Chapter 3

RESEARCH METHODOLOGY
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3.1. Introduction.

Importance of language is something that will never diminish. The increasingly mediated nature of contemporary society means that it is important to be aware of issues related to representation and ideology. Because of this I have discussed the concepts of power, control and Resistance in the previous chapters. My objective here is to familiarise the reader with the corpus.

3.2. CDA Methodology.

Fairclough (1989, 1992a, 1926, 1994, 1995a, 1995b) Fowler (1991) Van Dijk (1985) and many other Scholars within the field of critical language study have approached the study of discourse in what might be described as ‘Qualitative’ way. That is, they take one text at a time and analyse it using the techniques such as how the text has come to be produced, under what circumstances and under which pressures and influences, it is written. Fairclough and Fowler have argued that a text can be analysed closely using tools of functional linguistics. Context writings of Orwell or Chomsky. In some cases, however, several contexts can also be investigated for examples extracts from magazine, Programmes on Television, printed media. Why this is done, and how a subject is to be told to the people is significant.

A possible method:

(i) Brief characterisation of extracts on topics under research.

(ii) Stylistic and Linguistic Analysis.

(iii) Sample study.

3.2.1. Rhetorical means.

- The way one builds up reasoning, providing scope for discussion.
- Idioms, clichés.
- Vocabulary and style.
- Use of pronouns.
3.2.2. **Commitment to a particular Ideology.**

Analysing extracts, books, editorials

1. Stylistic features in various discourses/contexts under study.

2. Using background and contextual knowledge that embeds the communicative or interactional structures of a discursive event in a wider frame of social and political relations, processes and circumstances.

To study why some interpretations are accepted by the readers?

Motivation behind using biased-words and statements and the effects of using neutral/bias-free expression.

In investigating political topics and texts, attempts are made to study the intention in communicating the message.

My data comprised transcription and written texts and television news, interviews, television discussions, hearings, larger news documentary series, discussions in diverse institutional settings and ideas shrined in books which integrated into the analysis. Thus, very different degrees of formality and very different settings were taken into account.

3.2.3. **Multidisciplinary CDA Methodology.**

**What is CDA?**

CDA is a qualitative research. The data is extended piece of text as opposed to series of statistics. Let me begin spelling out that my study is neither a TG grammar, or systemic linguistics, nor a sub discipline of discourse analysis such as the psychology of discourse or conversation analysis. A method, nor a theory can be applied to social problems. CDA can be conducted in, and combined with any approach and sub discipline in the humanities and the social sciences.

It gives emphasis on investigating scholarly works: and explains why people appreciate the views of writers who raise their voice against authoritarian tendencies. My research recognizes the strategic nature of communication as part of the complex mechanisms of domination, namely as an attempt to marginalize and problematize dissent.
Precisely because of its combined scholarly and social responsibilities, CDA must be rigorous scholarship. Without explicit and systematic methods, no socially useful as well as scholarly reliable observations and descriptions can be produced. Only it should be elegant or sophisticated, as well as empirically grounded.

And finally, CDA should be accessible. It should be Jargon-free CDA must be comprehensible. Discourse studies is a cross-discipline with many sub disciplines and areas, each with its own theories, descriptive instruments or methods of inquiry. It emphasizes that for each study a thorough theoretical analysis of a social issue must be made, so as to be able to select which discourse and social structures to analyse and to relate.

The proposed research shall follow the standard methods prescribed for any investigative case study such as, review of literature, analysis of the concepts, descriptions of key terms, collections of data and its interpretations, suggestion for future research. Political speeches, debates, interviews of political leaders, social activists and religious gurus, journals, magazines, pamphlets, published extracts on political, social and religious issues are the texts, used for analysis.

I have sought to get the reference material on discourse analysis by eminent writers; also I tried to include material from internet sources; like e-magazines, newsletters, YouTube, videos etc.

Every day politicians, social activists, religious gurus as well as public engage in situations where they struggle for power. It is important to recognize the power aspects in these situations and the tools that are used by politicians, social activists, and religious gurus to persuade the public about the use of their agenda. I have looked at how political, social and religious language can be used to influence ideas about the role of authorities and the way language is used by them in new media such as the internet, newspapers in order to develop our understanding of the power of everyday language.

The persuasive Strategies that politicians, social activists, religious gurus use are intended to convince someone to do something. Our everyday communications with the politicians, social activists, religious gurus and politicians remind us that they
communicate, negotiate and construct a particular relationship. Power is always a potentially important part of this negotiation.

Debates or interviews, or everyday social religious discourses have authority over each other and can influence the way other members act and think. They look at the way in which different politicians, leaders, social and religious activists talk to each other and exchange their messages, and question each other's behaviour, during their interactions.

Interviews, highlighting respective perspectives, are extracted and mentioned. Attempts are made to write slogans and speeches in such a way that it can impact the readers/listeners. I have incorporated some extracts of the speeches, literally stating not very much but translating the points of debates.

Politicians like other people, use language to persuade public of their agenda. We are aware that politicians want to change our political views and we know that politicians are able to use language to do this. But when we accept a broad definition of politics, we realise that here are many political situations we may not have noticed before. We may not have noticed the hidden ideology in political, social, religious statements. In these situations, the political agenda is much more hidden than in, say, a political debate. That everything is political, means that all situations we are involved in are a result of politics but that usually we are not aware of this. Election manifestos, offer helpful insights.

Similarly, in different social as well as religious discourses different social activist and religious scripture-writers participating in different debates, interviews, and by delivering their speeches in different social and religious activities through social media, could charm the innocent public either by motivating, instructing, regulating, captivating or by threatening or activating them to fulfil their interest of keeping them under their control; but if they fail to enchant the public, then they will be resisted by them.

My research is an attempt to explore the use of language to demonstrate how language as a powerful weapon is used to impress, to express and to suppress facts. In plain sense, some powerful speakers use language to show their power; here language is used as power and in other cases some users show their power in the use of language.
I have already documented that social as well as religious discourses have to do with situations of power, governance and authority, be it the imposition of law making or giving free speeches to the public. In these situations, language is used as the tool with which these power relations are constructed and maintained. In chapter- 4 we note the semantic and syntactic choices which people make to gain political power.

In addition, it is also possible to gain power through physical force. Dictators with armed forces do not need to use rhetorical skills to win power over a nation, and neither does a playground bully. They can use their physical ability to force people to give them power. But in a democratic country like India, social activists as well as the religious scripture-writers want either to use or to misuse their power willingly. For us to use their power, they need to persuade us of their argument - that their social and religious agenda is the best one for them to control the public. If we give them power instead of them taking it by force, we are more likely to follow their agendas. But how is it that someone can persuade us to give them power? How is it that someone's social and religious agenda makes sense to us? Part of it is the creative skills that they have, but another significant element is the ideologies they draw upon. These underpinnings find evidential support in may data-processing methodology.

Ideology can be explained as a set of ideas that are used to view the world. As I explain in Chapter 1, everyone has an ideology, which we can understand as a way of describing the set of beliefs and behaviours we think of as natural or common sense. In addition, a community is often bound together at an ideological level by a mutual world view. As we saw, when there is a dominant world view, we can describe it as the hegemonic ideology. Ideological power struggles can lead to resistance-movements if people don't agree with the hegemonic ideology in a society.

It's worth thinking about how all sorts of language can have an ideological side, I don't need to be talking about international power struggles for utterances to have an ideological level. If I take an everyday use of language, such as address forms, we see that these can signal dominant ideologies and how these ideologies are subject to shifting their position over time.
There are choices; you have to know something about the person to whom you are speaking in order to be able to address the person 'correctly'. (Notice that this knowledge is part of the communicative competence a speaker has) In this way, I have explained that political, social and religious society's dominant ideology can influence language and that this ideology can change.

Ideologies are influential in all aspects of life. Moreover, it is important to remember that these modes of communication are open to many people, not just to government and large corporations. Challenges to hegemonic ideology can be made via these new modes.

A defining feature of CDA is its concern with power as a central condition in political life, and its efforts to develop a theory of language which incorporates this as a major premise. Not only the notion of struggles for power and control, but also the intertextuality and contextualization of competing discourses are closely attended to.

An important perspective of my research as shown in my examples, taken from the text is that individuals or institutions try to build convincing arguments in favour of their objectives. The objectives are clearly to justify an established convention rather than to foment dissent.

I will be outlining a version of CDA. This exposition has two main aims. First I wants to draw up a set of tools for the analysis of the data in Chapters 4, 5 and 6, discourse analytic 'tool-kit' that we can draw upon to demonstrate how constructions of realities; power of user's language in various discourses are achieved. Second, and more globally, this exposition serves one of the main aims of my research: to provide language studies practitioners with an analytic template that could be used in studying political, social and religious contexts. Language in political, social and religious spheres highlights the importance of language.

My focus is:

- How people at the helms of power maintain, sustain their positions and prevent any threat to their existence.
- How, at the one point, when authority crosses the limit, subjects rise in revolt and account for the force of language behind such agitation.
In my research, I would apply Norman Fairclough ground-breaking parameters, mentioned in *Language and Power* 1989.

Wherever there is power there is politics; wherever there is politics there is power. This is done to explore the different ways in which people use language to create and exert power. Ideology is a crucial part of this. Moreover, language is essential in the construction, acceptance, and maintenance and indeed critiquing of ideological positions. Politicians, parents, the media and individuals have a political agenda of some kind or another in that we all have ideologies. We all have a certain view of the world that we accept as natural. As language producers, we all have the ability to shape our messages in particular ways and thus influence the minds of our addressees. The rhetorical tools that politicians use are exactly the same that other people use. Nevertheless, metaphors, presuppositions and so on are so much part of everyday language use that they can easily be hidden.

I analyse the language used in current political, social and religious contexts, and thereby arrive at different objectives for using and “critically analysing those in power, those who are responsible, and those who have the means and the opportunity to solve such problems.

3.2.4. Sampling of Data: Newspaper Cutting.

It is chosen for number of reasons. These are easily obtained, represent reality offer different viewpoints, opinions and therefore guiding ideologies are easy to discover. They contain feature articles, cartoons, special topic news headlines and editorials. The decision to sample data was taken according how it addresses research questions.

3.2.5. Analysis on the Textual Level.

It involves examination of noun phrases, modality, evaluative adjectives, adverbs, use of metaphor-lexico-grammatical features articles, dexis, content and function words.

Interdiscursivity i.e. elements from one discourse type present with another. Intertextuality, direct quotation, Study of cohesive devices verb form, parallelism. Referring expressions, substitution, conjunction, ellipsis.
3.2.5.1. Data Analysis.

James Paul Gee and Guycook have outlined the processes of analysing data. I summarise them briefly.

1. Why has the writer selected the topic or the characters for what purpose? Through topic flow, topic change, writers create to convince the reader.
2. How does the writer create or manipulate context?
3. The same words may have different meanings in different contexts.
4. Language is used for different functions and not just to convey information, what is the author trying to do. Speech-acts-Analysis.
5. How does the writer convey messages indirectly?
6. How does the writer use grammar for building structures and meaning? (Nomilisation, clauses are integrated).
7. Language has magical property: use of words, phrases, create a force and persuade or harm the interests of the readers.
8. Study what gives people power and status in the society.
9. People use language to build different identities: study those features.
10. How do words and grammar build a benchmark, a particular point of view?

Every speaker manipulates words and meaning. How do we know, we are being manipulated? With regard to the overall aim of this research of observing control and resistance in contemporary discourses, I have up to this point deliberated upon the suitable definition of critical Discourse Analysis and described political, social, religious contexts in which control and resistance aspect of the use of languages will be observed. In the next chapter, I discuss the data that would be best suited for studying political discourses.