندها.

- توفيق : ياستي غلط]

- نجوى : ياسيدي . [



- توفيق : ياستي غلط غلط ، الامريكان منحازين ، احنا قابلين حتى نقول انو هذولة الامريكان يعني فضلوا يكونوا حكم . ولكن الامريكان عمرو مايكونوا حكم. الامريكان منحازين وبالتالي هم بيدعموا اسرائيل في كل برنامجهم الاحتلالي. يوميا يوميا بيدعموا اسرائيل بالاموال والعتاد العسكري الى اخره. اذا اردنا ان يكون هناك توازن في عملية الرعاية ليش ماتكون الصين ؟ ليش ماتكون روسيا موجودة في...بدل ماتكون لجنة رباعية او خماسية او سداسية؟]

- نجوى : ليش ماتكون الصين؟]

- توفيق : انا اقول لك الامريكان منحازين.]

- نجوى : خليني انا اسالك ، ليش ماتكون الصين؟ انا اسالك.

- توفيق : الحل مش عند الصين . انا اقول لك الحل عندنا... الحل عند العالم لانه الامريكان ... اذا احنا قلنا الصين مين قال انه الامريكان راح يوافقوا على الصين؟ الامريكان عيحكموا العالم ومعتبرين انو مافي حدى في الكون يوقف بوجههم . احنا نتمنى انو يكونوا الصين. طيب ماهني الامريكان اخرجوا روسيا من المعادلة. بقيت روسيا عبارة عن طرف موجود ولكن طرف غير فاعل واصبح هنالك الطرف الفاعل الوحيد هو الامريكان. بغض النظر مش هذا موضوعنا بقدر ماهو موضوعنا انو الامريكان منحازين لقوة احتلالية موجودة . هذه القوة انا اقول لك الان الوضع في الشارع عمبيفلت العقال. انا اقول لك اذا قلت العقال انا اقول لك سيكتوي الجميع بالنار هذه لن تكون الا نار تطل الجميع مش بتطل واحد ومطالش الاخر.]

- نجوى : انتهى وقتنا للاسف بدي ...]

- توفيق : هذه النار...]

- نجوى : تسمح لي مش قادرة اكمل اكثر بدي اتشكر استاذ توفيق الطيراوي عضو اللجنة المركزية لحركة فتح . كنت معنا مباشرة من رام الله . شكرا لك.

The signal [refers to the case when interruptions of speech occur in the flow of the interview. Also , the signal اااا refers to a case when the speaker hesitates during speech.

The language of the interview is not Standard Arabic but Lebanese dialect. Also, the nonverbal signals are neglected here due to limitations of space and time.



تحليل استراتيجي للنصوص الصحفية : تحليل النص التلفزيوني المنطوق

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الموصل الموصل/ العراق

المستخلص

عرفت الصحافة باعتبارها علم مستقل بحد ذاتها منذ زمن بعيد. وهي ترتبط ارتباطا وثيقا بالدراسات الحضارية. ومع ذلك فمع ظهور علم تحليل النص في الساحة اصبح الدمج بين هذين العلمين مهما جدا. يضاف الى ذلك الحقيقة التي تقول بأن دراسة الصحافة تعتمد على النص بحد ذاته. ولذلك فان هذا البحث استند على هذه الفكرة وطورها .

ويهدف البحث الى دراسة علم الصحافة باختيار محادثة تلفزيونية منطوقة كنص للتحليل. وتم اجراء هذا التحليل بالتركيز على الاستراتيجيات المستخدمة من قبل المتحدثين ضمن انموذج علمي للتحليل. وللوصول الى هذه الاهداف تم تبني بعض الفرضيات ومن اهمها : يستخدم المرسل استراتيجيات معينة لاجاد تغيير معين في وجهات نظر المستمع وليس في نظامه المعرفي ، وافترضت الدراسة كذلك ان النصوص الصحفية مثقلة بالمعاني وان المتحدث يستخدم استراتيجيات معينة لاجاد تغيير في اذهان المستمعين.

وخرجت الدراسة ببعض النتائج والتي من اهمها ان النصوص الصحفية مثقلة بالمعاني والاستراتيجيات وانه ليس من الضروري ان نجد كل هذه الاستراتيجيات في نص معين وهذا يثبت ان الصحافة بصورة عامة وصحافة الاخبار بصورة خاصة تعتمد على النص بحد ذاته. وخرجت الدراسة كذلك ببعض التوصيات ومقترحات لدراسات مستقبلية مرتبطة.

الكلمات المهمة : الصحافة ، الاستراتيجيات ، معاني مثقلة ، تحليل كمي ونوعي ، التكرار، اختيار المصادر ، الاشارات المهمة ، التعميم.