

# **GENDERING MEDIA IN POST-FEMINIST TIMES?: AN ANALYSIS OF MEDIA DISCOURSE**

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# **Gendering Media in Post-Feminist Times?: An Analysis of Media Discourse**

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## **ABSTRACT**

**Thesis Title: Gendering Media in Post-Feminist Times? An Analysis of Media Discourse**

This interdisciplinary study outlines a ‘gender-based analysis’ at the connection of critical discourse analysis and feminist media studies, with the aim of providing a rich analyses of the multifaceted mechanism of power and ideology in discourse, in the light of hierarchically gendered social structure. This is especially applicable in present time; it is acknowledged when looking at the institutionalization of gender inequality we are looking at how gender is embedded not only in individuals, but throughout social life. The research offers a rationale for highlighting a feminist perspective in critical discourse and media studies. Focus of this research is to identify the role of linguistic choices in developing gendered discourse, to explore visual representation of female gender in global electronic media discourse, and to analyze gender based discursive practices in reconstructing feminine identity in global media discourse. Building on media research from a critical perspective, current thesis used critical discourse analysis to explore 60 table talk shows, panel discussion and interviews from 5 global news channels. A corpus is built that comprise of all the 60 table talk shows, panel discussion and interviews. A multimodal and linguistic analysis is conducted. Mixed methods are used to analyse data as per requirement of the nature of research. Mixed methods design has contributed to the dissemination of findings and the applicability of this research, as well as help overcome challenges involved in conducting research in this area by shedding light on different layers of meaning. Theoretical triangulation is also used in the research because it determines how researcher has perceived, made sense of, and understood and organized collected data. Instead of considering triangulation as a way for validation or verification, researcher has used this

method to make certain that the triangulated theory is rich, complete, comprehensive and well-combined. Van Dijk's socio-cognitive model is used as research framework in which data was analysed on 'us versus them dichotomy' and at 'micro and macro level' of discourse. At the end of this mixed method research, it was evident how gender can be a valued lens for showing persistent and frequent structures which shape up the way individuals convey and represent dominant identities in interaction with hidden symbolic resources distributed through media, as well as how and when complicated web of intertextual contexts help to empower them in the discourse.

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.0 CHAPTER OVERVIEW**

This chapter offers introduction to the dissertation presented in the first chapter. Chapter also offers background information on gender-based linguistic choices used in media discourse, an introduction to the social construction of gender through discursive practices in media discourse and the practice of gendering media in postfeminist times. Moreover, the chapter gives an outline of the purpose and objectives of this study, limitations of research, and research methodology. In the end, this chapter provides details of present thesis, giving an overview of subject matter discussed in each chapter.

### **1.1 BACKGROUND**

For over a hundred years, philosophers have tried to provide an explanation for those who lack monetary power, consent to hierarchies of social dominance that privilege some whilst exploiting others. Theories of ideology, hegemony, gender, and discourse have been used to give an explanation for the intersections between the social construction of understanding and the dissemination of unbalanced power relations.

Late 1960s through the 2000s marked an important turning point in the area of gender-based media research, together with theory and research in linguistic development. The establishment of first wave of feminism (Beard, 1946) as a setting for this research, represented an important milestone in the field. In this research, researcher has tried to identify how media discourse contributes to generating gender-based discursive practices.

In the next decade, a much wider independent twist on the research of females was started by Beard. She went on an altered path in her amazing work (Beard, 1946). A glance in the past shows that this great change came into the lives of women not only because of great women but common women also played a great role; not only victims but women who carried



influence on their surroundings, women with action, yet inside the limits of a narrow globe, even in their personal territory. Beauvoir gave women the name of 'other' in (1953), whereas Friedan brought up the issue that was not even considered an issue; the dissatisfaction and oppression of common working females, in her renowned work (1963), similarly Hacker (1951) said that women were treated as minorities in all the spheres of life. The portrayal of gender in mass media is shown to increase the appeal of media only; media is not concerned about the extent of the percentage of gender representation, or women in common. Women rights activists have always raised their voices on this mistreatment.

The key concept of ideology, power, and gender is the starting point for this research study. Governing classes in society achieve hegemony through ideology (Fairclough, 1995). Still, ideology has established a problematic notion, as many of its proponents have handled it as a fairly steady phenomenon of understanding that the ruling category transmits indiscriminately to its lower classes. One of the most important domains where ideology is established is media because media discourse exercise power to legitimize discourse and eventually to change the worldview of the people. The media which comprise of many unique images of male and female, other than numerous messages about them, has a substantial effect on the knowledge of identity. Dominant, powerful elites, institutions and the state itself use media and news to (re)create and (re)produce social concepts in order to influence and get control of the masses easily (McRobbie, 1991). To put in other words, media propagate the ruling elite's values and norms. Hall (1982) notices that media, being a major ideological foundation, give its contribution in sustaining the governing societal order—not only by reproducing or conveying an already existent implication, but by re-constructing reality via the active work of picking and offering, or forming and modelling (Hall S. , 1982). Ideology produces reality and set up power relations in discourse (Chomsky E. S., 1988); therefore dominant class ideology is largely accepted by the masses. Feminist theory contributes to a notion of the personal dimensions of political power and emphasizes questions about gender. The concept of hegemony is used to illustrate how society produces and gains consent to the notion of a hierarchical system of ruling elites (Hall, 1980). However, ideology implies termination and unidirectional movement of power and hegemony which gives emphasis to the essential struggle involved in constructing links of power through awareness and understanding.

Discourse evaluation of discursive practice examine how language creates surface and implied meaning and how power relations and the formation of identities take place (Mayes, 2010), that's why media discourse research intends to apprehend how social meanings and information are set up and produced by (Yegen & Abukan, 2014). Media discourse turns into the place of transformation of political actors' thoughts to public belief and place of forming their ideology, power, and domination via mass media (Berkowitz, 1997).

Fundamentally, discourse analysts have challenged traditional epistemological assumptions about facts and information; they have raised voices in relation of how information can be detained and whose understanding is valuable (Brooks, 1997). Additionally, traditional discourse analysis is profoundly intertwined with its comprehension of language as made up for actuality (Hansen, 2006). Traditional studies in discourse analysis proposes, the way language is used is ontologically substantial: construction of language is responsible for entities, themes, issues, people and physical things are given implication and awarded with an individuality. Language is not a device for the cataloging of information as (discreetly) anticipated by critical discourse methods, but an area of societal and partisan drill, and therefore there is no purpose or 'real objective' further than the linguistic depiction to which any individual can refer (Shapiro, 1981).

Numerous feminists of third-wave share this obligation to post-positivism, and offered much support of feminist media theory (Beauvoir, 1952). Undeniably, post-positivism is exclusively appropriate for feminism when it is felt that the media has been traditionally dominated by severe male supremacy. The insinuation has been that an individual can look into media with no mention to the queries of gender. Likewise, by disregarding gender, media indirectly supports the philosophy that over-all developments themselves are gender impartial. As a result, at present, the 'image of the world is the effort of males; they define it from their opinion, which they mix up with complete fact (Tickner, 1992). In contrast, the struggle of Postmodern Feminists from the beginning of 1980's and Women's efforts have shown that women and gender are present, and have sturdy and real-world impression to the ideology of language and gender equality. By questioning the presence of female gender, a diverse gendered centre biosphere can be observed that allows the ability to see explanations of a broader non-conservative view of international politics different to those conventionally offered. The job of feminist perspectives becomes, to add gender as an agenda for critical

research that criticizes the masculinity that governs the core traditions of our representativeness, proposing a comprehension created by the practices of all, instead of a small number of biased researches.

Suggestively at that argument, to combine these reasons together, if language is hypothetically a means to generate reality, and reality is built through the experiences of guys and masculinities, then female issues do no longer always exist as an objective reality, but is alternatively naturalized as a subjective societal process over its legitimization, standardization and even stabilization as a representative of “hegemonic masculinity”(Enloe, 1990). Undeniably, it is through an exploration of gender and the discourses that assemble it, that we can begin to unpick women problems as both creative and creating dominant masculinity. For given that feminism is dedicated to bring about social changes, and ultimately to arresting the reproduction of systematic inequalities, their interest in language and gender resides in the complex part language plays in reflecting, creating and sustaining gender divisions in society. It is, prominently these gender splits and the development of gender in general, as grounded in dissimilarity in hierarchies that put efforts to authenticate, establish and regularize gender illustration in discourse.

In the real world, it is almost a very hard task to find a media representative who gives an unbiased and true picture of gender in media discourse (Davis, 2007). As media discourse is where ideological production is done (Fairclough, 1995), media becomes a tool for the majority to accept the dominant ideology (Biagi, 2009). It means that media discourse evolves and shape power and ideologies throughout society (Powell, 2004) and elite groups use media discourse to manage public opinion through mass media.

Media power plays an influential role to control minds of consumers (Cleen, 2007), Hence, it is suggested that mind control by media is operational when media users don't realize the effects of media techniques (Manuel, 2008) which offers several benefits to the society because it is not only the source for amusement but it also uses the technology for maintaining and propagating the beliefs of the masses globally. Not just a source of entertainment, it also brings awareness to the people about several political features (Miller, 2002). It has become impossible nowadays for the public to think about life without media (Iosifidis, 2011) thus

media has gained the importance of being the most reliable foundation for entertainment, communication, and propagation of beliefs and ideological structures.

For those who are committed to feminist studies, feminist perspective was a huge issue discussed in global electronic media discourse. The way discursive practices in media discourse contribute to shaping feminist perspective is an important issue in global media discourse studies (Rhode, 2004). During the 1950s, feminism was discussed just in regards to 'sexism, community, and ethical issues' which included alcoholism, divorce and sex work. For the coming 30 years, these feminist issues expanded and incorporated, 'Equality for Women'. But it took almost 5 more decades for the feminist voice to be heard prominently in the world. Over last quarter century (Rhode, 2004) a massive change can be seen in media portrayal of women's movement, female activists and gender-related disputes, yet much has to be done.

Many philosophical studies have presented various views on notion of social construction of gender difference. This notion explains that gender roles are socially constructed (Butler, 1990) suggesting that society and culture construct roles, and that these roles are what is commonly said to be suitable manners for a person of that particular gender. According to a strong version (Butler, 1993), it is argued that society and culture create gender roles and these roles are prescribed as ideal or appropriate behavior for a person of that specific sex. Butler argued (Butler, 1993) that the exaggeration of gender difference is the basis for inequality. Thus, gender as a social structure and a function of culture result in its institutionalization throughout society. On the contrary, there are a few researchers in favor of gender determination on the basis of roles in society, but these social conformities do have a great impact on how genders perform. There are studies including research of Rhode which even assert more genders than only the two most frequently acknowledged male and female.

Focus of feminist media research over the past 30 years has been on the ways in which feminist perspective generates discourse in global media discourse. The first onset of feminist media theory was seen in the mid-1960s and extended the researches of scholars like Friedan, and Greer, generating researches wherein they raised many important and relevant feminist representation issues in media (Diprose, 1994). Feminist media is grounded in a lot of notions (Tuchman, 1978); it says that media is not giving a true picture of changes in the gender portrayal where female representation is not objective as well. This theory asserts that media

is responsible for symbolic eradication of women as it under-represents female voice in media discourse.

## **1.2 FOCUS OF THE STUDY**

Focus of this research is to identify how gender is socially constructed through linguistic choices and discursive practices in media discourse, and how media represents feminist media discourse in global electronic media and that how these discursive practices in media discourse contribute to creating a feminist perspective. The working definition of gender, based on West and Zimmerman (1987) and Butler (1990) says that: Gender is nothing people are born with, nor as something people have, it is something that people do; something people perform. In comparison to sex, which is the genetic classification primarily grounded in generative prospective (Ross, 2004), gender is the societal embellishment of genetics.

For Post-modern feminists, the differentiation of the male/ female binary is the central classifying force in our society (Hernando, 1996). Following Beauvoir, who believed that individuals are not created, but instead turn into a woman from societal pressures, (Beauvoir, 1949). Postmodern Feminists have constructed their foundation on the concepts of Foucault, de Beauvoir, along with Lacan and Derrida. Despite the fact that there is considerable distinction in Post-modern feminism, we can't deny the presence of some mutual foundation. Succeeding Simone de Beauvoir (Beauvoir, 1949), post-modern feminists perceive women as having being molded into the character of the 'Other'. These feminists disapprove the organization of the social order and the society, particularly in its male-controlled aspects. Numerous Postmodern feminists, on the other hand, discard the feminism marker, because as per their explanation, anything ending with an "ism" echoes an essentialist conception. Postmodern Feminism is the decisive persuader of the notion of diversity where various truths, numerous roles as well as several realities are subject of its attention. There is a rejection of essential nature of women, of one-way to be a woman.

The major feature of Postmodern feminist media theory lies in the notion that media consumers understand discourse, no matter how much they are under the influence of media and amount of power that masses practice on them (Hughes & Lawson, 2005). Traditionally, media world has been male-dominated. Men create and outline media strategies and guidelines,

as well as how women are represented and portrayed. Every so often, it is men who are the decision makers about hiring workforce (Lind & Salo, 2002) and the percentage of men and women workforce in media shows the general acceptance of male gender in comparison to females.

Postfeminists such as Butler argues that gender identity occurs through performativity as a “unity of experience” in which gender identity is constituted by the expression of gender. In this way, performativity is the discourse in which gender has to occur and is always occurring. However, while getting beyond the binary of language through performativity, Butler believes that the history of binaries in gender identity, the culture of gender, and the understandings of biology are all a part of performativity. The binary is a part of gender performance regardless of agency or intent to perform. Culture includes a complex relationship with history and biology that cannot be separated from any individual gender performance.

Media workers including female journalists think that only the opinion of men is essential when working on subjects including authority, power, policymaking, and management (Hallin, 2000). Although females are showing noteworthy progress in multiple fields, still media does not show the progress to the outside world in multiple fields.

Therefore, it is very hard that media considers women as contributors to progress or as specialists in their own area of expertise. The patriarchal beliefs of the social order are reflected in numerous media talk shows and debates. Women are under-represented at the administrative and policy-making levels in the electronic media. Therefore, the global media culture remains to be male dominant (McChesney, 1999). Women's marginalization from media organization leads to an imbalance in the societal equilibrium.

People receive most of their entertainment and information about the world through media. The reason for conducting this research contribute to shaping and defining ideological beliefs of people about women issues in global electronic media discourse. Hence this work deals with the linguistic and multimodal analysis of gender-based differences in verbal and non-verbal language used in electronic television table talk shows, panel discussions, and interviews.

This research highlights the discursive practices of media at the macro and micro level. In media discourse facts and opinions are represented to influence the semantic value of

discourse. It is important to conduct research on feminist discourse practices to identify how gender-based facts and opinions are generated in global media discourse. It is illustrated by Fraser's claim that "language is a medium of domination and social force" (Fraser, 1995), therefore, this study is going to analyze how contemporary media discourse is contributing to gender-based linguistic choices in media discourse.

Study of linguistic choices in media to portray gender-construction in order to form dominant ideologies is still in the early stages of exploration by critical discourse analysis (CDA) practitioners and researchers. Therefore, this study is a pioneering attempt in conducting a gender-based linguistic analysis of global electronic media discourse. The studies on the subject are scarce. This research aims to provide a new development and a baseline study for further motivation of research in this area.

This research uses critical discourse analysis to achieve research objectives and different features that influence the study. Grounded in the analysis and outcomes of the research, a framework is developed to which future researchers can refer; this successively confirms the viability of feminist media discourse approach.

Similarly, multimodal in-depth analysis of the feminist media discourse was rarely seen in any of the past researches in the field of CDA. A multimodal analytic approach can shed light on the paralinguistic features of any discourse, in order to get a detailed analysis of the collected data.

Although current research is broad and wide-ranging, it was still not able to encompass the wide spectrum of the critical discourse analysis of feminist media discourse in gender construction and portrayal but is a contribution as one piece of the maze in this approach.

### **1.3 RESEARCH OBJECTIVES**

Following are the objectives of this research:

- To identify the role of linguistic choices in developing gendered discourse
- To explore visual representation of female gender in global electronic media discourse
- To analyze gender-based discursive practices in reconstructing feminine identity in global media discourse

## 1.4 RESEARCH QUESTIONS

The research aims to address following research questions:

- What are the lexical choices and syntactic structures that construct a gendered discourse in electronic media?
- In what ways, does visual representation of non-linguistic choices contribute to developing gendered discourse in electronic media?
- How does gender representation through media positioning of female subjects (re)construct feminist identity in global electronic media discourse?

This research aims to fill in the research gap identified through survey of literature in this field. It is rectified that the research questions as mentioned above need to be addressed to contribute new knowledge into existing literature. The study aims to look into: Fill the gap in existing research and investigate some of the assertions made in the literature; Associate various project characteristics and attributes with the evaluation process; Improve the understanding of techniques used by media to slant the news according to their benefit; Identify the constraints in planning and producing debatable talk shows on electronic media; Develop understanding of the organizational structure of news-makers for implementing and changing ideologies and beliefs of people; and to understand hierarchy of power structure in media positioning of female in construction of gender.

## 1.5 SIGNIFICANCE OF THIS STUDY

This research is focused on identifying linguistic choices and visual representation. It carries one of the main significance which is to successfully widen the perception of the use of linguistic choices by electronic media in determining and establishing gender-based dominating ideologies.

The critical discourse analysis of global electronic media to understand gender-based representation of females in women issues was hardly dealt with in research and literature in an objective manner. Present research seeks to fill this gap with an in-depth analysis of global



electronic television news channels where major women issues are discussed and talked about in table talk shows and panel discussions.

Moreover, this research has contributed a theoretical framework through triangulation of theories: Media Analysis Model, Feminist Media theory, Intertextuality, Tan's multimodal Analysis model and Postmodern Feminism, this model has not previously been used as a conceptual framework in literature. Researcher has adapted a lens for this particular research to analyze data from the researcher's perspective because triangulation refers to the use of multiple references to draw conclusions about what constitutes the truth. Therefore, specific features from these multiple theories were used to form a working theoretical framework for this research which has not been used before in any other research to the best of my knowledge.

Another significance of this research is that it provides an in-depth analysis for understanding of quantitative approach used to analyze media discourse by developing a corpus of entire data. This research as a whole provides profound and comprehensive understanding of use of mixed analytical tool i.e. linguistic analysis along with multimodal analysis. This understanding helps in making data analysis rational and reliable.

Furthermore, present research provides a practical insight into CDA as a media discourse analysis from a feminist perspective. It also provides an opportunity to further debate and expand the knowledge in this field.

This research has also generated important information on the formation and representation of gender-based identities as well as how power relations are formed and represented in verbal and non-verbal language in media discourse.

The cut-off date for this research is December 2014, only a few analytical frameworks are identified in literature and none of them fully satisfies demonstrated needs and complexity in CDA of feminist media discourse. Furthermore, theoretical triangulation that is adapted for present research gives a new angle for this kind of CDA studies, which was never used before in all past researches. Because the use of corpus to analyze gender issues in media discourse while using multimodality as non-verbal linguistic features is a slightly newer area of research.

## 1.6 RESEARCH SCOPE AND LIMITATIONS

This research focuses on gender-based issues in global media discourse where researcher has contributed a theoretical framework with the help of theoretical triangulation for the analysis of data. This is one of the major scopes of the present research which provides a fresh lens to future researchers in the form of a new theoretical framework. Researcher has conducted a multimodal analysis along with verbal analysis to find out results from data. This combination of multimodal analysis with linguistic analysis makes this research an innovative study on CDA on gender-based issues in global media discourse.

This study also identifies the processes of determining role of media in establishing dominant ideologies of ruling elites to propagate gender-based media discourse through selection of linguistic choices. It also identifies and analyses a number of attributes and factors that influence power relations and ideologies and how they are influenced by gender-based media discourse in global electronic media. Furthermore, it looks into the discursive practices of media at the macro and micro level to discover and understand how the facts and opinions in media discourse are represented to influence the semantic value of discourse.

This interdisciplinary study highlights the importance to conduct research on feminist discourse practices to identify how gender-based facts and opinions are generated in global media discourse through language use. A core area of discourse studies is Interdisciplinarity, which is a collection of methods to the investigation of texts in their social perspectives ever since its beginning, in what would possibly be considered as a response in opposition to the occasionally inflexible disciplinary boundaries of linguistics and different disciplines. Interdisciplinarity has also been seen as always accompanying analyses of complicated social troubles such as racism, sexism or different forms of discrimination and social domination. Researcher has considered the current study as an interdisciplinary research due to the fact the idea has been re-observed, tested and endorsed by dynamic discourse researchers (Weiss & Wodak, 2003).

In the presence of numerous degrees of reality, the area between current and past disciplines is full of information. Disciplinary study is concerned mostly about one and the equal level of Reality (Weiss & Wodak, 2003); additionally, in maximum cases, it solely discusses the fragments of only one stage of Reality. On the contrary, interdisciplinarity

concerns the dynamics created by means of the gesture of a number of degrees of Reality at the same time. The finding of these dynamic forces in the present research automatically goes through disciplinary awareness as it continuously fluctuates between the two disciplines i.e. media and Linguistics. Though, not a different discipline or a fresh super discipline, present interdisciplinarity research is nurtured by disciplinary investigation. Present linguistic study is done in collaboration with other disciplines such as media and feminist studies. Since CDA scholars have hence so far not given an abundant consideration to corpus-assisted feminist media discourse, therefore, researcher consider it obligatory to draw on a number of theories and approaches more lined up with media and feminist discourse studies along with linguistics. This interdisciplinarity has assisted researcher in the present research to apprehend innovative or varying social phenomena, discursive practices, and investigative perspectives.

The research study is based on methodological framework of van Dijk's socio-cognitive model, and a theoretical triangulation of media and feminist theories was done to refer the related concepts. Though current research is conducted on six major women issues globally it has its applicability and generalization all over the globe. It also considers major women issues from 5 global electronic media news channels, where gender-based linguistic choices are analyzed to investigate role of media in generating dominant gender-based ideologies. The findings of this research are also applicable to other news channels and women issues etc.

Study has analysed data from media from 5 Global News channels CNN, BBC, MSNBC, Fox News and Aljazeera from January 2010 to Dec 2014. All together 60 talk shows, panel discussions, and interviews were selected through purposive sampling method where only 6 global women issues were discussed.

This study focusses to explore social reality from a linguistic perspective. It does not focus on cultural, religious, legal and political diversity. As previously stated, the focus of this research is to contribute to an improved perception of the functions of the media discourse in the representation of gender-based issues in global electronic media discourse and its potential for establishing dominant ideologies related to feminist issues.

## **1.7 DELIMITATION**

This research is delimited to data from January 2010 to Dec 2014 only, from 5 Global News channels CNN, BBC, MSNBC, Fox News and Aljazeera. All together 60 talk shows, panel discussions, and interviews were selected through purposive sampling method where only 6 global women issues were discussed.

## **1.8 RESEARCH METHODOLOGY**

At the first stage of present research, an extensive literature review is conducted on the areas associated with critical discourse analysis, waves of feminism, feminist media discourse, gender and media discourse, gender and language, multimodal features and research methodologies. This assisted the researcher to become acquainted with the traditional approaches to gender, media, post-structural feminism, and critical discourse analysis approaches, processes, terminologies, and methodologies. At the same time, researcher recognized the shortcomings and gaps in the previous researches and literature.

Campbell and Fiske have described the importance of selecting the right method in research by stating that the key to good research lies not in choosing the right method, but rather in asking the right question and picking the most powerful method for answering that particular question (Campbell& Fiske, 1959).

The purpose of a review of literature was to place the current work in the context of its contribution to understanding the research problem being studied. It also helped to describe the relationship of previous studies to the one under consideration and to identify new ways to interpret prior researches.

Literature has a special practice in social science research methods for the promotion of the application of multiple methods. Therefore this type of research approach is called 'convergent methodology', 'mix-trait' or 'multi-method' (Campbell& Fiske, 1959) multiple validations or more famously 'triangulation' (Webb, Donald& Richard, 1966). A multitude of difference indicates the idea that mix methods have to be understood as corresponding and not as contrasting strategies. In reality, a great number of researches approve of the popularity of combination of qualitative and quantitative methods (Denzin, 1978) due to its strengths as compared to the weaknesses found in the single method research.

Denzin (1978) has explained triangulation as the mixture of strategies in the investigation of the one observable fact. Similarly, in the present research, triangulation facilitated validation of data through cross verification from more than two sources. It also supported the researcher to test the consistency of findings obtained through different methods and increased the chance to control, or at least assess, some of the multiple causes influencing the results. If we go in the background of the application of mix methods in research, Campbell and Fiske were the first ones to use this historical approach. They gave the idea of 'multi-operationism' (Campbell & Fiske, 1959). They proposed that multi-methods is a better idea to get a validated result and can guarantee that the variation has come from the attributes and not from the process. Hence, the mixture of double methods increases our conviction that the findings are valid and not a methodological work of art (Bouchard, 1976). Furthermore, use of triangulation for theoretical framework is based on the concept that triangulation is a great procedure that helps justification of data all the way through cross authentication from two or more sources. In specific terms, it talks about the use and mixture of multiple research methods in the research of the same idea. Hence researcher adopted the framework of Bogdan and Biklen's triangulation (Bogdan & Biklen, 2006) for the following reasons in the current study:

- It is practiced in both quantitative; for confirmation and qualitative; for investigative researches.
- It is a suitable approach to review the reliability of qualitative analysis.
- It is adopted as a substitute for historical benchmarks such as trustworthiness and rationality.
- It has become one of the most practiced approaches in social science investigations. (Bogdan & Biklen, 2006)

By triangulating a number of theories in the present study, researcher is hoping to address the limitations or potential prejudices and issues that occur from one theory technique and one-theory researches.

Analysing the benefits in convergence of mixed methods is a successful research, researcher has selected to utilize qualitative and quantitative mix method strategy for present research, because it is greatly systematic and the data thus gathered is rich and grounded in

real life context of table talk shows, panel discussions and interviews on women issues; and research findings are based on natural settings.

Focus of this research is to develop a framework to analyze collected data from table talk shows, panel discussions and interviews on women issues in order to analyze gender-based linguistic choices in global electronic media discourse. For this purpose Black suggested (Black, 1994), the considerations are better investigated using a qualitative approach. As relevant variables associated with outcome were not readily apparent, qualitative research method was used, as this type of research aims to give a deep insight into what was going on during the analytical process

On the other hand, to investigate the multi-modal features in the collected data of table talk shows, panel discussions and interviews on women issues, a corpus was developed using AntConc 3.3.5, where the statistical linguistic data was collected and organized in extensive tables. Therefore, this research shows an combination of both qualitative and quantitative approaches in the analytical process.

Qualitative approach gave an insight to reveal what was going on and assisted to develop a framework that will prove helpful in continuing with the subjective analysis of data, while the quantitative approach assisted to analyze the statistical data for perfection of the reliability and validity of research.

The following women issues were selected for data analysis:

1. Reproductive rights (anti-abortion law and women)
2. Violence against women (domestic, workplace)
3. Rape and Sexual harassment
4. Prostitution and Paid sex
5. Women education
6. Women Rights and their violation

These 5 news channels were selected purposely for their programming on women issues from global electronic media based upon their popularity and ranking as well as the selection of their subject matter and the quality of English Language used in those news channels. The selected news channels are as follows:

1. CNN
2. BBC
3. FOX
4. ALJAZEERA
5. MSNBC

Once data from the table talk shows were collected, the corpus was made (using AntConc 3.3.5), analyzed and findings developed, the researcher reached a conclusion in the light of those results and findings.

This research provided an insight to analyze the role of media in gender-based linguistic practices of global electronic media discourse.

## **1.9 STRUCTURE OF THE THESIS**

Following is the structure of this thesis:

Second Chapter analyse the relevant findings of literature review. The chapter includes discussions on various approaches to critical discourse analysis on post-structural feminist media discourse perspectives. The chapter also identifies the gap in the literature and previous studies.

Third Chapter discusses two basic research methods namely Qualitative and Quantitative. The chapter also explains the mix method research strategy selected for the investigative element of this study. This chapter also comments on ‘methodological framework of van Dijk’ and the two levels of analysis selected from his framework: ‘Us versus them’ and ‘Micro and Macro level’ analysis. It also explains the ‘theoretical triangulation’ done by the researcher for an in-depth analysis of data for ‘theoretical framework’; development of corpus from collected data and two forms of analysis i.e. ‘linguistic analysis’ and ‘multimodal analysis’ is also discussed in detail in this chapter.

The detailed description of the methodology covers the research mechanisms, methods, and validations for the approaches. Chapter 4 contains Data Collection and Interpretation. This chapter gives an overall view of how the researcher has collected the data, organized and interpreted it in the form of tables, charts, and graphs.

The fifth Chapter is Data Analysis; this chapter provides an in-depth understanding of data description and analysis. It also discusses how the methodological and theoretical frameworks are utilized as a reference in assisting the process of analysis.

Last chapter is Conclusion and Recommendations. This chapter gives a conclusion of the present research, based on the research questions that were formulated at the beginning of the research. The conclusion shows that media definitely play a role in defining and establishing dominant ideologies of women representation through linguistic choices, on women issues in global electronic media discourse. It also gives researcher's theoretical and practical contributions to the existing knowledge. The researcher also recommends areas of possible future research in this last chapter.



## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0 INTRODUCTION**

It is significant to analyze the discourse analysis studies and most importantly critical discourse studies as the rationale of study. The following section suggest a re-examine of the past literature on the theories of language and gender; the history of feminism, social constructionist view of gender; an investigation of the progress of feminism and social position of genders and their standing during the three waves of feminism, an valuation of women portrayal in media, and an account of the present day situation of electronic media shows around the world. The literature on critical discourse analysis of mass media and feminist media discourse is included. It contains the development of these notions, works in the past across these fields, and some of their applications within the literature. Further, this section discusses some of the challenges which have been found in the traditional CDA approach to linguistic research and the history of feminist media discourse. It discuss the linguistic research methods which were utilized in the present study as possible explanation to prior methodological flaws.

With the purpose of starting the groundwork for present study which is started here, this section reviews past and present research in all of the areas incorporated in present methodology. This step is taken because it is essential to clarify rational steps that gave idea for current research as well as to present methodologies that were combined here in terms of how they can function to resolve some challenges found in prior CDA researches. In isolation, all of research methods discussed are considered to have their foundations in CDA research as well as in their historical existence and accomplishments in different fields of linguistics research.

## 2.1 SOCIAL CONSTRUCTION OF GENDER

The perceived actuality of any occurrence relies on the constant, self-motivated procedure of social production which is established in an individual's understandings and interpretations of that occurrence according to social constructionist theory of gender. By stating that an occurrence is socially created, it implies that people or a group of people are responsible to produce it. According to Van Zoonen, reality isn't an act of existence, (Van Zoonen, 1994) rather it's constructed and (de)constructed by the collective and productive performance of people in society.

Berger and Luckmann defined the shared relationship between social structure and identity: The social practices used to construct and maintain identity are set by the social structure (Berger & Luckmann, 1996). On the contrary, the identities created by the interaction of society, individual awareness and the structure of society respond to the given social structure by preserving it, transforming it, or even re/shaping it. As stated by Berger and Luckmann (1996), identity styles are results generated through the interaction between an individual and the general public, and thus any hypothesising about individuality and particular characteristics must take place within the framework of the theoretical analysis where they are situated. This implies that gender and the male and female relationships, consequently must be studied within its social perspective.

Keeping the above concept as a base (Lober, 1991) social scholar like Lober observed gender identity as a social creation, and an association between men and women as a primary societal relation. As created by society and culture, the notion of gender along with race and category of class, reveals the prevalent division of authority and control in any society (Rothenberg, 1998). The classes inside sexual category are shaped up by powerful masculine faction as a way to create power hierarchies (West & Zimmerman, 1987). The idea of relating the masculinity or femininity to biological facts, the powerful dominant ideological views construct these classifications everlastingly fixed and acceptable in the society (Weber, 2004).

As stated by Lober (1991), gender categories are established cultural and social categories in a society (2011) therefore, gender must be considered a category that is created by the society and not as something that is determined by birth.

Feminism in the Marxist view discusses the idea of gender discrimination in connection with finances. It is a conventional mind-set of society which states that women cannot work as hard as men, this has created an ideology that women are incapable of technological abilities and hence acquiring better job positions. Women are exploited as inexpensive low jobbers while according to dominant mind set ideology men gets all the jobs that are high ranking, autonomous, and liberated by nature. According to what Cockburn said (Cockburn, 2010), two things have always helped the male gender in stopping women to get independent and high earning job positions: Gendering of careers and society is the first one. Other one is the continuous development of subordinate positions at the offices, and steps where men know how to move ahead in different levels and how to stay away from women at work (Cockburn, 2010).

## **2.2 COGNITIVE STUDIES OF GENDER**

Study of language did not stay only around focus on difference framework, but a greater perspective of psychological researches of both sexes developed in the area of gender and language research. According to Gilligan, women have a totally altered way of psychological thinking as compared to men (Gilligan, 1982). While, Belenky and his team of researchers also debated on gender differences in obtaining and treating or handling information and facts (Belenky et. al, 1986) all of these studies represented a valid answer to male-representative psychological researches, which have adopted judgmental ways of relating to governing man as the standard custom and considered the psychological ways of women as deficient.

The concerns of difference and dominance, by the end of 70's, became appropriately separated that Thorne, Kramarae, Henley and Mass found it necessary to neutralise the development in their collected research works on gender studies (Barry et. al, 1983). They pointed out that forming questions of dominance-difference contradiction about language and gender does not explain everything, and debated on the need to look more thoroughly at these differences. For them the complete environment of the conversation should be kept in mind instead of just the verbal discourse at the moment; that is, who were the two interlocutors, what was the purpose of conversation, and what the circumstances were. For example, how does the

individual articulate in the similar manner at his residence, at his job, and with family and friends. They also raised the point that it should not be ignored by the researchers that there are many differences within each gender group.

A rational judgement about the individuality among each gender group, changes the attention from analysing what is said about gender to what sort of diversity exist amongst male and female, and what is the acceptance level for this variety. Therefore, it can be asked, how does diversity construct gender? Keeping the question in mind, researcher explored more into gender construction theories to explore the possible answers.

### **2.2.1 Gender-Role Theory**

Ever since the beginning of second wave feminism in 1960s, researchers have been working on theories of gender associations centred on the ideology of social constructionist theories. As studied above by Berger and Luckmann (1996), notions like gender and ethnicity are considered to be personal perceptions through various functions, and these roles are considered to be inseparable part of the impartially existing era of the social order. By accepting different functions as needed, the person contributes his/her position in a community. By adopting these roles, he/she is actually making the same world personally actual. It is the claim of Gender role theory (Basow, 1992) that both of the genders are given dissimilar positions that are already set beliefs of a culture or society, which is responsible for assigning specific roles to specific individuals in case of specific context.

Thus, dissimilarities in opposite sex attitudes are described by the fact that they both show reaction to dissimilar societal prospects (Malone, 1997). As a universal rule (Malone, 1997), male personality shows a tendency to emphasize freedom, violence, competency, ability, intelligence, and less emotional expressions, while on the contrary, female personality highlights on compassion, kindness, support, pleasantness, reliance, shyness, and a lot of emotional expressions.

A number of studies by various researchers, such as Berger and Luckman (1996), Belenky, et al, (1986), Gilligan (1982), Weber (2004), and Lober (1991) have been conducted in the past making this theory as a base for further researches. A great number of researchers

have used this theory to study various social institutions, mainly the ones that have the authority for the learning, namely, agencies of socialization. They have concluded the same answer again and again that woman has been given a lower, inferior role as compared to men. Connell claimed that portrayal of ‘dominant maleness’ and ‘dormant femaleness’ was always considered as the projected prevailing imagery of sexual category (Connell, 1987). Dominating masculinity, developed from earlier types of images, signifies violence, dominance, improved ability of handling expertise, and the suppression of females.

In the same way, subjugated womanliness is less than and described by dominating male character, which is shown by the exhibition of cooperation instead of practical capability, fragility, submission with male’s need, and less competent in working relations, approval of matrimony and childcare as a reaction to working-class differentiation in opposition to female gender.

Goffman (1979) is considered as the creator of the idea of exhibition of gender, which is described as a ritual, ethical, automatic and mechanical representations of the traditionally defined associates of sex (Goffman, 1979). He specified that these types of gender demonstrations stress at beginning and finishing of pre-determined actions, or sustained as an individual incident just like a chain, in other words, they are seriously prearranged to have room for the action so that there is no disturbance in its performance. Nevertheless, an unjust and biased interpretation of the gender relationship is conveyed through the demonstrations.

### **2.2.2 Gender as an Ever-Changing Theatre (Doing Gender)**

The revolutionary theory of doing gender was proposed by West and Zimmerman while the building blocks of this theory were based on theories of gender role and gender demonstration (West & Zimmerman, 1987). The emphasis in this theory is given to the notion that gender is performed in the regular social exchanges among people (West & Zimmerman, 1987). Men and women acquire the knowledge about gender differences since their childhood, and also during adulthood when gender position is thought to become stable, they create gender in all the situations. It is asserted by West and Zimmerman that male and female genders are basically created and represented according to the gender roles they construct and how they act according to those roles assigned to that particular gender. Gender performance engages a

variety of social-context directed actions that include certain activities as expressions of male and female natures.

Gender theorist Butler pointed out this feminist shift in her books 'Gender Trouble' (Butler, 1990) and 'Bodies That Matter' (Butler, 1993). She introduced new topics namely third gender and the discourse that arise by connecting sex with gender, she also accentuated on the term of performativity in third wave feminist movement and made it a ground reality for transgender discourses in society. Her basic aim was to give a broader aspect to the concept of gender and to make common the perception of gender in routine life with the acceptance of gender as related to the performance instead of biological determination. Her research work is accepted because it worked as a base for the studies of gender performance and performativity. Her efforts are well recognized because she introduced a new concept in gender studies which helped to bring a change into mind-set of the society at the crucial time when gendering was thought to be a rigid term related only with the biological aspects of a human being (Pharr, 1988).

Goffman was another feminist with the same works on gender studies (Goffman, 1956) he stressed on the same idea that gendering is also practiced in society when the door of a bathroom says- male or female. Therefore, gender is conceptualised as a dynamic performance (Butler, 1992) in which gender is not simply an existent category but it is considered as a continuous progression of life as a result of societal interactions (Eckert & McConnell, 2003) rather we are moving from one gender to another throughout life where individuals are themselves taking a lead of their own gender every time they do an act which is different than their biological/societal gender. This is how individuals gain confidence on the identities and power that they gain in their particular society due to their continuous switch from one gender identity into another gender identity.

An individual is himself responsible of creating his/her gender role in society by acting that gender role particularly. According to Butlerian theory (1990), gender is related to body and non-verbal communication. She believed in a non-defined identity of genders, where an individual is continuously moving from one gender identity into another as required by the demand of a specific role. For her it is the process of switching between identities which are irregular from within which makes the exterior of substance a created identity, a performative

success which the society, including the performers themselves also believe (Butler, 1990). Although it was a new concept for society at that time but Butler argued about the fact that to understand the notion of gendering as a 'performative act', it is necessary to have faith in fluidity of gender.

Jones (2001) saw this approach of seeing gender as presenting a method to go further than the concepts of the look and sensual exposure (Jones, 2001), that was studied by Jones until 1980s, as an old-school of thought for accepting women's social prestige. Jones considers the performative influence to do gender is very appropriate as a structure, proposing new methods to study pictures as symbols with personified themes other than insensible objects for men's satisfaction only.

In the same way Lloyd (1999) proposes that the partisan prospective of gender presentations could be assessed as compared to analogous actions in the past in related circumstances with the purpose of assessing their potential (Lloyd, 1999). Even if we agree that there are innumerable effects to all actions, which does not show that there is a compulsion to accept that there are no expected results.

On the other hand, Diprose gives a Foucauldian explanation to her interpretation of the partisan effect of gender performance (Diprose, 1994), as an individual's self is constructed by the attack of identity through the reactions of other community members, who are already members of the society. Diprose (1994) suggests that person's will and person's presentation is at all times related to governing interaction of other or others, in order to limit the transgressive prospective of presentation to the impression of an additional governing dialogue.

Furthermore, Nussbaum claims that Butlerian concept of gender performativity, although not without worth, is a wrong departure from engaging with real-world issues (Nussbaum, 1999). The scholar explains Butlerian feminism (1991) as a lot simpler to understand than the old feminism. It talks about how brilliant young women does not need to put efforts on altering the act, or nurturing the needy, or charging authority by theory connected to substantial legislation. They can practice policymaking in protection of their estates, staying at representational level, creating revolutionary motions at authority using language and signs. According to her, this makes a woman's life exciting and sexy.

In short, a lot of people like the theory of performativity of gender because they like the notion of gender as an ever-changing theatre (Maller, 1989), a place where different identities can be easily explored and accepted at one's own desire or choice.

### **2.3 FEMINISM AND WOMEN'S GLOBAL STATUS**

It is one of the major issues to study the status of women given by dominant males of society. As men were considered to determine how to represent women in their societies in the past thus the study of olden times is important to determine the conviction of women's low and dependable representation in the society.

Language and gender studies have crossed the bridge of old school of thought which believed in the biological determination of gender from birth, in the past three decades. New studies have realised the new concept of men and women as separate individuals with not a fixed gender identity. Thus, the idea of gendering has moved forward from essentialism to performance in the modern age; where gendering occurs due to the need of it and not because it is determined biologically (Mills, 1995). Based on the basic feminist theory presented by De Beauvoir in *The Second Sex*, numerous critics had a hard time adjusting with this disparity gender-is-culture argument.

Viewing emergence of feminism is essential in understanding the circumstances that triggered Postmodern Feminism. Therefore, it is necessary to start with very essence of feminism (Carol, 1977); what are the changes in gender made by society (This involves investigating when and how men and women are treated in a different way), which are the women we are talking about and how society has affected or influenced them. What is the meaning of gender and how are they influenced by constructs such as race, class, faith (religion), sexuality, nationality, and physical capability? What does it mean to be a feminist? What are the first, second and third wave of feminism? What circumstances gave birth to post-modern feminism? Which conditions made women to raise their voices and how was that freedom won by the women?

Feminist theory was born from the extensive stress on the feminist studies. It was need of the day to conceptualize the reasons for the degradation and subjugation of women by taking



a look in to the roles assigned to females by the society and culture. It was high time to get answers for the societal subjugation of women as a whole in that era because some feminist theories were also not able to provide a complete description of their objectives as a whole and were providing an allowance for only white, middle-class, cultured viewpoints (Weedon, 2002) which headed to establishment of culturally explicit or diverse forms of feminist culture.

Feminist scholars fight for women's human civil liberties which provide a privilege to all females to support physical honour, self-satisfactoriness, and reproductive rights for women just like they are given to societal men (Jones, 1997). Female equality movements have transformed the social order, predominantly in the developed countries, by accomplishing women's equal rights, gender impartiality, equivalent salary wages, rights for abortion and rights on their own bodies which entitles a right of decision making about themselves as a separate individual with a separate identity in the society. One of the most important issue that feminists have dealt with, is to save women from becoming a victim of psychological, sexual and domestic abuse (Echols, 1989). Employment protection including equal salaries as men and parental leave after the birth of a child were also the women rights that needed to be addressed along with all the forms of discrimination against women (Price & Shildrick, 1999). Though it is assumed that the main focus of feminism is on disputes faced by women, feminist opponents brought up the idea that feminism is ignoring and is responsible for men's liberation which is a title that can never be separated from feminist title. These opponents of feminism believed that feminism was a threat to men's individual liberty.

## **2.4 LANGUAGE AND WOMEN'S GLOBAL SOCIAL STATUS**

In 1972, Lakoff wrote a research paper which brought a change, rather it is better to assert that Lakoff(1972) was responsible to give birth to concept of gender and language. It was discussed by Lakoff that there is a distinctive style of conversation between male and female gender, this entails that the way they converse in a discourse shows their dominant or dominating status in the power structure. Lakoff's point of view shows that women's language is predominant with devices such as mitigators (for example, I think, sort of) and unnecessary qualifiers (for example, so beautiful, really happy, oh my god, my my). This language, she further argues, make women's speech powerless, hesitant and insignificant; which in turn

excludes them to attain positions of authority and power. Thus, the use of language keeps women in their place in society because this kind of language taught to women ever since they were born, as a part of being woman; a woman who is a subordinate to men. Therefore, language is used as a tool of domination.

‘Language and woman’s place (Lakoff, 1972) opened new doors for the linguists and researchers to debate about the issue of men and women language and its impacts on their social status. Therefore, Dubois and Crouch in 1975 researched on Lakoff’s linguistic findings to investigational hypothesis; Does more women use tag questions as compared to men in conversation? Studies were conducted on two main claims of Lakoff’s statement – (a) that men and women adopt different ways to communicate (b) the effect of these altered manners lead towards men’s dominance and women’s subjugation (Dubois & Crouch, 1975). Over the years, these two claims became two different, sometimes conflicting, paradigms – and they were called ‘difference’ and ‘dominance’ approaches.

#### **2.4.1 Difference and Dominance Approaches**

The difference approach helps to clarify the distinctive communicative performance of men and women by assuming behaviour of men and women as two different subcultures in the language community. Researchers and linguists that believed in difference and dominance theory were of the view point that there is a huge difference between man and women speech style because both of the genders think of language differently which is a result of dissimilar societal exposures and altered socializing styles. Tannen published, ‘You Just Don’t Understand’ (Tannen, 1990) which made her renowned as a representative of the difference approach. Two renowned linguists Maltz and Borker’s work (1982) inspired her to further base her research on their theory Tannen believed in the notion that there is a totally variant world in which opposite sex lives and thus they form a different group from the world in which the both genders live individually (Maltz, & Borker, 1982). This results in growing up with different ways of verbal communication.

On the other hand, researchers in favour of dominance approach debated that male hegemony and dominant ideology is responsible for this huge diversity among male and female

conversation style and speech. Main proponents of difference framework are the researchers like Spender and Penelope (1977).

#### **2.4.2 Interruption Approach**

Lakoff (1972) believed that the frameworks of dominance and difference were very much linked to each other. Early works on the study of interruptions by Zimmerman and West (1987) were drawn from the hypothesis that interruption is used as an approach for affirming conversational authority and that conversational dominance results in global dominance (West & Zimmerman, 1987).

### **2.5 ROLE OF LANGUAGE IN GENDER CONSTRUCTION**

Language is one of the advantages given to humans as a medium of correspondence and communication, which acts as one of the most important source of message transportation in societal interaction to encompass the huge canvass of everyday realities and make it the greatest blessing from the divine for communities on earth (Berger & Luckmann, 1996). It is a shared action that abridge vocal consciousness and gives space for the construction of uniquenesses (Wilkinson & Kitzinger, 1995) and individualisms. It is fair to say that it is impossible to socially create any object or action without language.

Language is considered, according to Berger and Luckmann (1996), as a means of carrying meaning for the generations. Hence it can carry cultural beliefs and knowledge from one generation to another objectively. In contrast, people's subjectivity is preserved and stabilized by the language use. Berger and Luckman explained the importance of language in this way (Berger & Luckmann, 1996): Language has the ability not only to produce signs that are enormously distant from routine practice, but also to carry back these signs and to demonstrate them as real structures in day to day life. This makes sign language an important part of the day to day communication and a great real life example of this fact.

The study of any societal paradigm such as gender studies, comprises the deep investigation of the cause which results in the unbiased representation of the individuals of that society and culture. Distribution of power structures can be seen very easily with the help of

how discourses are shared and projected among individuals. Linguistic studies have revealed that discourses are more dominant or subjugated in the instances where there is an unequal association between the hearer and speaker in the conversation with unequal position of power.

As Philipsen (1997) indicated, conversation plays a key role of showing collaboration where people live in together in a similar communal group with a similar status. As Philipsen suggested, “Speech buys a sort of harmony or declaration of status evenness. When a speech replacement is used, such as violence, it is a statement of detachment, variance or status unevenness” (Philipsen, 1997). In view of the social position of men and women, it is predictable that conversations between men and women have a tendency to demonstrate such a social occurrence.

A lot of work has been done to find the connection between language and gender. Language studies related to gender investigation have revealed that society has brought gender into verbal social interactions. As a common practice, it is considered that men have a conversational elegance which is considered to be comprised of, reasoning, thought-provoking, and argumentative habits of conversation, take more conversational time expressing reasonably, winning authoritative positions in talk, embracing more speech turns, speak with reasonable breaks and timings, and do not intrude in between a dialogue. While, feminine speech style are commonly considered as accommodating, sympathetic, and even contact, more energies on the development of social ties and relations, using fewer conversational pauses, show less understanding and patience for the speech of other interlocutor, show less hedging, less oppositions, more question tags, more pauses and less confidence (West & Zimmerman, 1987); (Fairclough, 1992) As concluded by van Dijk, these dissimilarities in speech manners are considered as effects of women’s subjugated status in as practiced by men; who are responsible for the suppression and subjugation of females in the community. The amount of education that the women get is also one of the reasons for the diversification of women and men speech styles (Dijk, 2008).

In the meantime, during the process of a dialogues exchange between two or more individuals, the communicative process happens only when individuals come in contact with each other. During this procedure of exchange of conversation, it is important that the identity achieved by any participant is suitable to the situation. It is expected to have a consistency with

the background of power and dominance in language in front of the same group of hearers as well as some inner self-concept of 'self'. Consequently, as stated by Malone (1997) face-to-face communication contains 'a style' i.e. behaviour choices that produce regularity, and in contrast, an 'ideology' i.e. a group of established ideas in relation to the people and in relation to societal norms of agreement about the individuals identity. With respect to gender issues, it is claimed that the gendered representation of an individual which is obvious from the conversational style of any individual, is considered as a matter of discussion among the needs of the conversational framework and the organizational procedure.

## **2.6 DISCOURSE**

The meaning of discourse will vary as per the background where it is used just as there are many ways to define the term Discourse. It is stated (Dijk, 1991) that discourse is generally acknowledged as a method of articulated language, for example what is spoken in public communication, otherwise it could likewise denote the ideas of particular school of beliefs, for example the discourse of present-day values. On the other hand, vanDijk remarks that for discourse researches, the word discourse is assumed as a specific method of language usage, besides a type of social communication that can be explained as a communicative experience in social state of affairs.

vanDijk (1991) comments that in discourse studies "analysts...want to include some other essential components such as who uses language, how, why and when" (p. 2). Therefore, as the author mentions, what distinguishes discourse studies from syntax studies is that the analysis of discourse focuses on go beyond the syntax of language, although sometimes they might be included. Some of the properties discourse looks at in the analysis is the context where it is being used, the grammatical structures that are employed, as well as stylistic structures, the interactional characteristics, and the presentation performance.

As previously mentioned, discourse studies try to explain the relationship that exists among language use, beliefs and social interactions. In the following subsections more detailed descriptions is provided regarding the relation that exists between discourse and the dimensions of cognition and society. Additionally, a subsection that includes discourse and power is included.

## 2.7 THE ROLE OF CRITICAL DISCOURSE ANALYSIS

In the past, critical discourse analysis has come into prominence and since then has gained a lot of popularity among researchers. It started in late 1980's and early 1990s (Wodak & Meyer, 2001) and has presented new approaches of research, new methods of formulating research questions and new ways to understand the psychology itself. This approach is being championed by linguists and researchers such as Fairclough, van Dijk, and Wodak among many others. In the present era it has moved beyond the viewpoint established by a few scholars to an approach that is presented in a broad scope of various empirical and academic studies.

Halladian notion of language as a 'collective performance' is one of the major concerns of discourse specialists such as Chouliarki, Fairclough, Fowler, and Hodge & Kress (1979). Sociolinguistics divide the notions of gender and society in a way that relations between these two factors; while "language is an integral part of social process" (Fowler & Hodge, 1979). A cross-disciplinary approach is introduced in terms of discourse study, and is generally used for studying text and talk in topics related to structural subjects, humanities and social sciences.

CDA practitioners have divided CDA into two schools of thought, the traditional and contemporary. Language is taught as something for description purpose in the traditional school system, while according to the contemporary way of language teaching considers the notion of producing reality through language use or through discourse. Certainly, according to Fairclough (2003), the founder of the field of critical discourse analysis in structural studies, Social phenomena are 'socially constructed'.

As CDA is both a theory and a method, it is used to analyse the connections between language and society to help the researchers define, interpret, and clarify such relationships (Bukhari et. al, 2012). The features of discourse expansion are very complicated, with various different assumptions that are made about important topics such as method, theory, the kind of discourse, the kind of cognition, and the type of social structure. (Jaworski & Coupland, 1999), and (Dijk, 1991).

It is believed that there are different approaches to discourse analysis in areas of humanities and the social sciences. Such as, going back to the effort of Kintsch in cognitive psychology (Kintsch, 1988), which examines the cognitive area of discourse; in the same way, there is a belief in stylistics, going back however to the work of Vladimir on the descriptive construction of literary texts. Even there is a variety; to give a brief idea of that variety, it can be seen that in the past, some discourse work was done in conversation analysis (Sacks, 1979) however some analysts have been motivated by critical discourse analysis (Fairclough, 1995) and post-structural and Foucauldian philosophy (Hodge & Kress, 1993).

van Dijk was the first practitioner in critical discourse analysis to be able to relate mental models with discourse analysis and to find out the beliefs in the mind-set (Corson, 2000) of the individuals in society. He selected Habermas' Rationality Statements and Cooperative Principles of Grice and associated mental and rational structures and also accentuated on power and hegemony. Likewise, gender inequality and the selection of linguistic choices by various political groups to exercise their power was analysed by Wodak. (Wetherell, 1995).

## **2.8 HALLIDAY AND DISCOURSE**

Halliday was a linguist who established the universally effective Systemic Functional Linguistic SFL structure for language. His structural explanations are famous by the term systemic functional grammar. Halliday defines language as a semiotic structure, "not in the sense of a system of signs, but a systemic resource for meaning" (Halliday, 1985). Language, as per Halliday, is a "meaning potential"; in addition, he explains linguistics as the research of "how people exchange meanings by 'linguaging'". He called himself a Generalist, denoting that he has made maximum efforts to analyze language from almost every single imaginable old-fashioned angle, and has defined his research as travelling on the freeways and minor roads of language. However, he has declared that he has preferred one approach over all the others and that is the social angle: language as the individual and originator of human civilization.

Within Critical Discourse Analysis, which is known as the broad critical linguistic field, the objective is to perform deep exploration of language in practice, of dialogues, news

transcripts, and conversation with the purpose of drawing out the hidden philosophies that may not essentially be so evident to 1st time audience. Considerable text in Critical Discourse Analysis be indebted to Michael Halliday who highlighted on the importance of giving not abundant importance at language in relation to its organization but as a structure of choices. At this point, there is a solid logic that words and sentence structure should not be understood of as having permanent connotations or organizations however rather as having implication which individuals use to connect their own inspired understandings of the world (Halliday, 1985). Every single communicative action is an act of significance where every act is portion of a progression of transforming and making communicative gears. But as it is perceived that communication is a result of motivation, this is principally about supporting world views; it talks about what type of collective reality is formed out of this procedure of meaning production.

Halliday also introduced the idea about how itemization of language into pieces of meaning production can happen. As stated by him (Halliday, 1985), the purpose of CDA is to find out the types of varieties presented and demonstrates how they can be utilized in particular instances. Another way of putting this is that we illustrate in depth the semiotic varieties used to build a specific set of activities, situations, and contributors etc.

## **2.9 IMPORTANCE OF DISCOURSE IN SOCIETY**

This chapter will discuss later about the importance of critical linguistics and how these theories laid down the foundation of critical discourse analysis. The difference between critical discourse analysis (CDA) and critical linguistics (CL) is described as follows “a shared perspective on doing linguistics, Semiotics, or discourse analysis” (William, 1977) CDA is based on the idea of Semiosis as an important component of all physical social practices.

CDA is the applied association or link of “social and political engagement with a sociologically informed construction of society” (Bernstein, 1990). As said by Wodak (1996) the best definition of CL and CDA is that both are basically concerned with the study of expressions of language which are unexplained and complicated notions of power, hegemony and dominance. Thus main aim of CDA is to find out the social biasness that is considered legitimate due to language use. According to Habermasian school of thought where power and



dominance are the two features that are used with the help of language. The political use of language is responsible for the domination of power relations in society (Habermas, 1976).

For Fairclough, human issues are distorted to an extent that critique is required to make things clear to a layman (1989). For example imbedded meanings and unclear texts are analysed and their hidden meanings are exposed. CDA also carry out the role of connecting analyzed text to other related discourses (intertextuality) and to past and synchronic contexts.

Fairclough has given the following description for CDA (Fairclough, 1989)“By CDA I mean discourse analysis which aims to systematically explore often hazy associations of connection and purpose between (a) discursive practices, events and texts, and (b) broader social and cultural structures, relationships, and practices; to examine how such actions and texts come out of and are ideologically designed by relations of power and controls over power; and to search how the vagueness of these relations between discourse and society is itself an influence getting dominance and control”(p. 739).

Social life is a combined association of social acts of various types such as economic, political, cultural, and so on. According to Chouliaraki and Fairclough (1999) the purpose of selecting social power was to give space to societal integration as well as the societal structures; as both of them are considered major reasons for the social analysis and behaviour. Thus, according to Fairclough’s explanation it is considered as a means to analyse discourse in which language is used as a tool to find out social prejudices and injustices that are produced in verbal and non-verbal communications. Discourse Analysis is an approach, research methodology and tool that focus at finding the relationship among social practices, social structures and connections which might not be very clear.

The two terms, Critical Discourse and Critical Linguistics are frequently used in place of each other in discourse analysis (Vaara & Tienari, 2004). Indeed, lately, title of CDA is used repeatedly to represent the theory that was earlier acknowledged as CL. The foundations of CDA exist in, Applied Linguistics, Pragmatics, Rhetoric, Text linguistics and Sociolinguistics, as well as in Cognitive studies (Vaara & Tienari, 2004). It is an approach to the reveal the power and dominance structures in a discourse that’s why CDA is considered as a multi-method phenomenon that is extensively used for studying text and talk in structural studies, humanities and social science.

Wodak and Meyer have researched to portray the idea in the following way; the basic purpose of CDA is to study unclear along with clear organizational relationships of authority, inequality, control and dominance as expressed in language (Wodak & Meyer, 2001). Thus it won't be wrong to say that CDA works to target social injustices that prevail in a society to legalise and create practices of language in discursive incidents.

Similarly, CDA is understood as a framework for judging discursive practices (Scollon, 2001) because it believes that language is a carrier to bring changes in society and power structures.

## **2.10 THE DEVELOPMENT OF CDA**

If we go into the history of CDA, it won't be wrong to say that critical theory of language is where the roots of CDA emerged, which says that language use is one of the most crucial societal practice that completes any social group. These societal practices carry particular historical contexts which helps to connect the existing relationships to serve different interests (Fowler & Kress, 1993). How is the text situated? Whose ideologies and opinions are portrayed in the discourse? Who is responsible for challenging power structures? How much benefit is being retrieved from the discourse? The point at which investigative study is able to find out who, what, where and how is involved in power relations and hegemonic control over others, that is where critical discourse analysis is used (Fowler & Kress, 1993).

In 1960s and early 1970s a group of scholars wanted to establish a more critical view in language studies. Therefore, a French researcher Pecheux (1995) presented combination of language and social practice (Pêcheux, 1995). His notion was grounded in the works of Russian scholars Bakhtin and Volosinov, who had used the assimilation of language and social process in the early 1930s.

The University of East Anglia in the 1978 did some research work for the creation of CDA where a group of researchers continued the works of Halliday (Fowler & Kress, 1993). Halliday's Systemic Functional Linguistics was considered as the ground theory for their work. Similarly, a new research proposal was put forward by researchers including Trew which intended to demonstrate how ideology and ideological processes are manifested as systems of

linguistic characteristics and processes (Trew, 1979a). Trew's work was subsequently enhanced by forming CDA's methodical framework that emerged from Halliday's Systemic Functional Linguistics.

It was analysed during the research that followed that the practical aspects of the use of language at the same time performs the following functions: textual, interpersonal and ideational. Fowler (1991) and Fairclough believed in the notion that while the ideational function deals with how the speakers gain awareness of the world, the interpersonal function is concerned with the subjectivity of the interlocutors about the discourse practice, and for the building up of a link between the individuals involved in the conversational group (Fairclough, 1995).

Textual function deals totally in the opposite direction of these two functions; the purpose of textual function is to make the speaker able to say texts which are comprehensible by the other partners in a conversation. The contribution of co-text and con-text plays an important role to support the textual function. Language according to Halliday (1971), is the means to perform social theatre, gives a central idea to many experts. Fowler (1991) asserts that there are similarities between sociolinguistics and critical linguistics, both of them share language as well as social features which give them durability.

Although sociolinguistics deal with the segregation of society and language so that a relationship is build up and we can find the connection because critical linguistics consider spoken text as an inseparable entity of societal progression (Fowler & Hodge, 1979). Thus, in the early 60s a lot of research on language was conducted on language and its structures; theses researches were based on the verbal patterns of individuals to reveal incidences of particular use of language (1979).

With the passage of time, critical linguistics, and what lately is commonly called CDA (Chouliaraki & Fairclough, 1999) has undergone further development and has developed the main aims regarding CL, now it has shifted towards a broader perspective concerning the role of audiences and their understandings of discourse and secondly, highlights the prospect of analysis away from inter-textual analysis. Boyd-Barret (1994) described that it is falsely believed since long that sometimes texts are related to media subjectivity of the textual analysis. Both of the issues have been interrogated by Fairclough (1991). He asserts that

previous researches in CL did not pay enough attention on the ‘interpretative practice of audiences’ and seems to support Boyd-Barret (Boyd-Barrett, 1994).

Regardless of having these concerns about the earlier works in Critical Linguistics, Fairclough (1991) presented the ‘Social Theory of Discourse’ which asserts that discussion of these issues is not to reduce the success of critical linguistics rather this shift of focus and developments of theory has resulted into a multidisciplinary theoretical framework (Bloom, 1999). Currently what we have in the form of CDA is wide-ranging as a mutual concept covering a variety of theories instead of just a single approach. And the only reason that proves this belief is that CDA does not work in one direction but requires multi-dimensional approaches to investigate social structures.

## **2.11 Evolution of CDA**

Considerable sociolinguistic research in 1970s and 80s was directed at explaining and describing language change (Hymes, 1972), language variation (Labov, 1980), and the structure of conversational relationship; hence less stress was given on the matters of power and hierarchy. This history of past CDA models in which less attention was given to the ideology and beliefs, there was a need to give more attention to the texts, their production and their links to structures of society.

Even though CDA is commonly considered and mentioned as a ‘theory’ by majority of the theoretical practitioners group, CDA theorists are quick to find out that it is important to call CDA more correctly as a ‘methodology’ consisting of a combination of tools and approaches to analyze discourse through a number of different methodological techniques (Weiss & Wodak, 2003). Irrespective of the ways that CDA has been used, it is basically, a way of using different linguistic-based approaches to represent hidden discourse within a discourse as they belong to and are resulting from political and social issues of dominance and inequality in society (Duszak & House, 2010).

Although CDA has been applied to a number of issues in the field of linguistic research, utilising a number of various methodological approaches, but the manner in which Fairclough has encapsulated the core characteristics that has elevated CDA among other areas of linguistic

research is noteworthy. Fairclough's interest in CDA has initiated a lot of debate over what is CDA, what are the limitations of CDA, and whether or not it is an influential addition for the growth of linguistic research overall.

The efforts of Socio-cognitive model of van Dijk (1993) , (1998a), (1998b) (1988), (1991), (1996); Wodak's Discourse Socio-linguistics (1995), (1996), (1999); Van Leeuwen's Socio Semiotics (1996);Fairclough's critical discourse analysis (1989), (1992), (1995a), (1995b), (1999) while Kress and Hodge (1979) assisted in explaining and illustrating the basic rules, ideologies and techniques of what had then turned out to be known CDA.

At this point of discussion, relating to CDA, it looks appropriate to briefly explore all CDA models mentioned above and the contributions to CDA, of all the great linguists in the past.

van Dijk (1991) has worked a lot on CDA and is frequently mentioned and cited linguist among CDA researches especially studies in media, also his framework is mentioned in researches not even related directly with CDA.

Renowned works of van Dijk's are highlighted in the field of text linguistics reveals that he had a great linking for written and verbal discourse and considered them as major societal functions. Just like other CL researchers, van Dijk has concentrated on the deep meaning and the surface meaning of written and spoken texts. The importance of discursive structures in the study of linguistic structures is the focal point for van Dijk and Kintsch(1983). Both of them designed on the working of a mental model for the understanding of discourse practices in individuals, which slowly changed into psychological models to explain meaning making process that takes place at the grand level. van Dijk collected a number of researches on the role of language in discourse and other social structures. This work was a historical collection of all the past studies on discourse studies up to 1980s and this helped to publish a handbook on discourse studies (1997).

In his new handbook, van Dijk(1998) particularly gave attention on media related discursive practices, this work included a collection of ideological mind setting techniques of mass media along with the other works of language practitioners who worked in the construction, practices and meaning of media discourses. van Dijk wanted to form a framework that would work on the mental discourse working procedures, while he was critically analysing

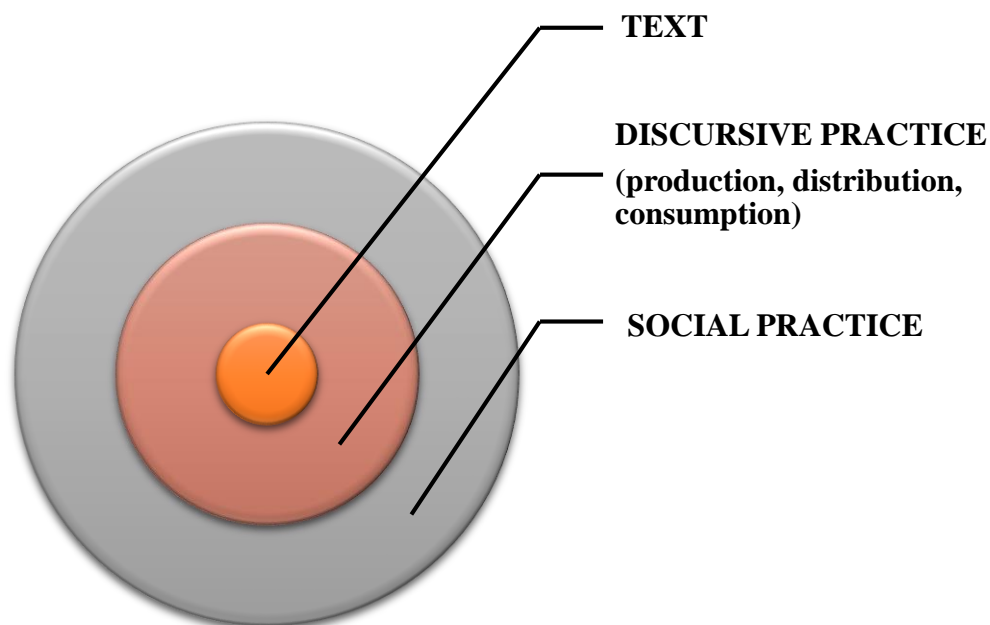
different types of discourses that determined prejudice. Dijk's most remarkable research project (Dijk, 1998) was his efforts on ideology and biasness in races.

van Dijk (2001) in his most recent work concludes that course books at school are responsible for implanting ideological beliefs in the cognitive structures of the young minds; and that control over the mind sets of the society is achieved through this governing discursive practice.

Similarly, most of Fairclough's work revolves around the language used in mass media and the power relations attached to it. Therefore, 'Fairclough's notion of Intertextuality' is used in theoretical triangulation for analysing data in the present research.

In addition, another reason of using Fairclough's Intertextuality for theory triangulation in the current research is because media plays with language to show control of power, dominance and an area that is thought to build ideologies. It is believed by general public that media institutes mostly appear as unbiased and impartial while discussing societal issues, in reflecting circumstances of issue as a matter of fact, and giving insights and opinions by the ruling elites. As indicated by Fairclough (1998), the misconception of these expectations, and explains the intermediating and producing nature of media by analysing various texts in his work. According to Chouliaraki and Fairclough, the modern day financial and societal fluctuations, bring enormous changes in the discourse and language, which is therefore, a huge contribution of to bring a consciousness among the society, on the basis of which people might bring a change into their lives (Chouliaraki & Fairclough, 1999).

Fairclough (1998) is considered as one of the linguists who is responsible to bring an approach for CDA that worked as a basis for the future researchers for the next decade. Fairclough's notion of language as a major feature of societal discourse became the focal point of his approach. Fairclough defined (1998) societal practices are understood in connection with texts, discursive practices and structures of society. For him power and dominance are structures that are not obvious to a layman but they are deep rooted to exert ideological beliefs. Fairclough's researches reveal that he has worked to reveal the connections of language and power as a source of setting ideological beliefs.



*Figure 2.1. The Social Theory of Discourse (Fairclough, 1992)*

The above Figure 2.1 shows Fairclough's work on the social theories supporting CDA. He analysed a number of texts to clarify the field of CDA, its objectives/goals and approaches of analysis. Later on, Chouliariki and Fairclough (1999) elaborated a few advancements in CDA in their works by accentuating on the approaches used to reveal the structure of language in connection with power and dominance; and how discourse analysis works to find out the much larger cultural and societal changes.

Fairclough's analysis gave new thought to the idea of 'what-ness' of the text interpretation for the 'how' and 'why-ness' of the text exploration and explanation. According to him every discourse carries certain fundamental assumptions. These assumptions contain some value and importance therefore they are determined and motivated ideologically. Hence by studying the

Therefore by studying language, it is easy to find out the societal workings and the power structures that are buried under the individual words. To reveal power hierarchy and power structures, it is necessary to research on the language of a particular communal group.

It was added in the study of CDA by Fairclough that there is a deep rooted meaning that forms the power relations in every spoken word that exist behind every utterance (Fairclough, 2003).

Wodak (2001) has researched on a number of societal problems like anti-semitism, and sexism along with a huge amount of official surroundings like schools and hospitals. An obvious reason that the researcher has not used Wodak's Historical Approach (2001) in the theoretical triangulation of data analysis is that the term historical carries a special position. It represents an effort to assimilate systematically all accessible statistics and information that is required in the process of description of spoken and written discourse. It is revealed from the work of Wodak (2001) that background data of the discourse exerts a lot of pressure on the spoken words in discourse (Wodak, 2001). This historical perspective was welcomed by many researchers and a variety of research projects on discourse practices in institutional settings were carried out, that would help in developing a unified theory of critical discourse analysis (Wodak, 1996). Centring on the historical context of discourse, while explaining and interpreting is a notion that differentiates discourse-historical approach from other approaches of CDA. Similarly, for analysing talk shows, panel discussions and interviews as data for the present research, Fairclough's Intertextuality and van Dijk's Socio-cognitive model were used as a preference over Wodak's Historical Approach.

Discourse historical method approach believes that it is only language that finds the communicative interactions first and then work on those interactions to unravel hidden meanings behind them. According to Wodak & Ludwig, investigation of linguistic patterns relates with three features (Wodak & Ludwig, 1999): First, discourse takes place in conjunction of ideology and power. Communication does not occur when ethics and ideological beliefs are not in play; and when there is no victory of power relations over discourse. Subsequently, there is a relationship of discourse and historical context, that is, discourse can never happen on its own without a history behind it. It has to have connections with the incidents taking place side by side or from past incidents. This is not unlike Fairclough's notion of intertextuality. The third feature relates to the explanation. Wodak and Ludwig describes, individuals might interpret a single incident according to their own perceptions and social positioning, based on the chronological history of that incident.



According to Wodak and Ludwig (1999), “the right interpretation does not exist; a hermeneutic approach is necessary. Interpretations can be more or less plausible or adequate, but they cannot be true” (p. 5).

The end of 1980s made CL capable to define its aims, research interests, preferred viewpoint and investigative strategies in a clear and transparent way as compared to the last two decades (Wodak, 1995). One of the notions of CDA involves Discourse Sociolinguistics which is a pioneering venture of Wodak, which was published in Vienna and called Vienna School of Discourse Analysis. Similarly Wodak centered her work in the Bernsteinian Institution (1988) and on the beliefs of Frankfurt Model of thought, where the notions of Habermas were considered as the root work, and also on the work of critics such as Pecheux, Foucault, Bakhtin and Voloshinov.

Wodak (1995) has described sociolinguistics in the following words:

Discourse Sociolinguistics...is a sociolinguistics which not only is clearly devoted to the study of the text in context, but also gives equal importance to both factors. It is an approach capable of explaining and defining the fundamental tools that add to those disorders in discourse which are deeply rooted in a specific context--whether they are in the organization and purpose of the media, or in institutions such as a hospital or a school--and unavoidably impact communication(p. 210).

Furthermore, a joint venture of successful combination of argumentation theory and rhetoric with functional systematic linguistics was conducted by Reisigl and Wodak(1999); and (Muntigl, Weiss, & Wodak, 2000).

In the same way, an explanation of theoretical foundations and bases of critical linguistics was given by Kress (1990). Kress shows how CDA by 1990s was evolving as a different notion of language and power. He was the first linguist to give standard for researches in critical discourse analysis, and explained the difference between different forms of discourse analysis.

Ten major features of CDA were given by Fairclough and Wodak(1997) to explain the benchmarks of CDA. Moreover, Kress elaborated these basic principles into his own work.

The condensed form of these basic principles by Kress can be understood by the following assumptions:

- language is a societal occurrence
- It does not involve only people, but also organisations and communal groups are associated with particular ideologies and beliefs, which are conveyed through organised ways in language;
- Written scripts carry significant components belonging to language in a social interaction;
- listeners must not be considered as submissive receivers with their association with words;

(Kress, 1989)

The radical nature of realistic mass media is described by Kress: in this way he has made an attempt to explain how different social groups give importance to and value different ways of representation. The most important aspect of his work is the understanding of how an individual behaves to existing realistic means as a social individual in reaction.

Another group of CDA practitioners, Fowler and Hodge(1979) has made valuable contributions in the early foundations of CDA. His later works are significant in showing how devices provided by basic linguistic theories. In order to find power relations in linguistic features Hallidian Theory of Systemic Functional Grammar might be used. According to Fowler in literary criticism as well as in media discourses; SFL tools are utilised in forming, influencing and creating social hierarchies. It was established by Fowler et. al. (1991) that selecting noun phrases instead of verbs and the passive voice instead of active voice was frequently ideologically normal. Their research, along with the famous work of Fowler, brought a huge revolution in our notion of public discourse phenomena such as newspaper headlines.

Hence it is important to mention that the awareness of importance of context to the text meaning along with significance of non-verbal aspects of texts in the rapidly growing field of media studies switched stress from linguistic devices to semiotic devices in discursive practices. Theo Van Leeuwen (1999) is recognized for his pioneering works based on the relationship of discourse that is either visual or verbal. Providing a wide variety of examples,

Van Leeuwen and Wodak (1991) presented a novice idea in discourse according to which colours as well as language plays an equal role in determination of type of discourse. They described the working of two different thought processes in the formation of a unique communicative design; production and design thinking are the two features that are created with the help of resources used by media. (Leeuwen & Wodak, 1999) Their work was a pioneering effort in language, media and communication.

Van Leeuwen (1996) researched on film and television production in addition to Hallidian linguistics. His basic works are centered on topics such as the pitch and tone of anchor-persons and news-casters, the language used in talk shows, interview on television and semiosis of pictorial messages as well as music in the background. According to van Leeuwen social practices and discourse are connected with each other in two types of relationships; first one believes in the social practices of discourse and as something people do with each other. The second one is discourse in the Foucaultian sense (Foucault, 1978) that is, discourse as a form of knowledge for representing social practices.

Leeuwen (1996) asserts dominant and controlling establishments are responsible for policy making of social individuals, which practice power and hegemony according to their own interests, for keeping them close or away from the axis of dominant ideology. The primary techniques are described by Leeuwen, where representation of individuals might or might not happen.

According to this notion, the creation of CDA is the influence of power structures on the production or reproduction of evidence and its consequence on identity and partiality of the members of the society. Certainly, it is discourse related to production, reproduction, distribution, and explanation of facts according to researchers' plan.

## **2.12 HISTORY OF MODERN FEMINISM**

In terms of the emergence of feminism, a French philosopher named Charles Fourier (Goldstein, 1982) is considered the first one who used feminism in early 18<sup>th</sup> century. The words feminism and feminist were initially used in France and Netherlands in late 18<sup>th</sup> century, in Britain around 1890s and the in 1910 in USA. While narrating about the feminism phases,

there is not a great deal of agreement about how to differentiate these three waves, simultaneously it is hard to state that what actually happened to women's movement earlier in the late 19th century.

For example, a few scholars believe that feminism was deeply rooted in early Greece with Sappho in d. c. 570 BCE or the primitive world in the time of Hildegard of Bingen in d. 1179 or Christine de Pisan in 1434. According to Goldstein (Goldstein, 1982), Mary Wollstonecraft (d. 1797), and Jane Austen (d. 1817) are founders of the present-day women's movement. The above mentioned people attempted in their own way to earn self-respect, intellect and also for fundamental women rights (Abbot, Wallace, & Melissa, 1996). However, at the end of 19<sup>th</sup> century the efforts for basic women rights turned into a visibly renowned movement rather into a series of movements.

### **2.12.1 The Waves of Feminism**

Modern feminist history is divided into 4 eras, or 'waves', each had different aims based on the progress of the previous movement (Echols, 1989). First-wave Feminism began in late 19th and early 20th centuries and it primarily stressed upon changing legal inequalities, primarily women's suffrage. Second-wave feminism (1960s–1980s) dealt with cultural inequalities, gender norms and women place in society. While third wave feminism (1990s–2000s) is linked with multiple pressures of feminist activity (Zajko & Leonard, 2006) and it was a result of both feminism movements. Fourth wave Feminism is a phase of feminism that began around 2012 and is characterized by a focus on the empowerment of women and the use of internet tools.

### **2.12.2 Comparison between Four Waves of Feminism**

The comparison between four waves of feminism can be better understood with the help of table 2.1 below:

Table 2.1

*4 Waves of Feminism*

Waves of Feminism	Time Period (Era)	Issues, Demands and Accomplishments
First-wave Feminism	Nineteenth and Early Twentieth Centuries	<ul style="list-style-type: none"> <li>• In the early 1830, the foremost concerns were eradication of captivity and women's civil rights.</li> <li>• Towards 1848 – Seneca Falls, NY Women's Rights Convention.</li> <li>• Basic agenda of this movement was to develop prospects for females specifically with an emphasis upon women subjugation</li> <li>• In 1920 – the Act of 19th Amendment allowed females the honour to vote</li> <li>• Liberal feminism</li> <li>• 1792- One of the earliest writings acknowledged feministic-Mary Wollstonecraft's "A Vindication of the Rights of Woman"</li> <li>• 1929- Virginia Woolf wrote 'A Room of One's Own' and</li> <li>• 1949- Simone de Beauvoir published 'The Second Sex'</li> </ul>
Second-wave Feminism	Mid-twentieth century (1966-1979)	<ul style="list-style-type: none"> <li>• 1966-1979, feminist consciousness got its momentum through World War II and it persisted for almost twenty years.</li> <li>• 'Gender equality' was the main goal</li> <li>• Key issues: gender discrimination discouraged and equal rights were assigned to women</li> <li>• the second wave was progressively radical (radical feminism)</li> </ul>
Third-wave Feminism	Late-twentieth and Early twenty-first Centuries	<ul style="list-style-type: none"> <li>• Mid 90s- got inclined by postcolonial and post-contemporary philosophy.</li> <li>• Feminists wanted that the male dominating fields like NASA, Armed forces, Supreme Courts etc. must give equal opportunities to women for active participation with men.</li> <li>• Criticism: It was limited to the civil rights of whites and females. Lesbians, gays, LGBTQS, Afro-Americans, trans-genders and females from other races weren't included in the course of this movement.</li> <li>• It also presented women as strong and powerful souls, shunning harassment and defining feminine beauty for themselves not as object of sexist patriarchy rather as a subject.</li> </ul>

Fourth-wave Feminism	Around 2005	<ul style="list-style-type: none"> <li>• Focus on the empowerment of women and the use of internet tools.</li> <li>• Centered on intersectionality</li> <li>• Examines the interlocking systems of power that contribute to the stratification of traditionally marginalized groups.</li> <li>• Furthers the agenda by calling for justice against assault and harassment, for equal pay for equal work, and for bodily autonomy.</li> <li>• Main proponents include: Kira Cochrane, Amanda de Cadenet,</li> <li>• Campaigns include the Everyday Sexism Project, No More Page 3, Stop Bold Sexism, Free the Nipple, SlutWalk, the 2017 and 2018 Women's Marches, Time's Up, and One Billion Rising. Artistic endeavors include Mattress Performance and 10 Hours of Walking in NYC as a Woman</li> </ul>
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### 2.12.3 The First Feminist Wave

First-wave feminism is an age of feminist movement during 19th and early 20th century all over the world, mostly in the United States, United Kingdom, Canada and Netherlands. It highlighted the issues of inequalities, mostly about the accomplishment of women's suffrage i.e. right to vote (Goldin, 1990).

In UK and US, this movement struggled for equivalent agreement, matrimony, child raising, and assets rights for females. In the last decade of 19th century, the movement engrossed predominantly on attaining political authority, principally the women's right to vote- suffrage, although some suffragettes (activists) remained energetically busy in disputing for female's social, reproductive, and fiscal rights as well (Freedman, 2003). Although there were many renowned feminist in this era (Ehrenreich, 2001) but the following one's were the most distinguished one's such as Wollstonecraft, Anthony, Stone, Brown, and Pitts; there are many more.

In one of her famous short story, Woolf projected whether women were talented enough to produce a piece of literature, and in fact free to produce work of the quality of writers like William Shakespeare considering the restrictions that women writers of the past and

present faced (Woolf, 1989). Woolf was communicating with women who had the chance to study in an official setting. Woolf wanted her audience to know the significance of their education as well as warning them of the instability of their position in the world. Helford is one of the women writers of first wave feminism. She wrote about utopian world in which genderless societies exist (Helford, 2005)

Gender related science fiction is occasionally shown at post-secondary level to discover the part of this societal construct in comprehension of gender as a significant issue. Some significant texts of this type are Guin's *The Left Hand of Darkness* (1969), Butler's *Kindred* (1979) and Atwood's *Handmaid's Tale* (1985).

Most people thought that first-wave was over when the 19th Amendment to the U.S. Constitution was approved, allowing women suffrage. Along with the success in right to vote for women, this movement also comprised enhancements in education, in the workplace and wages, and in healthcare (Krolokke & Anne). There developed a sense of incomplete business left in the society, as a result lead to the obligation for another wave of feminism. Two world wars and financial hopelessness put aside social revolution on hold for some years.

#### **2.12.4 Second Wave of Feminism**

One of the famous slogan related to this wave of feminism in that era was 'the personal is political' and 'identity politics'. In the 1960s, second wave of feminism started: this time not at all concerned with political suffrage, now an undisputed truth of American political life (Dicker, 2008), but aiming more deeply for the question of women's equality with men, concerning social, political, economic, and sexual life.

Second wave was gradually theoretical, grounded in the fusion of neo-Marxism and psycho-analytical theory, and originated to syndicate women suppression with the wider issues of capitalism, heterosexuality and the life of a woman as a mother and as a wife. Although the context was different, second-wave feminism sustained that while women are in many ways unlike men, still they were exceptionally competent to leave an important influence upon the world (Friedan, 1963). This wave was concerned with women to realise features of their individuality and deeply debated for a sexist construction of power and hegemony. The main focus of this wave was education, of women and of men. (Friedan, 1963). In 1978, built on research outcomes that sex stereotyping that is used for product advertisements is offensive



and mostly unsuccessful, endorsements for change were recommended to the marketing industry. An analysis of advertising industry's self-directive organisations in Canada, the United States, and Great Britain stated (Courtney & Whipple, 1978) that while the issue of sex labelling has been acknowledged and guidelines made, the matter is of low importance and regulation is not compulsory.

A Marxist vision and an existentialist solution was introduced by French theorist de Beauvoir, who also gave countless issues of feminism (Beauvoir, 1953). Her book debated about the injustice from a feminist perspective. Activists of second wave termed female's traditional and partisan disparities as inextricable link and stimulated them to feel the features of individual selves as enormously put on the agenda and as emulating sexist authority constructions. The feminist writer and activist Carol Hanisch combined the motto "The Personal is Political", that became a part of second wave of feminism (Hanisch, 1969).

In 1963, Betty Friedan finished the block buster writing "The Feminine Mystique" which contained the open protest against the conventional media representation of women, emphasizing that limiting females at home restricted their potentials and ability. Whatever is marketed in media about women in that era, she insisted, wasn't enough to show contentment and was somewhat humiliating for women (Fuchs, 1988). 'The Second Sex' is broadly accredited with having started second-wave feminism.

Just as the first wave of feminism was primarily motivated and inspired by middle class white women, the second phase included women of color and emerging nations, viewing for sisterhood and harmony and targeting for Women's struggle is class struggle. Second-wave Feminists elevated the slogan of 'the personal is political' and 'identity politics' to prove that race, class, and gender subjugation are all linked together. The term eco-feminism (Kimmel, 2000) presented the notion of biological association between earth and lunar cycles and it proved that women are comparatively better supporter of environmentalism.

This wave had many great moments, such as, The Feminine Mystique, was published by Friedan (1963), the growth of radical feminism in the course of the 1970's, Title IX in the Education Amendments of 1972 passed in USA, the Feminist Sex Wars of the late 1970's and 19 Canadian Advisory Council on the Status of Women, Ottawa 80's, Sex and gender were separated; the former being biological, and the later a social construct that fluctuates over time

(Clark, 1966). Although there were many success during the above mentioned wave but overall it is an undeniable fact that this wave appeared as a failure.

### **2.12.5 Third Wave of Feminism**

Moraga and Anzaldua in 1981, published their collection “This Bridge Called My Back”, which, together with “All the Women Are White, All the Blacks Are Men, and But Some of Us Are Brave: Black Women's Studies” (1982), criticised second-wave women's movement. They debated rather criticized the issues of white women. The third wave of feminism began in the mid- 90's and got inspired by post-colonial and post-modern philosophy. During this era many concepts received criticism such as the constructs of universal womanhood, body, gender, sexuality and hetero-normativity.

A feature of third wave feminism that confuses the mothers of the past feminist movement is the acceptance of lip-stick, high-heals, and exposed cleavage that the first and second wave activists/feminists associated with male domination (Rupp, 1997). As an answer, the third wave feminists expressed this new position by saying that it's likely to be a woman and possess a brain simultaneously.

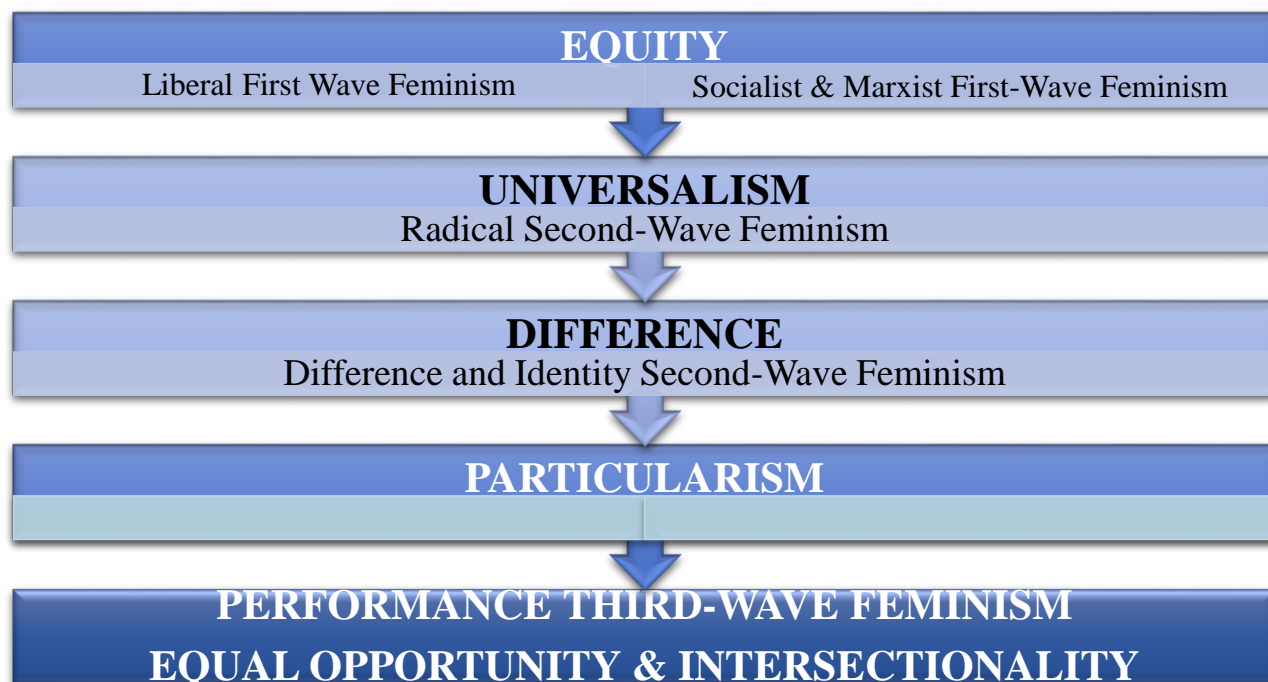
The movement started, as a reaction to the apparent failures of and criticism against issues and activities that were raised by second-wave feminism and the awareness that women are of ‘many colors, ethnicities, nationalities, religions and cultural backgrounds (2009). The beauty of Third-wave feminism is that feminists now are more than prepared to accept variation and diversity (Tong, 2009). They are, on the whole, ready to comprehend the ways in which gender domination and other types of human oppression construct and reconstruct each other.

One of the famous feminist of the Third wave feminism was Judith Butler. Butler, amongst many other scholars have discussed that classifications of heterosexism and gender altogether give birth to normal gender characters that are surely heterosexist (Butler, 1990) which have more advantages to heterosexual women as compared to lesbians. Butler criticizes one of the central assumptions of feminist theory: that there exists an identity and a subject that requires representation in politics and language. For Butler, "women" and "woman" are categories complicated by factors such as class, ethnicity, and sexuality. Moreover, the universality presumed by these terms parallels the assumed universality of the patriarchy, and

erases the particularity of oppression in distinct times and places. Butler thus eschews identity politics in favor of a new, coalitional feminism that critiques the basis of identity and gender. She challenges assumptions about the distinction often made between sex and gender, according to which sex is biological while gender is culturally constructed. Butler argues that this false distinction introduces a split into the supposedly unified subject of feminism. Sexed bodies cannot signify without gender, and the apparent existence of sex prior to discourse and cultural imposition is only an effect of the functioning of gender. Sex and gender are both constructed.

The Third Wave became renowned due to self-assurance of taking more prospects and less sexism and prejudice (Baumgardner & Richards, 2000). Young feminists professed in the words of McNaughton (1997) that the word GRRL is also a young at heart thing and not limited to the under 18s.

The primary issues questioned by third wave feminist are: gender violence, reproductive rights, reclaiming derogatory terms and rape, besides these the issues of workplace harassments and maternity leave policies also debated etc. (Krolokke & Scott, 1997).



*Figure 2.1: The Journey of Feminist Movement*

The above figure 2.2 explains the stages of feminist waves beginning from Equity to Intersectionality. It also displays all the steps it had to go through years to touch that point at the end of third wave feminism. A commonly used American word for third-wave women's movement is 'grrl' feminism while it is called new-feminism in Europe. The wave of new-feminism consist of native, nationwide and world-wide voices of women in capacities like, human trading, body surgical treatments, violence against females, self-dismemberment and pornification in media.

A brilliant work by the husband-wife team of Kristof and WuDunn (2009) entitled, *Half the Sky: Turning Oppression into Opportunity for Women Worldwide*- is a book elucidating location of females in the contemporary world (Kristof & WuDunn , 2009). The book arguments that the suppression of women unanimously is the most vital challenge faced by the current time, same as the fight against slavery was an ethical issue in the past. *Half the Sky*, talks on the issues as sex trading, maternal mortality, sexual violence, and women's' education

The third wave feminist, Natasha Walter said in her book 'We: The New Feminism' (Walter, 1998) that new women exhibits their feminity and endeavour to recover earlier abusive tags like 'slut' or 'bitch', on the same hand Walter enter into male-dominated areas with the self-confidence of a third-wave feminist to accomplish the position of power and equality.

#### **2.12.6 Fourth Wave of Feminism**

Fourth-wave feminism is a period of feminism that started around 2012 and is regarded as a focus on the empowerment of women (Munro, 2013) and the use of internet tools. Centered on intersectionality (Baer, 2016), the fourth wave observes the interconnecting systems of power that contribute to the stratification of conventionally banished groups. Fourth-wave feminists raise awareness for greater inclusion of these marginalised groups in politics and business, and debate that society would be more impartial if plans and practices assimilated the viewpoints of all individuals.

However, former feminists struggled for and got women greater freedom, individuality, and social independence, the fourth wave furthers the agenda by calling for justice against assault and harassment, for equal pay at work, and for bodily independence. Fourth-wave feminists often use print, news, and social media to join forces and speak against abusers of power, and provide equal opportunities for women. In addition to advocating for women, fourth-wave feminists believe that men should have greater opportunities to express their emotions and feelings freely, to present themselves as they wish, and to be engaged parents to their children. (Chamberlain, 2017)

Even though, former waves of feminism have faced such hindrances as inflexible sociopolitical structures and a deficiency of existing communication networks, (Chamberlain, 2017) fourth-wave feminists consider digital media as an influential platform on which to link, share viewpoints, generate a far-reaching opinion of practiced subjugation, and evaluate former feminist waves.

Indeed, it's argued that fourth-wave feminism is "defined by technology" and considered predominantly by the use of Facebook, Twitter, Instagram, YouTube, and blogs.

Third-wave feminists began introducing the concept of male freedom in their literatures in the 1990s, and fourth-wave feminists continue to discuss it in academic world and on social media. American Peggy McIntosh was one of the first feminists to define the notion in 1988, calling it "an invisible weightless knapsack of special provisions, maps, passports, codebooks, visas, clothes, tools, and blank checks." (McIntosh, 1989) Fourth-wave feminists have taken accomplishment to decrease and struggle this baggage by raising awareness of advantaged and un-advantaged groups. Co-operation is greatly encouraged by these feminists, who consider that males and other privileged groups can still be responsible for taking action for social change within their communities.

Fourth-wave feminists have argued that reinforced gender categories produce stress for men to be main source of income, as opposed to women, who feel appreciative to take on the role of homemakers. Feminists debate that these burdens to adapt socially is responsible for gender discrimination in the place of work and more broadly in society (Ganesh, 2014).

### **2.13 DEVELOPMENT OF FEMINIST CRITICAL DISCOURSE ANALYSIS**

Feminist critical discourse analysis displays the multifaceted and delicate ways in which taken-for-granted social conventions of gender and hegemonic power relations are discursively (re)produced, conveyed and questioned. If we think of the successes or failures of feminism, the most imperative contribution of the women's movements was that it gave women a sense of their collective power (Epstein, 2002).

This research offers a 'feminist critical discourse analysis' at the aggregation of critical discourse analysis and feminist media discourse studies, with the aim of generating a powerful analyses of the rather composite mechanism of power and ideology in discourse in keeping hierarchically gendered social orders. Of the many ways on how we analyse men and women in society, media are the most tenacious and one of the most dominant. Influencing ideologies throughout our lives, media put their ideology and belief into the subconscious mind of all the viewers. The influence of media on forming the gender based identity of women is discussed as under:

### 2.13.1 Why A Feminist CDA?

Ever since the waves of feminism picked up their roots, in a number of divisions of language and discourse studies, lots of effort have been taking place towards adding the term ‘feminist’ in different areas by feminist researchers working in these fields. This includes ‘feminist conversation analysis’ (Kitzinger, 2000), ‘feminist pragmatics’ (Christie, 2000) and feminist stylistics’ (Mills, 1995). The mainstream research, in all these fields, is regarded as apparently impartial and independent analysis, which feminist researchers have challenged. Considering feminism and linguistic theory as a broad area, Cameron pronounced that one of her main purposes was to ‘question the whole scholarly objective bias of linguistics and to display how conventions and practices of linguistics are associated in masculine ideology and ‘oppression’ (Cameron, 1992).

Examining the work of Simone de Beauvoir, Butler explores the relationship between power and categories of sex and gender. For de Beauvoir, women constitute a lack against which men establish their identity. He assumes that there exists a female "self-identical being" in need of representation, and their arguments hide the impossibility of "being" a gender at all. Butler argues instead that gender is performative: no identity exists behind the acts that supposedly "express" gender, and these acts constitute, rather than express, the illusion of the stable gender identity. If the appearance of “being” a gender is thus an effect of culturally influenced acts, then there exists no solid, universal gender: constituted through the practice of performance, the gender "woman" (like the gender "man") remains contingent and open to interpretation and signification. In this way, Butler provides an opening for revolutionary action. She calls for people to trouble the categories of gender through performance.

Discussing the patriarchy, Butler notes that feminists have frequently made recourse to the supposed pre-patriarchal state of culture as a model upon which to base a new, non-oppressive society. For this reason, accounts of the original transformation of sex into gender by means of the incest taboo have proven particularly useful to feminists.

Feminists in research, for many years have upraised their voices and have endeavoured in the favour of founding a feminist standpoint in language and discourse studies to take a change across male-stream fields in the humanities, social sciences, and sciences.

### **2.13.2 Interrogating Postfeminism**

Over the last three decades, the notion of postfeminism has become a key term in feminists' critical vocabulary, e.g. (Modleski, 1991); (Brooks, 1997); (Gamble, 2004); (Projansky, 2001). Postfeminism is questioned and has been categorized in numerous different ways: as a reaction against feminism, to talk about to a historical move, that is, a time after second wave feminism; to capture a logic of an epistemological break within feminism, suggesting a connection with other "post" movements (poststructuralism, postmodernism and postcoloniality); and to propose connections to Third Wave. In two interpretations that have been persuasive within feminist media and discourse studies, post feminism has been regarded as a "gender establishment" (McRobbie A. , 2004).

According to this perspective, post feminism is a critical analytical term that refers to practical symmetries or designs in contemporary life, which include the emphasis on individuality, choice and agency as dominant approaches of dominance and power (Thompson and Donaghue, 2014); the disappearance of vocabularies for talking about both structural inequalities and cultural influence (Kelan, 2009; Scharff, 2012); the "deterritorialisation" of patriarchal power and its "reterritorialisation" (McRobbie , 2004) in women's bodies and the beauty-industrial complex; the intensification and extensification of forms of surveillance, monitoring and disciplining of women's bodies (Gill, 2007); and the influence of a "makeover paradigm" that extends beyond the body to constitute a remaking of subjectivity. Crucially, as Angela McRobbie (2009) among others has argued, postfeminism is involved in the undoing of feminism.

### **2.13.3 Concept of Postmodern Feminism**

According to Wallace, a post-modern feminist, feminism has five major concepts embedded into it:

- Patriarchy -men are dominating in society as men take advantage of women suppression such as women perform household chores without pay.
- Discrimination – unjustified behaviours with women as media often propagates that women got less pay than men until Equal Pay Act 1970.
- Gender stereotypes – negative attribution about women as media projected women as less expert drivers than men.



- Economic dependency – women often leave their professional careers to take care of families and resultantly they get dependent on men for their economic issues.
- Emotional work –women are expected to take family and professional life together with more pressure of family obligations along with duties of jobs that is, ‘triple shift’.

(Wallace, 1990)

As per the thinking that initiates in Postmodern Feminism, ‘woman’ is an arguable class, intricate by society, ethnicity, sexuality, and other facets of identity and henceforward gender is performative, stranded in our regular heterosexuality but not socially or culturally constructed (Delphy, 1993). This argument proposed the idea that there is no single reason for women subjugation and also there is no single approach available to deal with the issue.

Once language and gender is depicted as an inseparable phenomenon, the questions that were raised in the initial stages of the language and gender study now takes a different position, such as instead of asking ‘how do women speak?’ or ‘how do men speak?’ it is now questioned, what type of linguistic resources are/can be used by people to present themselves as certain group of ‘men’ or ‘women’. How new ways of speaking as a man or women do look? Instead of asking, how women are spoken of, it is now asked, what types of linguistic/verbal practices sustain assured gender beliefs and standards? How do new philosophies about gender get observed? How and why do people modify language and gender practices? The move from aiming on differences between male and female make us to inquire what kinds of personae can be presented by male and female.

## 2.14 SEXIST LANGUAGE IN DISCOURSE

Another contradiction that appears in the study of gender and language is about how men and women speak, and how they are spoken of. Previously it was supposed that the study of use of language was different than the study of using gender in language. Because the people using language, are not the makers of the language. This separation fascinated the linguists, which measured language as a structure beyond the influence of its users. It also presented that fact that mostly expression related to women projected semantic derogation and sexualisation. For example, setting conversational norms like ‘mankind’ or ‘he’, the other group makes the world into a masculine norm where the other half namely women become unseen (Goueffic, 1996). This problematic use of pronoun makes gender bias in language as an abstract system where ‘he’ refers to both ‘he and she.

Seeing the context of discourse analysis, ‘cognitive consumption’ must be taken as not only an individual practice but it is also connected to social and discourse practices. van Dijk’s claim (1995) look relevant here: “To relate discourse with society, and to link discourse with reproduction of dominance and inequality it is inevitable to investigate the detailed role of social representation in the minds of social actors”. (p. 45)

So, in start researchers started to question this biased view of language, as Ann Bodinee(1975) in nineteenth century outlined the issue of use of male generics in English as Triechler discussed the power dynamics involved in the usage of words in the linguistic acceptability (Triechler, 1989). She argued that dictionary makers authorize the use of several terms for and about women, because of their sexual fright of women, which put the male hegemonic powers into danger. Similarly Lakoff (1972),explained that pairs of words in English convey and possess different meanings for men and women; master/mistress, bachelor/spinster, gentleman/ lady. To put in simple words, a woman is recognized by her sexual relation to man conducted a research on large range of words and found out that in the history of language a totally innocent term labelling a woman can begin with positive implications, but it slowly and ultimately ends up in a connotation with negative implications. Schultz conclusion was that man does not want to lose the hegemonic power over women that’s why they create negative terms for women to sustain their domination.

McConnell-Ginet researched on everyday used words and found out the relationship between semantic change and the power dynamics in these words (McConnel-Ginet, 1984). Feminists such as Spender are of the view that language is man-made, where norm is the male and deviant is the female (Spender, 1980). In addition to the male being the norm and women being treated as a negative entity and hidden behind these terms (Swann, 1989), feminists protested against the use of generic term such as “man”, arguing that this expression does not include the other gender as ‘woman’.

Hellinger and Bubmann conducted a thorough investigation on gender variable pronouns and gender markings in many languages as well as English (Hellinger & BuBmann, 2001).

Similarly Miller and Swift pointed out towards another area of language bias in English language such as ‘sex specification’ in language use, for example the outdated word ‘authoress’ or the use of ‘she’ to be used for countries, boats, motor cars, which are called gratuitous modifiers that reduces a person’s dignity and at the same time calling for attention to their sex e.g. woman doctor / lady doctor. Therefore all the feminists agreed that the aim of those modifiers has been on discrimination against women and not against men (Miller & Swift, 1981). There are many other terms used negatively for women than for man, specially relating to sexual behaviour and representing women as sexual prey (Litosseliti, 2006). Use of asymmetrically gendered terms e.g. words to describe women for which there is no similar word for men such as, fireman/ policeman/ salesman/ postman/ chairman etc. Before the linguistic awareness, the use of ‘Mrs.’ to call any woman, therefore forming a patriarchal order in where a woman is recognized in society with her relation to a male only (Ginet, 2006) Meanings of language items such as ‘girl’ which specify the meaning of dependant, shy, immature; while ‘lady’ and ‘woman’ both indicate for modesty and negative association with reproduction and sexuality.

All of the above work gives the evidence that language and the use of language cannot be detached and that language is constantly created in discourse (Wright & Hay, 2002). Therefore, words have more than one meaning, and none can predict language users’ intentions as they are incomprehensible and unpredictable. As a result, a lot of stress is paid on what people do with the language and more importantly how language use can change the linguistic

and other social resources. Cameron claimed that the traditional linguistic stress on a static linguistic classification obscured the real gender scopes of language (Cameron, 1998).

When discourse was enchanting a noticeable position in language study, there came a change in feminist theory and gender studies about the rational of gender. Globally, researchers with a feminist standpoint (Remlinger, 2005) have endorsed an extra non-conventional, comprehensive, and candid description of females in mass media, which displays women as unconventional, self-assured, matured, well-cultured, and compliant vigorous social roles better than stay-home spouses, moms and items of sexuality, as a result of getting into harmony with the social representativeness. Therefore, it's claimed that mass media can certainly not depict the truth of society particularly in typical women issues and it often disguise the true representations of women as they are blurred through biased lens of media (Remlinger, 2005).

## **2.15 FEMINISM AND MASS MEDIA**

One of the important questions in the mind of researcher at the beginning of current study was to analyze the gendered media discourse. The explanation of this was achieved during the study of past literature that the misuse of women in mass media is the use or presentation of women in the mass media to escalate the demand of media or a product without any concern with the interest of the women projected through media or women overall. Feminists or other supporters of women rights have always disapproved of such mistreatment (MacKinnon, 1993). One of the very commonly criticized element of use of women in mass media is female objectification. Women are commonly projected as oppressed premise of men or merely as sexual objects in media discourse. Sometimes their projection is made highly passive that is too a practice of women subjugation. Women as being objectified in media develops social stereotypes for men and women and it also creates terrible social attitudes particularly for women.

A lot of researches have been conducted on representation of femininity in media. According to Reisman, related to beauty industry, television commercials, women as shown shopaholic in ads, females on soap opera or drama are mostly projected as involved in romantic relations or merely busy in domestic chores and beauty affairs mostly to inspire men and sometimes taking interest in business matters to assist a man (Reisman, 1991). While men are

shown busy in more unbiased activities like business, competitions in markets and mostly adopting decision making roles and more composed approach about family and relations.

Female population is situated to be involved as individuals “in the home” commenting on homely issues and encounters, while men are positioned as more objective and logical as “on the job” (Jhally, 1997) a lot more frequently as compared to female population in all media. Females are moreover more expected to be interested for a romantic relationship and thus appear as less objective and more imaginative. Across various media channels, a lot more women are shown in the pursuit of dating, athletic reporting on women’s game also frequently show female sportspersons in manners that exaggerate their feminineness and sexuality as being wives, or as moms, or even as sex items. Journals for women emphasize mainly on themes associated with generating and beginning heterosexual connections (Bahadur, 2012). Mostly debated topics involved fashion, lust, how to attract men, flirts, romance and marital affairs. Most of such magazines projected women as subjects of these products that elevated the above mentioned themes so it thus gets hard to differentiate between articles and ads, because the sole purpose is to attract men as created through discourse of romance and sexuality. In contrast (Erens, 1990), male athletes highlighted for their support activities are shown in strong physique and abilities.

Females are also portrayed as consumers in magazines, mainly in relation to household characters such as mothers, house makers, cleaners and above all getting some sort of gratification by bargain hunting. Otherwise, educators are supposed to be conventional, non-brown females. Even today such exemplifications continue, in the appearance of a traditional white house wife, who assumes that it is the female who is responsible for all domestic chores.

Such practices, for instance with illustrations of womanliness, are apart of social order. They emerged from the growth of the middle-class in the late 17<sup>th</sup> and early 18<sup>th</sup> century, which introduced the idea of parting of “work and home” as part of the separate gendered jurisdictions. Males begun to build big business industries and thus established their masculine identities as logical business-minded entities who are busy in logical settings while women construed their identities though household chores only.

It was also argued that the basic norms of feminism remained static in different time periods after the emergence of feminist movements i.e. women basically fought for women

equality and for an equal opportunity for women and men at all grounds (Hollows, 2000). Feminist also struggled for equality of women in all aspects of social life, they fight against men dominance and strived for social, political, commercial and constitutional rights of women. With the ambition to win freedom for women in the long run (Steeves, 1987) feminists focused much upon the social construction of gender and tried to project the long run history for women subjugation by depicting women plight as done by the society.

Considering media's great impact on individual's views about gender and sex, to feminists around the globe, this degradation of female in mass media has become a topic of great concern. Gender representation is one of the most debated issues in the modern researches of media and gender.

Kitch after researching on a lot of previous academic works related to gender and media, has agreed on 4 main categories: a) 'the stereotype approach' where researchers investigates how women pictures are stereotyped in mass media and likewise denies that such descriptions projects actual women; b). the exploration of other media options for females and women, descriptions of different and strange women, classified conventional media; c) analyses of the objects of media images by viewing the ethnic and partisan philosophy; and d) semiotic study of mass media demonstrations of females as polysemic writings(Kitch, 1997). Although Kitch's view of the educational considerations conducted on depictions of females in global media focused just upon the American mass media but we have other evidences about women representation from other countries of the world and it also helps in understanding the issue more deeply.

Keeping in mind the wide-ranging scholarly research on females' mass media illustration, only the works which are relevant and explanatory about the understanding of present research are used in the literature review.

On the whole, gender exploration on global media has shown that females are signified as compliant, passive, and accepting domestic roles. The works of various authors reveal this fact (Katzman, 1972; Tuchman et al., 1978; Courtney & Whipple, 1983; Dow, 1996; Walsh et al., 2008; Cheng & Wan, 2008).

Furthermore, females are frequently projected in sensual ways to please men's seductive desires. The well-known activist, de Beauvoir, claimed in the remarkable creation

(Beauvoir, 1974) that women are projected as sex objects for men and they do so to appeal to men and women happily accept such types of biased representations in men-dominating societies.. Mulvey further expounded this idea by using the same concept in her famous research on Hollywood films. She (Mulvey, 1975) sustained that for instance the desire in watching is divided among active male and inactive female, the masculine gaze has remained in an influential status that forces its desire for the female that is projected according to the wishes of the active male.

Mass media has always influenced our social lives and it creates strong impact on its consumers (Durham, 2008). Durham has discussed in detail about the media sexualisation of young females (Durham, 2008) and what can be done about it in her book ‘The Lolita Effect’

Durham (2008) states:

We live in a culture where major chain stores sell panties that read who needs credit cards...? And where primetime shows contain elements of underage sex and sexual violence. Television, movies, web sites and video games almost exclusively feature young women with Barbie-doll body types. (p. 44)

According to this belief of Durham, we are continuously attacked with the message that womanhood is hotness and hotness is important for success in life. It should be distressing for everyone in the society to have to watch these exceptionally sexualized and abnormal portrayals of women every day. Instead, these images push women to underestimate themselves and run for low self-esteem. They ask women to devalue their bodies, mental powers and capacities and to admit that there is nothing as female sexual empowerment. The concluding ideas of the book says that the horrific effects of media culture obsessed with sexy representation of females as sex icons are changing the meanings of girlhood.

Douglas (2010) has tried to reveal the unfinished look of the feminist movement, one of America’s critics, takes readers on a journey through the television programs and media coverage of recent years, narrating a story of new generation of American women. According to Douglas’ research, women are overwhelmed with the biased messages of mass media, either

women must be a strong competitor of men or in complete commands or just merely as sex kittens who are ready to hunt men by pleasing their sexual needs.

Analysing television shows from “Buffy the Vampire Slayer” to “Desperate House Wives”, Douglas presented the notion that women have stereotypical images who are striving for power and it also tried to convince women that fight against gender discrimination has been accomplished, so nothing is considered incorrect with revitalising sexist stereotypes. She argues that these images of women not only play a role to divert the individuals from the actual trials facing females in the present day rather on the other hand, create a wall amongst baby-boom womenfolk and their millennial female off springs.

It is not right to say that media has only stereotypically misrepresented women, past studies have also revealed women are also underrepresented in the media, or as Tuchman (1978) states, they are symbolically understated. The ratio of men significantly outnumbers that of women in news, shows for children, television advertisements, dramas, comedies, and even computer clip art pictures.

The nature of media, as acknowledged by researchers, is hegemonic. Hall (Hall, 1979) explained hegemony as a condition in which some social groups with power can exercise ‘total social authority’ over other influenced groups by ‘winning and shaping consent’ so that the power of the governing class looks both reasonable and normal. (p. 315)

As claimed by a linguist, the hegemonic approach to analyze media, takes television as an essential part of continuous struggle for achieving multiple financial, social and cultural motives (Kim, 2008). Media has become a place for competition for numerous societal clusters to endeavour for public authority as well as initiative to strengthen their ideas and plans on society all together. If talked about the matter of gender, though media is considered as a dominating community organization that forces governing male-controlled philosophy, however it also allows for expressing anti-hegemonic, i.e. feminist notions and reveals alterations in women’s societal position and belief.

A great research by Lichter, Lichter and Rothman (1983), is considered a standard record of mass media’s hegemonic interest of a phenomenon which is ever-changing, intricate, and vulnerable, and always ready to change (). A content analysis by Lichter, Lichter and Rothman. on peak time small screen (TV) in America from 1955 to 1986 elaborated that



women are less represented than men and their projections are made as weak individuals they are rarely presented as authoritative or dominating, ready to accept social challenges and maintain high positions in jobs. Men are often shown busy in objective activities and social relationships taking responsibilities and decision making while women remained rather restricted to personal relations, motherhood, love affairs etc.

It was explored by Luo and Hao if media act as means of collective transformation or only strengthen the prevailing societal systems (Luo & Hao, 2007). They studied the title portraits of females 'journal in China from a period between 1956 and 2003 and they find out that the pictures are highly affected by the socio-economic and socio-political modification of the societal structures. Such as between 1956 and 1966, in the earlier movements of gender freedom in China, women were generally presented as an equal entity with men by projecting the social contribution of women. They were depicted as enjoying higher managerial powers and influential job holders and thus it elevated the strong impact of women in society. The researchers recognised and accepted that these images of women are not at all a genuine picture of the truth, as truth is persistently created, reconstructed and deconstructed in mass media. Rather, such representations are mere representational projections of Chinese females, produced by the alliance between partisan beliefs, journalistic strategy, audience's perception, and the varying representativeness of females 'social position in China.

Even though, the role of media cannot be denied in taking a democratic status in gender matter, scholars supporting feminism have claimed that mass media's idea of supporting male-controlled principles stay basically unaffected. Gerbner stated that the portrayal of women in the mass media is changing for the worse within the current structure, appearances (Gerbner, 1978).

Baehr has supported this idea in his analysis on a television drama series. The researcher found out that apart from stereotypical representation of women as family-oriented souls, the television drama series depicted women as pretentious, publicist, overwhelmed with women issues, imaginative, disloyal and sometimes totally unaware of the real world issues. (Baehr, 1980). Such a conventional representation of modern females is merely created and exposed to please the product audience of commercial benefits but it does not encompass any productive reputation. As Baehr concludes, the subjects and disputes related with feminism

are projected and presented in a manner that leads to re-confirmation of the men-dominating society.

Similarly, Yang in his research on Taiwan's popular media, identified modern female's appearance as gorgeous and wicked women. This innovative subjection of female gender, which asserts to portray women's movement, undeniably functions to build an artificial opinion of feminism, which promotes sexuality and physical desirability (Yang, 2003). Consequently, such unusual media representations of women bound the political features of feminism to the private, lessening the enormity of feminine movement, and again try to depict modern women as old-fashioned that support the male-dominating belief again in mass media.

Rhode expressed similar notion by emphasizing that mass media has made a lot of effort to both discourage and to develop feminist goals, by presenting the pictures of feminism and feminists, as showing the demonized, modified, trivialized, differentiated, and distorted images from the point of view of the media (Rhode, 1995).

Similarly, Lumby has reflected upon some of the recent arguments that have ruled prevailing debates about sexist advertising and media subject matter (Lumby, 1994). She has prepared a report on women depiction in media. The report argued that, irrespective of some advances, the gender gap has not decreased, rather it and has become worse with the time. The report further found that during the 2012 presidential race, male journalists narrated about the massive majority (71.68 percent) of the election stories, and mainly quoted other men. Men also superseded women in reporting of topics such as abortion, birth control and women's rights. This report also displayed media's role in representing feminist perspective globally.

In news and entertainment media women representation rather under representation of has displayed very minor changes in proportions over the past decade. Azad in her research article highlighted the issue of underrepresentation of women who determine the content of news, literature, and television (Azad, 2012). It also discussed about how images and news clips abuse the physical appearance of women and it also highlighted the issue of violence done against women and gender inequalities. These issues primarily negatively affected respect of those women who were highly knowledgeable or in management positions.

The nature of femininity, gender, gentrification and research in the balance of power between men and women is an old one. The same notion has been researched by Uluç, Lineage

and Ankaraligil, in their article they have pointed out that gender and gender hierarchies are produced and reproduced constantly and also questioned the political processes and power relations field (Uluc, Lineage, & Ankaraligil, 2012). Working within the discipline of critical discourse analysis, their findings suggested that there are a number of hidden ideologies of news editors behind simple statements.

Male dominant media offer and echo one role, based on a psychological and social stigma enforcing the ideology that women are by birth and genes subordinate to men and give them unnatural roles other than housewife and mother (Mohammadi, 2012). In the same way Mohammadi has asserted in his article focused on feminist representation in Iranian television advertisements that the TV advertisements signified dominant gender relations and replicated traditional values. Moreover these representations demonstrated that there is a visible contradiction between society and media in gender roles.

In a research work by Minic, she gave amazing findings in terms of gendered media policies. She illustrated that the mainstream motive of feminism is to bring a social change to highlight the unbiased relations between men and women (Minic, 2011). The most significant action that was researched by Minic was seeing ‘the Global Media Monitoring Project’. In this project they observed representation of women in news and all media for almost whole day and it was carried out almost three times already in three years. This project consisted of observing depictions of females in the news in all kind of media for 24 hours and has been done 3 times previously in the years 1995, 2000 and 2005 by the cooperation of women’s associations in more than 70 other countries. During this wide-reaching observation, a few women’s institutes participated from early 2000, and even more of them in 2005. It was a quantitative study in the year 2005 and the results were distributed into four sections: illustration of gender in news topics ;representation of women reporters in numerous subject areas in the news; proportions of journalists information i.e. what is the number of women, either as individuals the news were about or in relationship to the topic of particular status to womenfolk); scopes of correspondent practicing of gender- this portion predominantly expresses the instances of allowing or underestimating the stereotypes, and not debating overall issues from the perspective of gender. The article exposed that these final results are considered as a proof of the mis-representation of females and as a method for upcoming responsiveness rising to get a change in this condition. In conclusion, the thoughtfulness of

media and the issue of depiction of females that positions in the background of the research were discussed by Minic. Results revealed that, Women which are the 52 percent of world's entire population, merely exist amongst the topics that are noticeably visible, opinions that are barely audible and consecutively views which are hardly projected in mass media (Minic, 2011).

Media portrays a much distorted picture of the world, where reality is twisted, it also knows how to embroider the significance of a few individuals while hiding the others to the edges (Minic, 2011). On the theme of portraying women, their world view and opinions, this camera holds a large and long-lasting blind spot.

Women Representation by monitoring of media is generally conducted to create guideline for gender-profound broadcasting which is utilized to train journalists who are new to media studies. However, Gallagher argues that a huge gap was found out by the research of 1995 as media doesn't provide any explicit principles for reporting which is sensitive to gender. In this study, at present 18 years old which involved sixty electronic media channels in 20 European nations, it was found out that just 9 of the media channels had any kind of guidelines in relation to the gender aspect of their subject matters (Gallagher, 2001). The research made a huge contribution by attracting the attention of many government and non-governmental organizations for designing some solid guidelines and smart principles while dealing with gender issues.

Furnham & Paltzer in their study have investigated on various subjects of different age, ethnicities, race, professional groups and gender and it was observed how individuals are presented by media in deceiving or conventional roles (Furnham & Paltzer, 2010). The study concluded both the products of women and gender-impartial products appear to have males described as intelligent, experts or well-informed professionals and women as content, cheerful and satisfied consumers of those goods.

Ejaz, in her research article has focused at the controlling role of media in transforming ideologies and beliefs of people (Ejaz, 2012). She has highlighted the imperative role of mass media in Pakistan.

## 2.16 GENDER AND POWER REALTIONS

Upon a deep look at power relations, it is seen that they are taken as a fight on benefits, which are experienced, implicated, sustained, and struggled with multiple modalities, degrees, and levels of explanations. Some very bold rather explicit types of gender inequality or prejudice, conservatively have involved controlled community practices, bodily forcefulness with females, sexual abuse and women harassment (Garfinkel, 1967). These evident expressions of authority has developed as a reality to live with for females in a variety of cultures, as much as for cultures which have laws to protect gender inequality. Similarly, misleading in contemporary societies, is the process of an indirect and apparently harmless type of authority which is functionally informal in its characteristics. This type of supremacy is implanted in addition to its distribution all over network of relationships, is adaptable, and generates issues in surface and implemented meanings of the any word (Foucault, 1977).

It is vital to understand from a feminist perspective however, though power may be the world over, as perceived by Foucault, it affects the gendered matters in various ways. Similarly, from the perspective of CDA (Chouliaraki & Fairclough, 1990), it is a better idea to understand the idea of contemporary control with the acceptance and comprehension of power relations as an influencer, especially in Gramsci's beliefs of domination. It is essential to understand power and domination as a general norm due to its mostly rational attitude, which is based on the idea of gendered standards and practiced habitually in the writings and conversations of routine life span (Bourdieu, 1991). This commonality marks it an undistinguishable authority, seemingly 'unaccepted' by itself and 'accepted' rather as rather authentic and normal.

The connection of power and hegemony as sustained by Gramsci, Foucault and Bourdieu can still be attacked and re-attacked in a forceful fight for acquiring and inspiring the benefits at risk. For instance, protests by radical critics to chauvinist representations by mass media directed most of the time to the reusing of these similar images concealed under apparently unoffending satirical techniques. Williamson's 'theory of retrosexism' is a good example of this concept (Williamson, 2003), where an intentionally sexist content enclosed in an attractive way is shown to the modern audience in a light-hearted, sentimental manner. This is where the need of feminist CDA arise, it is the objective of feminist CDA to study and

unravel the emergence of power and dominance and to see how it is exercised by different techniques through written social practices of gender, and through interactional strategies of dialogues. Another area of apprehension for feminist critical discourse practitioners is the complications of access into discourse practises as discussed by van Dijk, such as specific discursive occasions and traditionally respected varieties that can be authorising for females' involvement in community spheres (van Dijk, 1993).

It is not all the time easy for the mechanism of power to work in indirect and intricate means, however the associations of inequality are furthermore shaped as well as created by multiple means on behalf of and by means of various women from different groups. One of the most important growth in modern feminist philosophy is the understanding about the classification of woman in generic position, in the second-wave of feminism, as an incomplete phenomenon. It was not meant collectively for all women, likewise, second-wave activists also realised that classification of males does not include the entire humanity (Wodak, 2005). Although, women are subjugated by male gender operationally in the dominant hierarchy, still the separation of sexual category from rest of the structures of authority established on culture, sexual standing, ethnicity, social class, age, and geographical placement explains that belief that gender domination is not at all substantially practised or discursively endorsed universally for women around the world.

To work under the agenda of understanding dissimilarities between the two genders and the types of prejudice to which they are exposed, is not enough to display the comprehensive feminist radical venture of liberation and societal integrity for females. Still, it is considered important for feminist partisan accomplishment to be transformed by their specificity of institutional, cultural, and historical backgrounds, and to establish them for women's complex social identities. At that point, feminist Critical Discourse Analysis is in a position to propose an opinion which is obviously reasonable instead of general, in addition it also understands the discursive structures in the types of subjugation and common benefits that join and divide women of the world.

## 2.17 CDA AS A METHODOLOGY

CDA research can be considered as a pyramid showing the relationship between discourse, cognition and society. In this model, discourse is conceptualized as a socially and ideologically-based sequence where ideologies are interpreted as Fairclough has described it. According to Fairclough, CDA is described as following: “Representations of the aspects of the world which can be shown to contribute to establishing, maintaining and changing social relations of power, domination and exploitation”(Fairclough, 1995, p.119).

Due to this relationship between discourse, ‘power’, ‘domination’ and ‘inequality’, the ideological understanding of researchers, for the present and historical events becomes necessary in interpreting discourses along with the collection of data for the researches. For example, if one is looking into a political discourse, one must have some political knowledge, embedded political strategies, some information about the ideological standings of the creator of the discourse under consideration, along with various other factors such as sociological and cultural influences, in order to conduct an unbiased analysis which covers discourse, cognition and society (van Dijk, 1997). To effectively study these aspects of the discourse, it is important to use a methodology which aim to look at language use through ideological and social factors, and, certainly, this has been done in majority of published CDA literature till today. Although, with different views in the same area, ‘discourse, cognition and society’ are present in most of the studies related to linguistic research. For example, in Weiss and Wodak’s four-level approach, four steps have been used to triangulate discourses in context for the CDA research. First of all, language/text to be examined is looked at thoroughly (Weiss & Wodak, 2003). Then the analysis of the connections between the utterances, texts, genres and discourses is done. And finally the extra-linguistic variables are observed and these variables as well as the discourse are analysed in the light of sociopolitical and historical contexts. The occurrence of ‘pyramid’ is traced in majority of the known approaches and forms the basis of almost all of the CDA research.

The predominance of interdisciplinary methodologies within most CDA studies is obvious from the presence of two universal features present in the models mentioned above i.e. ideology and social factors (Stubbs, 1997). As a result, these features are also responsible

for the criticism raised against CDA, basically that researches become a prey to ‘circularity’ and sometimes not centred on linguistic proof.

If discourse is considered to have impact on individuals as well as society, and as a result, future discourses, then it becomes really important to use the diverse discourse fields to understand and make use of CDA methods. This is true because CDA is considered to be one of the best methods of conducting linguistic research if we talk of applicability and practicality. It cannot be denied that discourse is present in many areas of human existence (Wetherell, 1989) hence CDA can be applied in various linguistic researches. Ever since its origin, CDA has helped to research on a number of issues, while, ‘issues of racism, political discourse, media discourse, gender issues, organizational discourses or dimensions of identity are some of the prominent ones.’ Different methodologies are applied among all these CDA studies because of the objectives of the research; we can find small qualitative studies as well as large data corpora, taken from exploration and ethnographic study.

Although CDA has been practised and utilized in a variety of ways that have been recognized by CDA practitioners, because of its belief in ideology and social issues, still a great deal of attention is dedicated to study gender and media discourses. The current study picks up where many CDA investigations of media are left off by considering methodological flaws and concentrating on existence of media in contemporary society.

## **2.18 MEDIA ANALYSIS MODEL**

It was the goal for the researcher to review past literature and find out the gaps from the similar studies to add something useful in the existing body of knowledge.

The initiative of role of media started in the book written in 1922, (Walter Lippmann, 1922) “Public Opinion”. Walter named the introductory section as “The World Outside and the Pictures in Our Heads”. He was the first scholarly writer who offered the concept that the media build the views of the world and make us think about the world in a particular manner. Though, he added that views created by media were in general partial and twisted. People can see only manifestation of reality (not the expression of reality) in the news media. However, those evidences provide the substance for our realization about the world.



Laswell's communication framework (also recognised as Laswell's model of communication) debates the communication process by elucidating “who said it, what was said, in what channel it was said, to whom it was said, and with what effect it was said”(Laswell, 1948). It is declared by many communication specialists as “one of the earliest and most influential communication models”(Shoemaker, Tankard & Lasorsa, 2004). He wrote in 1948 in one of his articles “The Structure and Function of Communication in Society”, Laswell defines:

The best way to describe an act of communication is to respond to the following questions:

- Who
- Says What
- In Which Channel
- To Whom
- With What Effect?

The advent of his verbal communication model was a breakthrough in the media analysis models previously discovered, this model was called "a linear and one-directional method"(Ellul, 1965), “a one-way process”, an “action model” ,a media theory “classic”, “extensively used dissection of the communication process”, and a simple, linear, and considerably a precise way of interaction.

The framework classifies the “scientific study of the process of communication”(Laswell, 1948). The nucleus of model is divided into various elements of communication: “who” talks about the speaker who forms the communication; “what” is the matter of the message; “channel” shows the means of broadcast; “whom” refers to beneficiary or the listeners; “effect” is result of the communication (Steinburg, 2007). The course of communication goes from sender to the recipient. Even though this model denotes a one sided movement of communication, the “effect” also speak of the response from the community (Reddi, 2009). This gives a strong reason to utilize Laswell’s model in educational sites to study fundamentals of a communication process and as a preliminary topic for initial assumptions.

Laswell (1998) identified that the “Who” talked about to “control analysis”, the “Says What” denoted to “content analysis” the “Channel” speak of “media analysis”, the “To Whom” to “audience analysis”, and the what Effect’ talk about “effect analysis”.

Question	Element	Analysis
<b>Who?</b>	Communicator	Control Analysis
<b>Says What?</b>	Message	Content Analysis
<b>In Which Channel?</b>	Medium	Media Analysis
<b>To Whom?</b>	Audience	Audience Analysis
<b>With What Effect?</b>	Effect	Effects Analysis

Gerbner (1988) in his Cultivation theory extended Laswell's framework to put emphasis on awareness and response by the receiver and the response of the message (Gerbner, 1988). Braddock (1958), proposed that the framework could be used in future to complement two additional components that Braddock (Braddock, 1958) said were not considered in the model: "for what reason" and "under what conditions" (Gerbner, 1988). Braddock's framework is extra compatible with cultivation principle. As per mass media researcher Michael Real, successive efforts to enhance an amusement purpose and a marketing role made it unsuccessful to capture Laswell's goal but gave the prime use and satisfaction mentioned by, for instance, television audiences.

In 1993, mass media researchers McQuail and Windahl mentioned Laswell's media model as credibly the best well-known solo expression in linguistic interaction research (McQuail & Windahl, 1993). Baran and Davis in 1995, documented it as a “vocal model” of the communication process (Baran & Davis 1995). In 2008 while Greenberg and Salwen accepted the fact that Laswell's model of media analysis has been extensively used, but defined that though Laswell's model captures many important fundamentals in the mass

communication course of action, it does no more than explanation of the common areas of study (Greenberg & Salwen, 2008). It does not connect elements together with any harmony, and there is no impression of an ongoing progression.

Researcher was reviewing past literature in search of a media related theory that would help in analysing qualitative data. It was realised that the above model was used in many critical discourse analysis researches and was further extended by many more scholars that added to the usefulness of the model.

## **2.19 CDA STUDIES OF MEDIA DISCOURSE**

To conduct present research, it is significant to study CDA research in association with critical discourse studies as it is connected with studies of mass media because the current project is a study of feminist media discourse using CDA as a focal point. Furthermore, though there have been various media-centered researchers using CDA in the past, a lot of the available research on ‘media language use’ is considered as an ultimately different thing from CDA. Keeping this view in mind, first thing in starting a CDA-centered media research is to elucidate the mutual features and similar methods used to conduct both CDA and media studies.

Although media is a vast and important source of socially substantial discourse and language use, it is sad to say that the linguistic study of media is still undeveloped. A lot of noteworthy work considered as Media Studies was started by the Glasgow Media Group under the supervision of Greg Philo in mid 1970s.

After earning the prominence due to media’s presence among people, the area continued to progress, becoming larger to produce a great, interdisciplinary branch of Discourse Analysis. At the end, in the late 1980s, with the beginning of research mechanisms, related to Critical Linguistics, Media Studies started to gain importance in CDA-based study as well. This way CDA started to be used as a way to search the relationship between media and discourse production. According to Gutierrez, this position of discourse in the media depend on the notion that a society’s everyday reality impacts on what is shown in media which, in return, effects the same society or culture’s everyday reality (Gutierrez,2010).

As a result of CDA's indulgence of sociology and political science at the same time, in addition to syntax and semantics, the combination of media studies and CDA occurred as a natural advancement. Because of CDA's emphasis on the existence of troublesome social events in the society and news media's reportage on such events, the combination of CDA and Media Studies offers extra-representative vision of currently prevailing critical linguistic topics. While CDA talks about the occurrence of discourse in language used by media and the possible structures, Media studies acts as an opening into the predominance of such language use in real-world.

While studying the use of joint CDA and Media studies methodologies, framing studies turn out to be one of the approaches. These studies are created on the idea of discursive structures or 'frames', which was said by Lewis and Reese, a dominant aspect of political communication, frames describe the conditions of debate; form public view through the influential use of symbols; and, when extremely influential, can bring a change into public policy (Lewis & Reese, 2009). They also function as the major source with the power over each other and the community on the whole. Consistent with this concept, Frames carry almost the same functions as CDA is thought to share with the study of discourse; this is consistent with the idea that frames can cause change in the social and private sector (Lewis & Reese, 2009). As a result, one of the most common approaches are offered by framing studies within the field.

As frame research in media language is so much theoretically similar to the basic ideologies of CDA, the areas in which framing is studied are mostly related to socially significant, debateable, or political subjects or topics. A group of researchers examined framing in the media after the events of 911 in USA. In their analysis, the phrase 'War on Terror' as a frame which, in their understanding, created a, '...socially shared organizing principle...' (Lewis & Reese, 2009), they examined the use and growth of this term, in various journalistic versions. To get first-hand information on journalists' relation to the framing of 'War on Terror', Lewis and Reese conducted a number of interviews with journalists, so as to describe role of media in the same way it is used in Carvalho's mediated discourse (Carvalho, 2008). This is a cycle in which the journalists present a term through publishing, with a particular view, influenced by their everyday realities. This proposed cycle by Carvalho, includes a certain term used by the press with a particular perspective/ context in the

background, and finally the term is circulated to the public who takes out a particular meaning out of that term. This derived meaning then continues to travel further to influence media coverage related to the term. Carvalho says that this is the actual relationship between society and discourse which means that, every discourse is linked to society in a way that it both creates and is created by social phenomenon.

Researches on this kind of cycle can be found in many areas of published literature, and produce the basis of CDA research. Oster states that lexical analysis can explain even something as complicated as emotions, using metaphor and collocations (Oster, 2010), because it is present in language use.

In one of the best example of Carvalho's process, the term 'War on Terror' was first introduced by politicians before it gained currency through news media where it has become a common accepted idea among public. According to Carvalho's model when a phrase gets acceptance through the voice of media, the public's perception increases and reaches a point where it starts affecting the policy and hence pushes to start the similar cycle again. This can be seen in the phrase of 'War on terror' where the term travelled from the politicians to journalists and finally to the public until it gained the status of an ideological stance in American politics, and now has entered the common lexicon and has affected various policies since then.

Many other researchers have used similar strategies to explain and describe CDA studies of media discourse. Few of the researches have used a straight forward method to this field, while others have used it from an abstract view like studies carried out by Lewis and Reese. Most of the theoretically concrete studies have addressed issues like 'imaging' and 'representation' in the media. Berger, for example, studied the profound results of media framing on public on the subject of disaster coverage in the media. By studying what Berger (Berger, 2009) pointed out as a connection between the 'mediated portrayal and the 'existed reality' of New Orleans after Hurricane Katrina, the researcher observed that the fusion of linguistic disaster and state destroyed (which) involved, among other things, commonly supporting concepts of a crime-and-punishment sight that badly effected much of New Orleans community that survived the hurricane.

Therefore, the Berger study gives credibility to Carvalho's notion of Mediated Discourse (1975) by displaying two angles of it. Berger's theory of representation and reality in news reporting matches with Carvalho's cycle in which the media shows reality through reporting which is portrayed as impartial; this, in effect, shapes public awareness and strategy (Berger, 2009).

In a similar study, Davis and French (2008) observed the relationship between news and every-day life in New Orleans community after Hurricane Katrina. After aiming on media description of New Orleans public, Davis and French (2008) established that:

Post Katrina news depictions were dependent on particular rhetorical devices and semantic procedures, as well as apparently unimportant expressions (such as victim and survivor) to openly talk over certain people involved in the incident. Still, such discursive production had the rhetorical outcome of putting blame onto those people (p.243)

The difference between this study and the Berger study is that as an alternative of observing press as a means to represent a dissimilar existed reality, David and French regarded framing in news coverage as a kind of cycle in which already existing discourses play a significant role in determining media discourse, this in turn, effect existed reality.

Though the above studies focused on the examples of somewhat isolated practices of discourse in the media, there are other researches that have focused on theoretical aspect of media discourse studies by observing specific news media language. These studies have taken account of investigation of features of media such as framing in leads (opening sentence of newspaper articles) in internet news articles (Zillman et. Al, 2004) and the historical progress of discrete lexical items as stated by what Berger calls lived reality within the media. rather than the fact that analysis of historical discourse change is very common during the analysis of the construction and spread of frames (Wodak, 2007) an insufficient scope of research methods is existing in the literature.

On the other hand, the researchers have studied construction and growth of news media reports both on macro and micro level. Tunez and Guevara, for instance, investigated at the presentation of one story through the print news media of four different locations (Mexico, Portugal, Spain and Galicia). This approach was used to examine the contrasts between

Mediated Discourse according to the media surroundings in which they were situated (Tunez & Guevara, 2009). The most interesting thing in this research was the way in which it was conducted. Comparing media discourses according to their countries of publication, Guevara was capable of figuring out the dissimilarities and looked at them as something having more importance than just the discourse features. It showed that the dissimilarity within a single country indicated different views or angles, while international differences could indicate differences in production and explanation (Tunez & Guevara, 2009). This sort of control for the study of media discourse is what instigated the methodological approach used for the current study. If there is a firm control on the variables, and if the language used in text is neutral, then, in theory, discourse characters will gain the most important position, depending upon their mere existence in the texts examined.

On a micro level, the same type of methodologically controlled analysis was conducted by Van Hout and MacGilchrist, after a news story in order to analyze and examine; how discursive transformations tell about the journalists writing practice. They also debated that the idea of framing should be separated from misleading, (Hout & MacGilchrist, 2010) because every news, just like every linguistic expression, must be framed.

It explains that Carvalho's notion of Mediated Discourse effects discourse construction and production in such a way that it becomes almost difficult to come across media discourse that is not affected by social and political influences in any way. Same notion about media discourse is supported through other studies of media language use based on Wodak's DHA that is, Discourse Historical Approach.

Though, the studies of Van Hout and MacGilchrist (2010) have analysed the micro-progression of media discourse, similarly, researchers like Torronen have studied the macro-presence of discourse productions along with the changes they have undergone over time (Torronen, 2004).

In Contreras study, the research was focused on the changes in lexical forms used in news reporting during 1960s to 1970s (Contreras, 2010). The researcher used Colombian newspaper from two decades and focused on the way in which drug traders were referred in news reporting by the journalists. Contreras observed that during ten years the newspapers

changed their term used for drug users from marihuaneros (drug fiends) to pot heads to mafiosas (drug lords).

In the same way Torronen analysed articles about drug users and drugs analysing the rhetoric used in a political background of it. Torronen was also able to find similar variations according to the public and political views of the topic at that time. These twin studies exhibited a similar feature i.e. their focus on discourse and Mediated Discourse (Carvalho, 2008). The conclusion of their studies is the same, that, discourse can be seen in day-to-day reality and therefore day-to-day reality can be seen in discourse practice.

## **2.20 FEMINIST POST-STRUCTURALISTDISCOURSE ANALYSIS**

Feminist Post-Structuralist Discourse Analysis (FPDA) is a method of discourse analysis based on Weedon's theories of feminist post-structuralism (Weedon, 2002) and developed as a method of analysis by Baxter (Baxter, 2003). He has used FPDA as an approach to analyse representations of gender in media. According to Baxter, PDA is 'a feminist approach to investigating the ways in which speakers negotiate their identities, relationships and positions in the world according to the ways they are located by interwoven discourses' (Baxter, 2003). As an approach that brings together the diverse fields of feminism and post-structuralism, FPDA is a highly theorised methodology. The feminist aspect of FPDA encourages researchers to benefit the social group of gender in the way in which power relations are created through linguistic choices.

FPDA is separated into two different dimensions: post-structuralist and feminist. The post-structuralist aspect of FPDA is explained by Foucault's interpretation of discourses as 'practices that systematically form the object of which they speak' (Foucault, 1977). FPDA reflects that daily conversational interactions are interlinked with a network of social and organized discourses. Therefore, according to this opinion, discourses are a way of positioning power relations amongst speakers. As a result, the post-structuralist aspect of FPDA make analysts to look at the manner in which various discourses work together 'intertextually' to place interlocutors as dominant or dominated, frequently shifting from one point to another. Additionally, when it is stated 'powerfully positioned' in a particular discursive context, it should be ready for various interpretations.



The feminist side of FPDA calls analysts to honour the social class of gender in the manner in which power relations are created through verbal interactions. It talks about the ways in which females are considered and interpreted as less powerful than dominating males in many contexts. It also identifies that there are many contexts when institutional discourses work in unreasonable ways to show women as more submissive and men as more dominant.

Though, FPDA as an approach defies the notion that women should always be observed as helpless victims. Rather, it recommends that both sexes proposes varying challenging positions. The approach has a strong foundation in feminist post-structuralism. This includes the theoretical researches of a variety of feminist post-structuralists such as Walkerdine (1990; 1998); Bucholtz (1999); and Weedon (1997); and prototypical FPDA research studies by writers such as Bergvall (1998); Jones (1993; 1997); Davies & Banks (1992); Davies (1993; 1997); Francis (1998); Simpson (1997); Walkerdine (1998) Butler (1991); and Margaret Wetherell 1998.

Almost over a period of ten years, in most of the branches of language and discourse areas,, there has been an enterprise to count the word ‘feminist’ in several sub-fields by feminist researchers working in these fields, such as ‘feminist stylistics’ (Mills, 1995) and ‘feminist conversation analysis’ (Kitzinger, 2000). In all the research areas, the basic study has been regarded as by an apparently unbiased and impartial analysis, which feminist scholars have confronted and questioned.

Wollstonecraft discussed the journey of feminism exquisitely in the book entitled: ‘A vindication of the rights of women’ (Wollstonecraft, 1792). Just like many other Enlightenment radicals, Wollstonecraft inquired scholars to acknowledge the necessities of their own thinking. Wollstonecraft’s work is considered as the first pronounced feminist research. She declares that in relating women, it is necessary to categorically consider women in the class of ‘human’. It sustains that any definition of woman can be recognised by distinguishing them from human, and thus offer a point for opinions refusing them their human rights, whatever these rights might comprise of at any precise historical time and place. Wollstonecraft claims that, whatever it needs to be human, women are that too, and thus qualified for the rights of human beings. It would be an endless job to find the variety of meanness’s, and torments, into which women are exposed by the dominant view, that they

were formed only to feel rather than reason, and that all the power they acquire, must be achieved by their appeals and flaws.

Cameron discussed further openly about linguistic theory and women's studies (Cameron, 1992). It is very important that one of her main objective was to enquire the complete scholarly unbiased one-sidedness of linguistics and to bring the notice on how culture and claims of linguistics works to create and sustain male prevailing philosophy and domination.

Feminist researchers and academics for many decades are disapproving and wants to assert and launch a feminist standpoint in the field of discourse and language to bring a revolution across male-subjugated fields in the sciences, humanities, and public disciplines (Gordon, 1986).

In any case, it's still a common question to be asked ...but why a feminist CDA? (Cameron, 1992). A modest answer is, since CDA is supposed to be a research platform which is used to observe discourse, written and verbal, in their political position and perspectives and is apprehensive with research of various kinds of social disparity and inequality. Furthermore, Critical Discourse Analysis has an obligation to feminist methods in women's studies, which offers an incentive to this slowly rising area in 1980s. For that reason, feminist researchers are functioning rather thankfully under the label of CDA without demanding to have a discrete agenda for a radical vision.

Is there any need of an explicit feminist label in 21<sup>st</sup> century? First possible answer is that majority of the studies in CDA with an emphasis on gender take a critical feminist stance of gender relations, they are constrained to virtually change the prevalent settings of these relationships. Feminists emphasize that not all of the studies that are concerned with gender in discourse can be considered feminist in a critical way.

Second, issues and objections pointed by a few feminist researchers about CDA are noteworthy. Cameron emphasized that CDA is a project whose founders are more or less all white men, and Wilkinson and Kitzinger particularly comment on these white men's refusal to give any sort of credit to feminists by mentioning their efforts. Considering Wilkinson and Kitzinger's report, it is evident that most of the feminist research is not undertaken by 'white men' but by a number of feminist women from a variety of geographical areas, not all of whom

are white women (Wilkinson & Kitzinger, 1995). If we talk about feminist CDA, on the other hand, we see more citations of feminist researchers. Therefore, it is considered important within CDA to create 'feminist politics of articulation' (Wetherell, 1995).

Eckert, for example, has explained how gender works in a more universal and intricate manner than other systems of domination and subjugation (Eckert, 1989). According to her, while the power relations between men and women are equivalent to the relations subjugated and ruled classes and cultural groups, the everyday situation in which these power relations are used is totally novel. It is not a day to day scene for every working class person to be joined forever with an individual from the middle class or for every black person to be so joined up with a white person. Nevertheless, our old-style gender ideology teaches only this type of association between men and women.

Third, as a result of lack of self-naming (Billing, 2000) has made it foreseeable that increasing figures of feminist critical discourse analysts spread around the world are not organized in a single forum.

## **2.21 CDA STUDIES OF FEMINIST MEDIA DISCOURSE**

Considerable work has been done on the critical discourse analysis of feminist media discourse. The researcher has made an endeavour to debate a few of them. Present-day feminist and post-structuralism theories have played a role to comprehend power relations and gender; at work in certain social orders. Two noteworthy areas for feminist CDA have been the knowledge of: 'difference and diversity' among men and women. Therefore, one of the important aim for feminist CDA is to carry out analysis of the subjugation of women, as said by Spender (Spender, 1981).

Similarly Mansson(2014)., in her research on feminist media studies found that earlier feminist analyses have raised the issue of how the news media look down upon women who drink, identifying them as irresponsible, trouble-makers or trying to act 'like men.' Women's magazines, on the other hand, create another representations, that show women's drinking positively and as part of a prosperous and modern femininity. In her study, the researcher undertook an investigation of fashion reports from six Swedish women's magazines, published

between 1984 and 2008. The results determined that irrespective of the point that women's magazines as a substitute to irresponsible representation of women who drink, this does not essentially elevate their status from feminist point of view (Mansson, 2014). While the frequency of positive and inspiring descriptions may be understood as showing a positive attitude towards more gender equal or gender neutral portrayals of drinking; instead this article claims that these portrayals should be considered as portions of a discourse that rejoices stereotypical femininity and re-produces gender inequalities. By itself, Mansson's article gives fresh angles to the multi-layered discourses that helps to shape the notions about gender and alcohol in common, particularly women's drinking.

Similarly, in another article, CDA was as a methodology to analyse the inequality and gender Bias in discourse (Timothy, 2014). This article inspected the cultural politics of 'crossover' at Motown Records, concentrating on the association between genre, gender, and career permanency. Starting with the Supremes' covers albums in the mid-60s, the article associates concepts of musical innovation to commercial reasons of publishing, gendered divisions of labour, and racialized networks of record circulation. It also finds the growth of the celebrity songwriter-producer in personality, comprising artists such as Norman Whitfield, Isaac Hayes, and Stevie Wonder, who created a new style of artistic genuineness that conflicted with the 'manicured' shows of 1960s 'girl pop'. The research concluded that the professional freedom of movement allowed men especially push media specialists to reflect the liberal scopes of artist routes in the music business, and captivating the restrictions on girl group singers truly permits for consideration on (gendered) music industry knowledge about which audiences matter.

Media platforms offering 'sex advice' play as a bizarre connection of sexual content for heterosexual individuals and have been judgementally researched for the resources which support them to produce heterosexuality other than sexual issues. The representation of heterosexual or unintended sexual encounters are also extensive through the media. Foucauldian/poststructuralist technique of discourse is used by Farvid and Braun (2014) in their research paper where analysis showed how casual sex is suggested in 3 do-it-manually volumes, where two volumes are directed at women and 1 targeted at males, and online direction trainings, conventional unintentional sex and male and female heterosexual prejudices. It was also found out that four leading, tremendously gendered focus viewpoints

were recognized in the editions: i.e. the organized male; the acting male; the vivacious woman; and the defenceless woman. It was recognized that even though a limited substitute methods of creating heterosexual characteristics were provided, especially for females, gender dissimilarity was not only a part in such support but then again, they were bitterly exaggerated (Farvid & Braun, 2014). The scholars have also argued on the results of these representations in connection to prevailing heterosexualities, heterosexual hierarchies and heterosexual sexual individualities.

Lazar (2007) conducted a 'feminist critical discourse analyses as the joint endeavour of critical discourse analysis and feminist studies, with the goal of conducting analysis complex workings of ideology and power in discourse to maintain the hierarchically gendered social orders. He conducted FCDA on the advertisement of beauty and body enhancement projects, where the data was collected from English-newspapers and women's magazines in his native Singaporean context from the year 2005-2006. The determination was to inspect the development of a discourse of popular postfeminism in this corpus, and how the popular postfeminist discourse itself was in effect interdiscursively re-created through the assumption of features of other discourses from additional social fields (Lazar, 2007). The multi-modal analysis was drawn on linguistic-based frameworks, particularly, systemic functional grammar and speech act theory of Searle (Searle, 1969) along with semiology. Lazar endeavoured to analyse only one feature of postfeminist discourse, namely, feminist concerns of empowerment; more specifically, how feminine (hetero) sexuality is interpreted as women's power.

Lazar found out that procedures of gender ideology and institutionalized power inequality among groups of men and women are complexly interweaved with various social identities and differ from culture to culture among different communities. This FCDA research concluded that only 'beautiful' women can rule over men. Conventional beauty for women, as demarcated by the media and obvious from Lazar's collected data, is young, tall, slender, and light-skinned, with straight blonde hair. Only some women can be the successful women and therefore able to melt men's heart to reach the top most level of success.

A variety of social groups and organizations have been involved in the construction of feminist discourse in popular culture, along with the mainstream media. To broadly address

the role of media in incorporating feminist discourse within the dominant ideology in specific socio-economic contexts, Kim(2008) in her article, searched to find the ways in which feminist discourse was produced and/or integrated into the governing ideology in newspaper content about the messages in the two television dramas: *Lovers* (1996) and *The Woman Next Door* (2003) and other socio-cultural phenomena in the two drama serials (Kim, 2008). This scholarship emphasised discourses in newspapers regarding feminism in South Korea. Uncovering the discourses within specific socio-economic contexts and offers awareness into the ways that economic and political constructs relate to feminist discourse in media texts and newspapers in South Korea in a recent era. The researcher established that regardless of the counter-hegemonic meanings, the messages embedded in the two dramas, as portrayed by media in newspapers, also sustained the dominant discursive subjects and approaches expressed in the newspaper reporting. Most of the times when female characters were disloyal to the conventional patriarchal family portrayal, they were given non-standard images and their characters were demolished.

However, it never questioned the nuclear family system itself—which inhabits the hegemonic empire in patriarchal capitalist society. The results also revealed that media texts build up and mirror social changes. But it appears unbiased to say the hegemonic ideology of patriarchal capitalism is constantly portrayed through such policies as restricting the boundary or use of rewording.

Some of the researchers believe we make stories or plots to create order and validate or elucidate activities that are otherwise tough to define. In current society, journalists serve the purpose of arbitrated reporters, and one related story journalists have told from the view of prudence is that of mothers who kill their children, a crime that is a total denial of acceptance. Auchmuty has carried out a qualitative discourse analysis in which she has studied ten cases of maternal infanticide to find out the mutual story narrated by journalists, determining the dialectical and rhetorical roles of description. He (Auchmuty, 1998) has used ‘Feminist media theory’ to unravel subjugation and bias in the male-narratives written by male journalists about issues related to women who kill their infant children. The analysis displays that the news story exposes moral lessons about the results of maternal incapability and ‘incorrect’ feminine sexual behavior. The researcher asks whether the journalistic style of objectivity—traditionally related with a masculine story-telling paradigm—is an appropriate way to express stories of

women's lives?, and commends that feminist research put into practise can be used to apprehend the complexities of mothering life-style, along with other multifaceted situations in women's and men's lives.

Another research by Dean, reasons that existing versions of the “post-feminist” gender organization put extreme importance on ways of negation of feminism, at the cost of analysing options for the declaration of feminism in the conventional media discourse. The researcher argues that this error may be resolved by an assessment of the traditions in which feminism is accredited, investigated and interrogated in the press (Dean, 2010). Hence, his study was based on analysis of articles particularly about feminism and gender in two British leading newspapers with conflicting political ideologies. These are ‘The Guardian’, which is left-inclined and generally pro-feminist, and ‘The Times’, which has a comparatively more traditional and indecisive view about feminism. Thus, the study presents the concept of feminist ‘domestication’ as basic to production of feminism in The Guardian, and to a lesser degree in The Times. Domestication means the obvious confirmation of a safe, non-hurting type of feminism through negation of a more radical feminist stance. Approaches of domestication hence comprise of a standard place for feminism to exist, while at the same time limiting its more radical political scopes. The study accomplishes, provided that, the notion of ‘domestication’ offers a better reception of the situations in which feminism can be recognised in contemporary public discourse.

In one of the articles about Palestinian media explores the prospects of democracy in a future state through examination of relationship between the Palestinian authority and the media. A discursive constitution of the social identity was inspected in terms of depictions, connections, and identities, (Jamal, 2007) subsequent to social functions of language use as conceived by functional linguist Halliday. This research is a critical discourse analysis of the Palestinian women and the media discourse with reference to Palestinian political and religious discourse. The researcher figured out that unavoidable to act within a traditional patriarchal society, has made women’s scuffles to impact public policy in Palestine very difficult. Palestinian women have to act against their inequality as women in Palestinian society and also as Palestinians against Israeli occupation. This fight has formed complications between men and women and other social movements, particularly Islamic movement. Then most conventional media groups persisted faithful to the traditional dominant political theorists but

ignoring the voice of women in all decision mainly, politically, in decision making in Palestinian politics. This fact has made the communication among feminist media discourses very insignificant. Thus, Palestinian women have established their own resources of reaching the broader public, such as brochures, reports, pamphlets, and newspapers (Jamal, 2007). The researcher has analysed this pattern of media publication as an altered means to study feminist media discourse and policies in Palestinian society.

Irrespective of the implication of media studies from a critical outlook that is been conventionally recognized, a lot has to be known about how women's issues are (re)presented within news media discourses and the propositions for women's health progression. Health promotion researchers have to study the media atmosphere or setting in which health-related meanings are created and shaped. Focusing on media study from a critical point of view, McGannon and Spence in their research paper used critical discourse analysis to analyse the structure of exercise descriptions in 40 stories within 'women's health' portion of a Midwestern US newspaper (McGannon & Spence, 2012). Study of this media story provided researchers the chance to discover few general norms and fundamental connotations about women's exercise and the suggestions for their self and partiality. After the analyses two major discourses were concluded by the researchers: a discourse of exercise and appearance and a discourse of consumer needs. Conclusions also stemmed in classifying an insufficient subject positions: the unfit woman, the unaware/irrational woman, the educated and the sensible consumer. In light of these findings the researchers found out that the health portions of women magazine display women to be irrational, ignorant and slightly unfit as compared to men who are the main clients and who are responsible and rational beings.

## **2.22 MEDIA, RELIGION AND GENDER ISSUES**

Many research studies have been published in researches on gender, media and religion during the last decade, especially in the two recent conferences on Media, religion and Culture held in Toronto, Canada 2010 and Eskisehir, Turkey 2012. The researcher figured out both of these to be understood as a developing awareness of gender issues within research on media, religion and culture. One of the motives for the increasing reputation of this trio might be the changes in the public visibility of religion as the main subject of research in this field. As discussed by scholars in this field, Hoover (1988) was involved in media reporting at the era



of events as attack on twin towers 9/11, 2001 and the London Underground on 7 July, 2007 has focused on the determination of religion as a national and regional force (Duffy, 2012).

As pointed out in recent works by feminist scholars such as (Aune, 2008), (Duits, 2006), (Gole, 2006); issues of gender and sexuality, such as Muslim women's lifestyles, dress, bodies, often has become a researchable area of debates and discussions (Lim, 2010). Another area of investigation for media curiosity is the sexual abuse within several traditional religious institutions such as Catholic Church.

This leads to the third area that is culture war proposition in the US context as suggested by Lim (2010), where the issues of family and sexual morality are considered as foremost battlefield for a fight between conventional religion, generally stated as traditional male subjugation, and feminist instincts are considered to rule the cultural sphere. This connection of religion and gender, family and sexuality in news and entertainment media in the last couple of decades has given a new perspective in knocking gender advanced on the research agenda of media, religion in cultural studies (Lim, 2010).

Review of the past literature on media and gender studies reflect that there are reasons that relate to changes within the research area of religion, culture and gender. One of the main reasons that was found is in the 'growing area' of religion, gender and culture studies during the past decades. The link between feminists, religious scholars and cultural norms can enhance the prospective of the awareness of the connection about blind spots and prevailing patterns in research area. The reason however is connected to another change; the increasing number of researchers and a huge interdisciplinary type of work has actually resulted in a new generation of researchers in the field, of which a large number than before is of females as compared to men.

At the end, researchers working on feminist and gender analysis of media have a lot to do in the field of media, religion and gender; as all are again inter-connected to each other in a triangle of society. Therefore, a point of learning for the researcher in the current study was how studies of gender, religion and media challenge assumptions in media and cultural studies about traditional religious discourses and communities particularly as related to suppression of women. Researches on these issues concluded the lens of gender show how media

discourses can be discussed in these communities and add to the knowledge of the difficulty of agency in the representations of the religious biases through media applications.

The question of how women are 'spoken for' or 'spoken about' is of crucial importance to feminist evaluation of media content and its effect in the creation of gender. Within feminist scholarship the discussion has moved forward since the quantitative content analyses of 'sex-roles and stereotypes' that characterised the North American research of the 1970s. Nevertheless, researches of this kind are still carried out, and they are considered important in appraising some of the elementary features in very problematic state of matters.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.0 CHAPTER OVERVIEW**

This chapter offers a discussion on research background, research questions, objectives, and goals of the research, research strategy, research tools as well as the way the choice was made to work with specific research tools. A detailed description of methodology explains research instruments, processes, and reasoning for the approaches. It also discusses theoretical framework of the current research, the theories used in theoretical triangulation to form a working framework, all the selected features from theories used in triangulation are also discussed in detail in this chapter. Moreover, it also clarifies the two basic research methodologies: ‘Qualitative’ and ‘Quantitative’ used in the research. The chapter also explains various research procedures that the author will employ to approach this research.

Furthermore, it is relevant to mention that this study has used APA (American Psychological Association) to cite sources which is revised according to the 6th edition, second printing of the APA manual. Researcher has used single inverted commas to highlight information in the research while double inverted commas are used where direct quotes were required to emphasize on the works of previous researchers. Additionally, researcher has not copied any table, chart or graph from any past work rather all of the tables, charts and graphs are the personal efforts of the researcher.

#### **3.1 RESEARCH CONTEXT**

The review of previous literature has revealed that feminist media discourse studies have not been addressed from the view point of the present research in the past. One reason could be that this research has used corpus assisted tool AntConc 3.3.5. Keeping this background in mind, researcher planned to work on this topic for the present research.

The researcher has started through an extensive study of the past literature. As previously stated, overall aim is to contribute to a better understanding of the role of the media

in representation of women issues in global electronic media discourse and it's potential for changing the ideologies of general public. Yin stresses that the types of research problem and the degree of focus on historical or current events are key features and provide the grounds for strategy choice (Yin, 2003). In the case of this research, the researcher is focusing on the following knowledge gaps that were concluded from the literature review:

### **3.2 RESEARCH FEATURES**

This research project is notable for its exploratory natures there are very few, if any, previous studies, with a parallel objective to work on.

Academic research in applied disciplines such as linguistics has the 'dual purpose of contributing' (Azhar, Ahmad, & Sien, 2010) to the decision of practical issues and creating academic and conceptual knowledge at the same time. In doing so, appropriate research methodology was adopted by the researcher for present study to advance this knowledge with success. For this research following features (Sogunro, 2002) were significant for consideration:

- Compatibility between research method and research purposes;
- Depth of study of phenomena;
- Availability of resources;
- Availability of supporting literature;
- 'Knowledge pay off', which approach will yield valuable information; and
- Researcher's analytical abilities and ease with methodology.

Developing a strategy is especially a multidimensional matter that involves diverse, highly sophisticated abilities, expertise, and understanding (Ribiero, 2001). In this research, the subject is to develop an appropriate framework for the critical discourse analysis of global electronic media discourse on women issues. The choice of an appropriate research method is important in conducting research that is valid, reliable and credible.

### 3.2.1 Research Goals

One most important goal of this research is to provide insight through critical discourse analysis of women issues in electronic media discourse, and how media positioning of females contribute to a particular construction of gender. The study is aimed to conduct a gender-based analysis of language used in electronic media such as table talk shows and panel discussions related to gender issues.

This area of research highlights the discursive practices of media at the macro and micro level. In media discourse, facts and opinions are represented to influence the semantic value of discourse. It is important to conduct a research on feminist discourse practices to identify how gender-based facts and opinions are generated in global media discourse .It is illustrated by Coulthard & Ashby(1975) as under:

Language is a medium of domination and social force, therefore, this study is going to analyze how contemporary media discourse is contributing to gender-based linguistic choices. (p. 140)

Researcher came up with the following specific objectives of this research as under:

- To identify the role of linguistic choices in developing gendered discourse
- To explore visual representation of female gender in global electronic media discourse
- To analyze gender-based discursive practices in reconstructing feminine identity in global media discourse

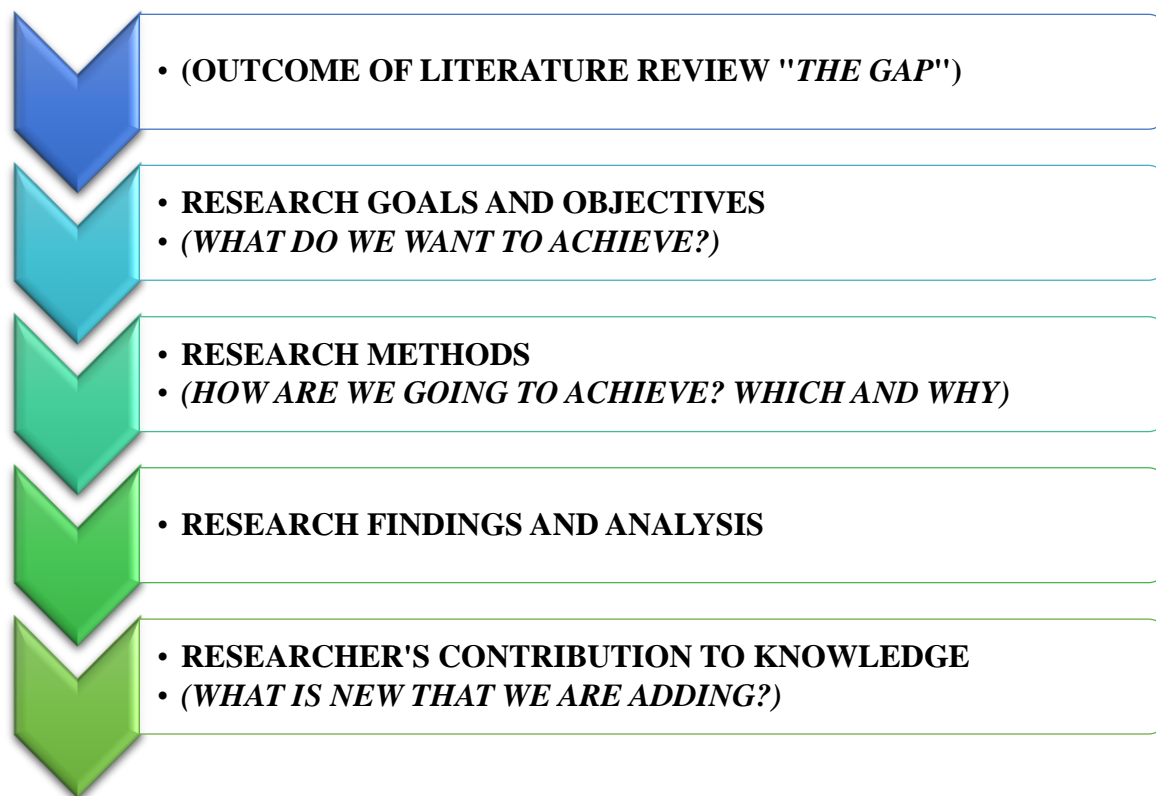
To achieve this aim, some of the other objectives related to this research are to: Fill the gap in existing research and investigate some of the assertions made in the literature; Associate various project characteristics and attributes with the evaluation process; Improve the understanding of techniques used by media to slant the news according to their benefit; Identify the constraints in planning and producing debatable talk shows on electronic media; Develop understanding of the organizational structure of news-makers for implementing and changing ideologies and beliefs of people; and to understand hierarchy of power structure in media positioning of female in construction of gender.

### **3.2.2 Research Perspective**

- Research is conducted on table talk shows, panel discussions and interviews from global news channels from Jan 2010 to January 2014.
- For the purpose of this research, only 5 global news channels namely CNN, BBC, MSNBC, Aljazeera and Fox News are taken into consideration.
- There are several models, but for the purpose of research, only vanDijk's Socio cognitive model is taken into account because it deals with the ongoing communicative Common Ground and the shared social knowledge, as well as the attitudes and ideologies, of language users as current participants of the communicative situation and as members of social groups and communities.
- Theoretical Triangulation of five theories namely; post-modern feminism, Media analysis theory, Intertextuality, Multimodal analysis theory, and feminist media theory is done in order to analyze data.

### **3.2.3 Overall Research Strategy**

To attain the above-mentioned goals and objectives, following research principles and philosophy is adopted as illustrated in figure 3.1 below:



*Figure 3.1. The basic Research Principles*

Figure 3.1 gives basic research principles to get a clear answer to the research questions that were established in the start. A detailed review of the past literature is conducted in order to find out the gap. Research objectives make it easier for the researcher to figure out what exactly needs to be achieved at the end of the study. This gives the researcher an opportunity to find out the research methods for the research. Selecting research methods also determines how and why the researcher is going to achieve the goals set at the start of research.

### **3.3 RESEARCH TOOLS**

Data Collection is an important feature in current research study. Incorrect data collection could affect the results of present study and eventually lead to unacceptable results. Data collection methods for effect assessment have differed along a variety of range. At the one end of this scale are quantitative methods and at the other end of the scale are Qualitative

methods for data collection. Depending on the type of data to be collected, different tools were used to do the assessment in the present research.

For this research, data analysis procedure consisted of numerical data from corpora made from transcripts of all the talk shows and panel discussions from television news channels. This numerical data was collected from developing a corpus, which was used as a tool for quantitative analysis in the present research. Furthermore, numerical data is categorized in the present research as:

- Nominal data
- Categorical data
- Ordinal data

This numerical data in the present study is collected using descriptive statistics in which:

- Nominal and categorical data are presented as tables
- Nominal and categorical data are presented as pie charts
- Nominal, categorical and ordinal data is presented as cross tables
- Nominal, categorical and ordinal data are presented as bar graphs
- Ordinal data is presented as a table of frequencies

For the present research, archival videos of global television news channels are used as a data collection tool. Furthermore, for qualitative analysis, a multimodal and linguistic analysis was done in the present research.

One of the main reasons for selecting linguistic analysis as an analytical tool in the current research is that analysis of text involves linguistic analysis in terms of vocabulary, grammar, semantics, the sound system, and cohesion-organization above the sentence level (Fairclough, 1995). Therefore, in the present study linguistic analysis is applied to the text's lexical-grammatical and semantic properties, two aspects that have mutual impact on each other.

Also, in the present research, a multimodal analysis of data is also conducted. In order to perform a critical discourse analysis, it is hard to separate paralinguistic features from discourse. Its use as a research methodology has been intricate by the vast range of 'theoretical



positions' that have been taken by researchers who have used a huge range of analytical methods under the critical discourse analysis title.

The researcher has also selected multimodal analysis along with linguistic analysis to analyze data because it represents the most appropriate approach for the current research of gender-based critical discourse analysis of global media discourse. In using multimodal analysis, the researcher is accomplishing his/her personal commitment to social justice and advocacy for women issues that are misrepresented in global electronic media discourse. As a critical discourse researcher, the researcher strongly identifies this 'critical' component of multimodal discourse analysis; it is my goal in the present study not only to uncover hidden power relationships in discussing women issues in global electronic media discourse but also to 'derive results which are of practical relevance'(Meyer & Herscovitch, 2001). It is the researcher's hope that the results of this study will prove useful for those who are responsible for developing future discourses related to women issues in global electronic media.

The researcher has used Tan's multimodal analysis for the qualitative data analysis in present research (Tan, 2009). For qualitative analysis of data in the current research the researcher has used a couple of features i.e. camera angle and visual frame by Tan's theory of multimodal analysis multimodal, to conduct a multimodal analysis of the non-verbal semiotic signs used by the participants in the collected data (Appendix I). Analysis of camera angle and visual frame gives an insight into the non-verbal language which is also necessary for the holistic media analysis in critical discourse analysis of the present study.

Therefore, all the 60 table talk shows, panel discussions and interviews which are divided according to talk shows/ panel discussion and or interviews per women issue (altogether 6 women issues), are organized individually in 60 charts/tables, where each talk show/ panel discussion is analyzed individually and all the variables are analyzed and interpreted separately for each chart/table (Appendix I). Researcher has taken screenshots from the video sources of the individual talk show and panel discussions showing various non-verbal features. Similarly, paralinguistic features are also analyzed from individual talk show and panel discussion where background pictures, dressing of the participants and seating arrangements of the participants are analyzed and discussed. This helped to give a complete picture/ scenario of the talk shows and panel discussions.

Current research is descriptive research, therefore, all of the 60 table talk shows, panel discussions and interviews are described and analyzed in the data analysis chapter altogether. Hence all the 60 tables where a multimodal analysis is conducted, gives a summary of camera angles and their meaning in the study of non-verbal features in media discourse. The tables are drawn from Tan's theory of multimodal analysis in which HP stands for camera position i.e. horizontal or vertical. POV stands for point of view that is a subjective image. The tables also summarize the importance of the size of the visual frame, in which close-up of the individual means when the camera shows only the head, hands, feet or a small object on the screen. While extreme- close-up refers to a camera position where the camera singles out a portion of the face, eyes or lips. On the other hand, extreme long-shot means that camera is adjusted for the shot in such a way that the human figure is barely visible. Similarly, long shot captures the full human figure with background. And the medium long shot shows human figure from the knees up only. And medium close-up frames the body from the chest up. Therefore all 60 / talk shows/ interviews and panel discussions from 5 news channels) show the importance and value of camera frame position in non-verbal communication.

In this qualitative analysis where multimodal analysis is used as a method, semiotic resources include resources such as:

- a). verbal
- b). para-verbal and
- c). nonverbal.

Therefore these 60 charts/tables briefly summarize the semiotic resources that are selected for multimodal analysis in the present research. These resources are verbal, para-verbal and nonverbal. Verbal refers to fulfilling all semantic, syntactic, and pragmatic functions. It deals with pronouns and forms of address such as deictic markers, rhetorical elements, vocabulary and foreign and loan words. On the other hand, para-verbal deals with the use of non-linguistic modes which include tone of voice, intonation, word stress, accent, pauses, volume, articulation, and resonance. While nonverbal semiotic resource seals with Peripheral (sub) modes related to language. The use of non-linguistic modes include visual,

moving images, color, clothing, logo, facial expressions, eye contact, gaze, laughing, different camera perspectives, audio, music (volume, pitch, rhythm) and sound (Appendix I).

Researcher has tried to analyze all the above variables in the multimodal analysis of the 60-panel discussions/ table talk shows and interviews in the above manner to discuss the importance of non-verbal features along with the verbal features in a critical discourse analysis of media discourse on gender-based issues.

Various methods of data gathering involve the use of appropriate recording forms therefore, each of the above tools is used for a specific method of data gathering in the present research.

### **3.4 RESEARCH STRATEGY**

In the present research study, it was the first step to choose between quantitative and qualitative research methods. Researcher has adapted the research strategy from the works of Buckley, to consider that this study fulfills the following conditions (Buckley, 1976). It is a systematic analysis of a well-defined problem; Proper methodological approach is used; Adequate and representative data and evidence is collected; Rational thinking and non-biased/ objective approach is used in drawing conclusions on the basis of gathered evidence; The researcher is in a condition to prove the validity and practicality of conclusions; The cumulative results of the research can be used under similar conditions in the future.

As adapted from the work of Rajagopalan & Isken, this leads to the key consideration of extracting applicable data from global news channels that answered the following main concerns (Rajagopalan & Isken, 2001):

- Accessibility of data
- Type, variety, and sources of data
- Methodological sufficiency of data collection
- Consistent data coordination of inconsistent data
- Combination of several data sources into one data set
- Organization and categorization of data
- Identification and modification of inaccuracies in the data set

For this purpose, data were carefully selected, recorded and interpreted in the form of tables and graphs. A careful record of all the sources was recorded from where data was collected.

Next to the central task in the present research was to choose a research method that was also in compliance with what the researcher wanted to do in terms of:

- Time;
- Feasibility; and
- Ethics.

Both Qualitative and quantitative methodologies have their own strengths and weaknesses (McGrath, 1982). In his study of research choices, McGrath is affirmative that there is no ideal research approach, rather than a series of compromises. The benefits of the qualitative approach are that the data is richer and has a deeper insight into the phenomenon under study. Although the collection of data for this research was very time consuming but researcher was positive that there is nothing like an ideal research approach, but a sequence of negotiations. Patton (2002) recommends a similar opinion, 'Research, like diplomacy, is the art of possible.'

Similarly, a lot of time was devoted to collect data from global news channels for the qualitative research analysis. This research is mixed method research, therefore both qualitative and quantitative methods are used. For this purpose, a qualitative data is analyzed using van Dijk's Socio cognitive model where a linguistic analysis is done while a quantitative analysis is conducted using multimodal analysis as a tool to analyze the data from the corpus made in the present study.

The researcher believes that data collected through quantitative methods are often thought to give more objective and accurate information because they are collected using standardized methods. Therefore, for the quantitative approach, a corpus was prepared from all the collected data, where the data was changed first into plain text and later it was used for the quantitative analysis.

### **3.4.1 Quantitative Research Method**

Creswell has defined Quantitative research method as an inquiry into a social and human problem, based on a theory composed of variables, measured with numbers, and analyzed with statistical procedures, in order to determine whether the predictive generalizations of theory hold true (Creswell, 1994).

Quantitative inquiry is designed to test and validate theory deductively from existing knowledge about how and why particular phenomena occur (Amaratunga, 2002) and the results can be presented in accurate, quantifiable and statistical data. There are several ways in which data can be collected for quantitative analysis which are:

- Structured interviews;
- Survey instruments with closed-ended questions;
- Participant observations; and
- Organized retrieval of archived information.

The researcher has used organized retrieval of archived information for data collection because in this research the quantitative method produces justifiable logical and statistical answers, and as a result of this ‘hard’ data, it is easy to generate actions and suggest changes; for the same reason this approach has traditionally enjoyed higher credibility among research stakeholders.

However, research findings in quantitative research, which are, in essence, a snapshot in time, tend to measure ‘what is’, ‘what has been’, ‘how much’ and ‘how often’ rather than ‘what should be’ in the future (Lozon, 2008).

### **3.4.2 Qualitative Research Method**

A qualitative research method is broadly defined as any kind of research that produces findings not achieved by means of statistical procedures or other means of quantification (Strauss & Corbin, 1990).

Punch has defined quantitative research as an experiential research where the data is in the shape of figures and qualitative research as pragmatic research where the data is not in the form of statistics (Punch, 1998).

There are five basic types of Qualitative Research approaches:

- Narrative research;
- Phenomenology;
- Grounded Theory;
- Ethnography; and
- Case study.

The researcher has used Narrative research in the present study because it is a term that relies on the written or spoken words or visual representation of individuals (Amaratunga, 2002). As the data of present study is collected from panel discussions, table talk shows and/or interviews which is transcribed to form a corpus hence, narrative research is considered the most appropriate for this research. Also, video recordings of data are also used in the research which is considered useful data in narrative research. Qualitative approaches are highly systematic and data is rich that is vivid, nested in real life context, and the research findings are based on naturally occurring, ordinary events in natural settings.

### **3.5 RESEARCH APPROACH CONSIDERATIONS**

An extensive literature review was conducted to select the most appropriate research method for the research study. Gay and Airasian further differentiated the two research approaches with quantitative research as “the collection of numerical data in order to explain, predict and /or control phenomena of interest” and qualitative research as “the collection of extensive data on many variables over an extended period of time, in naturalistic setting, in order to gain insights not possible using other types of research.” (Gay & Airasian, 2007)

Both qualitative and quantitative approaches are equally given importance in academic and professional research but the main difference between the two is how the data is collected and analyzed (Sogunro, 2002). Reason for considering both Qualitative and quantitative research methods for the present research was because mixed-methods research is a research design with philosophical assumptions as well as methods of inquiry. As a methodology, it involves philosophical assumptions that guide the direction of the collection and analysis of data and the mixture of qualitative and quantitative data in a single study or series of studies.

Its central premise is that the use of quantitative and qualitative approaches in combination provides a better understanding of research problems than either approach alone.

As mentioned earlier, it was one of the major tasks for the researcher in the present research to finalize which research method was best suitable for this kind of study. After an extensive review of the past scholarly researches in Critical discourse analysis, the researcher came to the conclusion that the differences between the two approaches basically support this study positively. Thus it was concluded that both methods will be used to get best results from this study.

Primary focus of this research is to explore the gender-based issues in global electronic media discourse. Hence question of how to measure data related to different parameters became a question itself.

Purposeful selection of Quantitative research in the present research was done because of the fact that it put stress into words, actions and records for their mathematical importance. This approach measures the outcomes of these observations, and the researcher's interpretation of any data produced by qualitative analysis will still need a subjective answer from the researcher.

Similarly, selection of Qualitative research was done for the present research because it involves 'statistical and mathematical models to verify a hypothesis' (Herzog, 2000), and is corrected with acquiring and analyzing a relatively small amount of data from many subjects, which is in simple words, may be summarized as head-counting.

In addition, in the present research, difference between quantitative and qualitative methods is more basic than just the numbers and quantity of data (Tony, 1995). At the base of the difference is the apprehension that a quantitative approach tries to handle conditions of the study by controlling external impacts, while qualitative approach tries to understand phenomena taking place in its 'natural setting'.

In the present research, there are some elements that are better explored using a qualitative approach. These are generally 'intricate situations' (Black, 1994) where the related factors are not obvious. This type of study focuses on researcher's understanding of the research process.

Another reason for choosing this approach is that qualitative approaches are extremely organized and data is rich and clear, surrounded with real-life perspective, and the research conclusions are grounded in everyday happenings in natural setting (Amaratunga, 2002).

In particular, qualitative data is analyzed using van Dijk's Socio cognitive model where a linguistic analysis is done. Qualitative data analysis with van Dijk's model explains the three levels for analysis of data in the current research i.e. micro, macro, and meso levels. It shows that language use, verbal contact, discourse, and communication belong to the micro-level of the social order. Power, dominance, and inequality between social groups are usually terms that belong to a macro-level of analysis.

Quantitative method is aimed to examine and certify theory from existing knowledge about how and why a particular phenomenon occurs (Carr, 1994) and the results can be offered in accurate, measurable and statistical data. One of the main reason of selecting quantitative method was that it gives reasonable, rational and numerical answers, as a result of this 'hard data' (Melia, 1982), it becomes easier to take actions and recommend changes; for this reason, the quantitative approach has higher credibility among researchers.

### **3.6 THEORETICAL FRAMEWORK**

Theoretical framework is presented in this part of the chapter to provide the rationale for conducting my research and to investigate the research problem. This critical discourse analysis, the first to which the author is contributing to her capacity as a researcher, focuses on the contribution to language analysis by the Australian linguistic M.A.K.Halliday. Halliday's approach(1961) to discourse has particular interest for the researcher as a scholar and especially in terms of the kinds of discourse work that researcher would like to see more of herself which would involve a careful description of the available repertoires of the communicative tools used in different concrete settings and the politics of these choices. Hence, Halliday approach to deconstructionism in Discourse analysis is the basis of present research where Fairclough (1991) and van Dijk (1996) are the major critical analysts.

In this research, the aim is to carry out close analysis of language in use, of speeches, news texts, and talk in order to find out the hidden ideologies that may not essentially be so apparent to casual reader or listener. This research in Critical Discourse Analysis (CDA) owes an obligation to Michael Halliday(Haliday, 1961) who placed emphasis on looking not so



much at language in terms of its structures but as a system of alternative possibilities in Discourse Studies.

Present theoretical framework for this research is basically a conceptual model, which has formed a logic of structure which has helped the researcher to guide this research. It has provided the background that supports researcher's analysis and has given justification for the current study with its specific research problem. It contains the variables that researcher intended to analyze and the relationships she wants to understand. In essence, this is where researcher develops a "theory" and build her case for exploring that theory. The theoretical framework is researcher's presentation of a theory that explicates the actual problem.

It is not based on researcher's doubts alone, however theoretical framework at this point is a detailed description of theory used (Breakwell, Hammon, Fife-Schaw, & Smith, 2007), on the subject of a specific problem that has been established through an analysis of earlier established knowledge of the concerned factors. It has given a strategy for inquiry and explanation of the results. The theoretical framework has a firm foundation and is planned in a style that will help others to comprehend and recognize the researcher's viewpoint. Purpose as a researcher is to establish that the relationships proposed in this research are not based on her personal suppositions, but rather derived from evidence acquired from authors of prior research.

Formation of theoretical framework has helped to explain researcher's implied theory used in the current research in a manner that is more clearly defined. It has helped researcher to contemplate other possible frameworks and to lessen prejudices that may influence my analysis. As the researcher has developed her theoretical framework she has thought of other theories that might challenge her perspective. The limitations associated with selected theory were also considered and that the problem could be better analyzed by other theoretical frameworks.

Theoretical framework is how researcher has conceptualized the nature of research problem, its foundation and the inquiry that was chosen to examine that problem. This framework determines how researcher has perceived, made sense of, and understood and organized collected data. Explanation of the theoretical framework will help the reader to realize her perspective and setting.

The theoretical framework has allowed researcher to present the research questions after reviewing a summary of the literature.

Researcher's description of the elements of importance in the context of the literature review will allow future researchers and the readers to understand the conceived connections. The researcher has started by explaining what is known about the research variables, what is known about their relationship, and what can be explained thus far. An investigation was done into other researchers' theories supporting these connections and find a theory or combination of theories (Leedy & Ormrod, 2005) that explains researcher's main research question. Mainly, researcher's goal is to express to the reader why according to me the variables are connected and the mention of past research and theories that support my belief are important to protect my justification. The researcher has applied the theory to her research questions and stated her objectives regarding possible associations.

To summarize this topic, two aspects have helped to simplify the concept. Present theoretical framework consists of (1) the research problem and (2) the justification for conducting an examination of the problem (Pedhauzer & Schmelkin, 1991). These two features have made the basis of a theoretical framework section of the present research.

Following is the description of theoretical framework that is selected by the researcher for the present study.

### **3.6.1 Theoretical Triangulation**

Triangulation is a useful technique that helps validation of data by cross verification or double check from two or more sources. Specifically, it is used to apply and combine a number of research methods in the study of the same data. Thus, triangulation means the use of multiple data sources in research to produce understanding (Denzin, 1978).

In the present research, researcher has considered triangulation as a method for corroborating results and as a test for validity. Instead of considering triangulation as a way for validation or verification, researchers have used this method to make certain that the triangulated theory is rich, complete, comprehensive and well-combined. Theory triangulation in critical discourse research was further elaborated in a number of studies on, for example, racist discrimination of migrants from Romania after the fall of so-called iron curtain, 1989

and the discourse about a nation and national identity in Austria (Reisigl, 2005). Similarly, the investigation hub (DPI) ‘Discourse, Politics, Identity’ (Heer, 2008), which is situated in Vienna permitted a modification to comparative interdisciplinary ventures involving to the research of European characteristics as well as previous politics (Wodak, 2001). In most of the studies, numerous concepts and approaches were joined, wherever assimilation was leading to a better knowledge and clarification of the research objective. Therefore, this research is a major development and a breakthrough as it has provided a new trend for future researchers in addition to filling in the existing research gaps in the area of corpus-supported critical discourse analysis of global electronic media discourse on gender issues.

### *Purpose of triangulation*

A single method can never comprehensively describe a phenomenon. Using various methods can assist in a broader level of comprehension (Patton, 1999).

The idea of triangulation is very much related to research findings in social and linguistic research.

Denzin (1978) and Patton (1999) identified four types of triangulation:

- **Methods triangulation** - calculating the consistency of findings gathered by various data collection methods.
  - It is usual to have qualitative and quantitative data in a study
  - These enhance complementary sides of the same procedure
- **Triangulation of sources** - studying the consistency of various data sources in the same method, such as:
  - at different points in time
  - comparing people with different viewpoints
- **Analyst Triangulation** - using multiple researchers or analysts to double check results.

- This gives a second opinion on individual perception and sheds light on analysis
- The purpose is to understand multiple ways of approaching and analyzing the data
- **Theoretical triangulation** - using more than one theoretical stances to study and interpret the data

According to Tashakkori, theory triangulation involves the use of multiple perspectives to interpret a single set of data (Tashakkori, 2009). Theoretical triangulation refers to the use of more than one theoretical position in interpreting data. It provides better opportunities for accurate results. Similarly, according to Dornyei, theoretical triangulation is the use of more than one theoretical stance (Dörnyei, 2007).

In this research theoretical triangulation is used as per requirement of the nature of research because by combining various theories, researcher can hope to work beyond the weakness or biases and the issues that arise from single-theory studies. The reason for triangulation in this study is to attain confirmation of findings through combination of various theoretical perspectives. A point at which the perspectives combine together is expected to produce reality in the present study.

Following theories are used for theoretical triangulation in this research:

### **3.6.2 Postmodern Feminism**

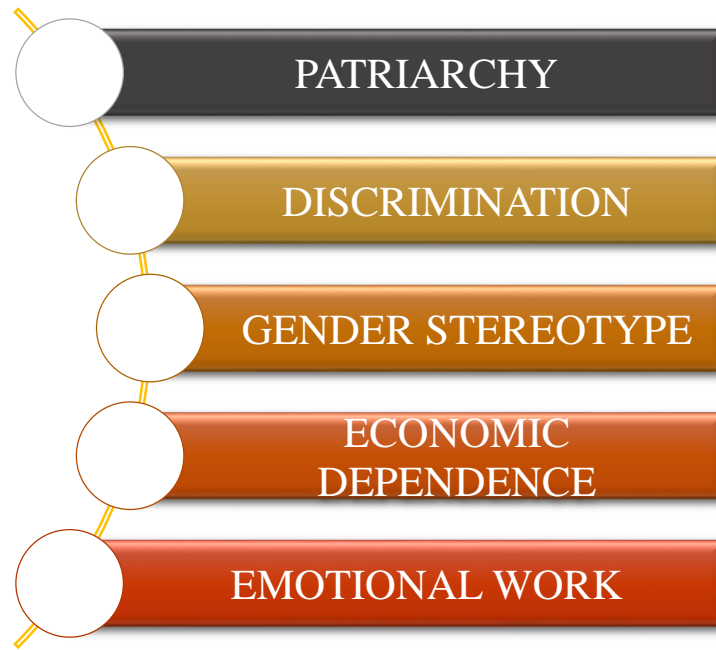
One of the theories that are used as a theoretical framework to analyze data from feminist perspective is Postmodern Feminism. Postmodern Feminism is an approach to feminist theory that combines Postmodern and post-structuralist theory. Butler questions the belief that certain gendered behaviors are natural, illustrating the ways that one's learned performance of gendered behavior (what we commonly associate with femininity and masculinity) is an act of a performance, one that is forced upon us by normative heterosexuality. Postmodern Feminists accept the male/female binary as a main categorizing force in our society (Butler, 1990). Following de Beauvoir, they see female as having being

cast into the role of the 'Other'. They criticize the structure of society and the dominant order, especially in its patriarchal aspects.

As per the ideology that initiates Postmodern Feminism, woman is a controversial category, intricate by social class, origin, gender, and other aspects of distinctiveness and as a result gender performativity depends on our innate heterosexuality other than created socially or traditionally (Delphy, 1993). This argument leads to the conclusion that there is no single cause for women's subordination and no single approach towards dealing with the issue. It was a purposive selection by researcher to use Postmodern Feminist thought for theoretical framework in the current research because it addresses a broad range of issues related to gender-based bias and discriminations (Butler, 1990). It deals with global issues such as rape, incest and prostitution and culturally specific issues like a murder of the girl child before birth in some parts of Asia and glass ceiling practices that hinder women's progress in developed countries.

The reason for using Postmodern Feminism as one of the theories in the theoretical triangulation is primarily the fact that binaries still exist in this era and that is what researcher has looked into this analysis through visual representation in media discourse. Another reason is that postfeminism tries to understand how gender inequality interacts with other issues like racism, classism, and colonization to produce and establish a "matrix of domination" by the patriarchal society (Butler, 1990).

Postmodern feminism has five major concepts embedded in it.



*Figure 3.2. Features of Postmodern Feminism*

Figure 3.2 is explained as follows:

- Patriarchy- the dominance of men in society, and the oppression of women for men's gain.
- Discrimination- unfair/ unequal treatment of women that is, by the law.
- Gender Stereotype- negative generalizations/ misconceptions about women. These are perpetuated in the media, as well as the education system.
- Economic Dependence- women giving up work to take care of childcare/ household responsibilities, thus becoming dependent on husbands for money.
- Emotional Work- women are expected to do the majority of emotional care for their family, on top of their job and housework; the so-called 'triple-shift'.

Purpose of conducting critical discourse analysis considering women representation by global media discourse in this research is to analyze:

- Existence of binaries in postmodern era
- Handling of a feminist perspective in global media
- Making feminist perspective a part of global media discourse
- Highlighting gender-based discourse in global media
- Understanding issues of women globally
- Handling gender-based issues in global electronic media discourse
- Portraying gender-based issues by global media discourse
- Creation of gender-based identity
- Effect of global media on ideologies of a global community in gender-based discourse

Major reason for the researcher to select Postmodern Feminism is to get ideas from Postmodern Feminist thoughts that represent an unbelievable variety of individual lives because Postmodern Feminism's major difference from other branches of feminism is definitely the argument that sex or gender is itself constructed through language and what we usually consider as 'feminine' is only an image of what is constructed as masculine.

### **3.6.3 Media Analysis Model**

Media defines and modifies thinking and attitude, and change what is regular and normal. It is the aim of this research to understand some of these ideological changes and the role of electronic media in these developments that affect public ideologies.

This research also tries to find out what kind of gender-based discourse is generated in media through the use of language to view the act of communication as a whole in relation to the entire social process.

One of the major reasons for selecting Harold Laswell's media Analysis Model (1948) for theoretical framework in this research is that this theory refers to the idea that we can investigate human society in terms of values and values are not equally distributed; rather they are shaped and transmitted according to patterns of institutions. The institutions include communications: ideology, political doctrine, political formula, the Miranda (ceremonies and legends of public life) therefore, ideology is part of the traditions of any society.

Media Analysis theory(Lasswell, 1948) believes that Ruling elites use communication not only to maintain their own power but also to undermine that of their rivals. This goes in accordance to what the researcher is trying to analyze through the current research. It also amalgamates with the purpose of this research that refers to the notion that one role of communication is to offer intelligence about what the other elite is doing.

Following are key features of Media Analysis Model. Media analysis model is considered as the scientific study of the process of communication:

- Study the who: control analysis
- Says what: content analysis
- Media analysis
- Audience analysis

One of the main reasons for selecting this model as theoretical framework for the present research is that the model organizes the ‘scientific study of the process of communication’ (Lasswell, 1948) also the focus of the model is divided by each component of communication:

""who' refers to the communicator who formulates the message;

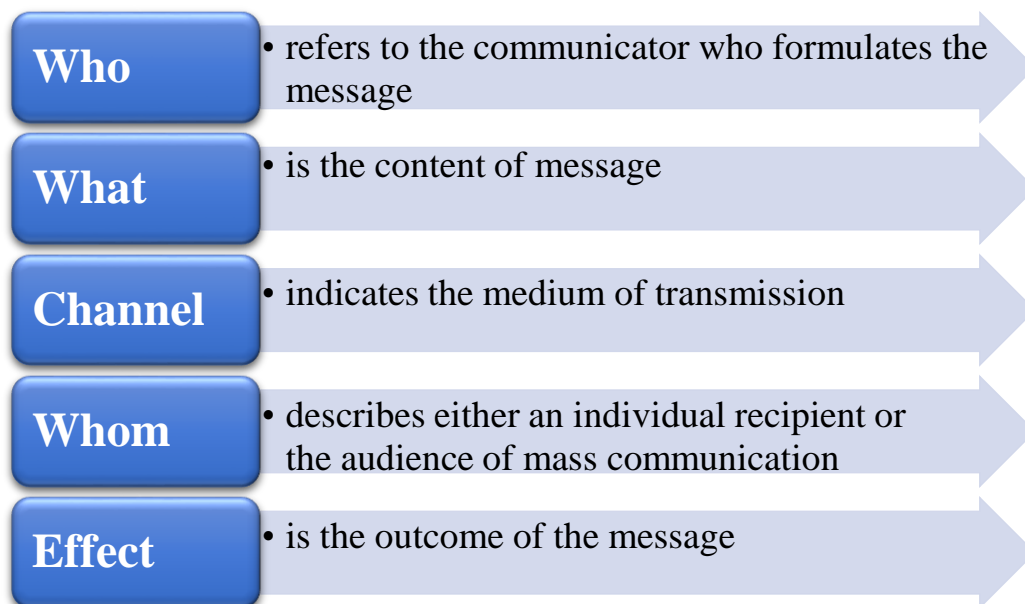
'what' is the content of message;

'channel' indicates the medium of transmission;

'whom' describes either an individual recipient or the audience of mass communication

'effect' is the outcome of the message..."





*Figure 3.3. The focus of the Media Analysis Model*

In figure 3.3 Laswell stated that ‘Who’ referred to ‘control analysis’, the ‘Says What’ referred to ‘content analysis’, the ‘In Which Channel’ referred to ‘media analysis’, the ‘To Whom’ referred to ‘audience analysis’, and the ‘With What Effect’ referred to ‘effect analysis’ (Laswell, 1948).

Following table 3.1 indicates that the movement of the message travels from the communicator to the recipients. Although this model shows a one-sided flow of communication (Reddi, 2009), the "effect" also discusses the feedback in public relations.

The notion of media analysis model is explained in the following table:

Table 3.1

*Media Analysis Model*

Question	Element	Analysis
Who?	Communicator	Control Analysis
Says What?	Message	Content Analysis
In Which Channel?	Medium	Media Analysis
To Whom?	Audience	Audience Analysis
With What Effect?	Effect	Effects Analysis

Table 3.1 explains Laswell's concern with mass communication and propaganda, so his model gives an insight into the minds of newsmakers and media persons responsible for production of a particular ideology transmitted through their media institute.

#### 3.6.4 Fairclough's Intertextuality

Critical discourse analysis (CDA) considers the relationship between language use and broader social and cultural structures (Fairclough, 1995). In Fairclough's approach, this means the connections between a particular communicative event, such as newspaper coverage of an event, and the total structure of an order of discourse, as well as adjustments to the order of discourse and its elements, genres, and discourses.

According to Fairclough(1992), “linguistic analysis is concerned with presences as well as absences in texts that might consist of, ‘representations, categories of participant, constructions of participant identity or participant relations” (p.44).

For the operationalization of these theoretical considerations, Fairclough (1995a) develops an analytical framework, drawing on the concept of intertextuality (that is the relationship between texts ‘before' and ‘after'). In Fairclough's point of view, a discursive event is simultaneously text, discursive practice, including the production and interpretation of texts

and social practice. The concept of intertextuality offers a perspective discourse as a way of looking at a text's interactions with prior texts, writers, readers, and conventions. It means the text gets its meaning through or in relation to other texts. In order to analyze intertextuality, there are a variety of ways in the process of production and interpretation of text. Some of them focus on the linguistic conventions whereas others on social conventions.

According to Fairclough, intertextuality talks about how texts can bring changes to past texts and reconstruct prevailing norms (genres, discourses) to create newness. It deals with how texts are produced in relation to prior texts and how texts help to create the existing conventions in production of new texts.

One of the major reason to choose Fairclough's intertextuality(Fairclough, 1995a) as one of a theory for analyzing the collected data in the present research is that Fairclough has provided a three-dimension framework for analyzing intertextuality in media discourse. To Fairclough, 'discourse representation' is a form of intertextuality in which parts of particular texts are integrated into a text and are generally, but not always, clearly distinct with notions such as quotation marks and reporting clauses (Fairclough, 1992).

Fairclough's intertextuality is also helpful for critical discourse analysis of media discourse in the current research because discourse representation accounts for a major part of what news is: representations of what newsworthy people have said.

Another main reason for choosing intertextuality is that the researcher believes that intertextual analysis is an interpretative activity, which depends highly on the researcher's personal judgment and experience (Fairclough, 1995). Researcher's main interest is in analyzing intertextual relations as power relations, suggesting that intertextuality can become a focus of struggle (Fairclough, 1992).

Basic concepts and procedures of analyzing intertextuality in further extension to Fairclough are referred by Bazerman, where he describes levels of intertextuality, techniques of intertextual representation, intertextual distance or reach, and translation across contexts / re-contextualization (Bazerman, 2004). Basic procedure can be briefly summed up as follows:

- Identifying the need for doing intertextual analysis and what answers are expected as an outcome;
- Identifying corpus;
- Identifying the traces of other texts by exploring explicit references to other authors;
- Start making explanations and analyses by comprehending the reference in connection to the context of what the author is saying;
- Start looking for a pattern from which you can start developing a conclusion.

In the present study, researcher is analyzing that intertextuality is not just a matter of which 'Other texts' are referred to, but how they are used, what they are used for, and ultimately how the researcher position himself as a writer to make his own statement.

Analysis of intertextuality in the present research, then, offers a bridge or interface between the context of discourse and the text. In the case of the present study, intertextuality is crucial to understanding how the genre rules as in this research the use of discourse patterns in talk shows/ panel discussions portrayed by media, have influenced the production of a text (i.e. the use of lexico-grammatical resources).

Intertextual analysis of collected data in present research allows the researcher to see the 'bigger picture' of discourse in terms of what its meanings are and how they connect to other implications held in the society as framing a specific discourse. In this way, it can be seen to be putting on display socially established patterns of gender-portrayal that are held against the larger background of the potential of all the meanings that could be held.

### **3.6.5 Postmodern Feminist Media Theory**

Postmodern feminist media theory has its footing in a number of disputes; it affirms that the media is unable to expose change within society, as well as the role of women in society. Gaye Tuchman raised her voice about 'The Symbolic Annihilation of Women by the Mass Media' in 1978, wherein she says that where women are not present or under-represented, displayed as a minority in media texts, they are actually being suppressed. She mentions Gerbner(1988) to restate her idea 'absence is annihilation' (Tuchman, 1978). Tuchman asserts, supportive of the idea that media does not show change in society, affirming that mass media deals with signs and their symbolic pictures does not make authentic data.

Post-modern feminist media theory discuss the issues connected to symbolic subjugation, by also talking about symbolic denunciation, in which, the small number of women that are present within media texts are presented in a negative way, they are judged and underestimated, and it's better to say, they are misrepresented. This is thought-provoking, and a great social limitation, because these type of representations, are basically stereotypes, and will be used persistently for all females, creating an overall misinterpretation of the characters that women play in the home, within the workplace, and even within society as well.

One of the major reasons to select Postmodern Feminist media theory for the theoretical triangulation in present research is that it explores 'sex', 'gender' and 'sexuality', 'employment trends in media industries', 'representations in media texts, and 'dynamics in media audiences'(Tuchman, 1978). This theory asserts that the media often presents women negatively while presenting a gender-based discussion. And that media portrays women only as domestic servants providing comfort and support for men, a man's sex object to service men's sexual needs, etc.

A strong motive to choose this theory is that Postmodern media feminists believe that this gender representation is an aspect of patriarchy. They also believe that the media suggests these roles are natural and normal for women while media feminists see this as an example of patriarchal ideology; a set of beliefs which twists reality and backs male dominance. Furthermore, another great reason is that Postmodern feminist media theory focuses mainly on the way that audiences understand texts (Clements-Nolle, 2006), whether they are affected by the media and the degree of control that the masses have over this.

This theory is also helpful in data analysis because it asserts that traditionally, the media world has been male-dominated. Men design and define media policies, priorities, and agendas, including how women are portrayed and presented (Lind & Colleen, 2002). Most of the times, it is men who are the policymakers about hiring staff. The ratio of male-female workers in the media is heavily imbalanced in favor of men.

### **3.6.6 Multimodal Discourse Analysis (Tan's 2009 Model)**

Multimodal discourse analysis is an approach to discourse which relates to how meaning is constructed through the use of multiple mediums of communication as opposed to just language. Henceforth MDA is a new field in discourse studies which broadens the study of language to the study of language in pairs with other resources, such as images, gesture, action, music, and sound.

For the analysis in the current research, Tan's model for gaze and kinetic action and camera angle, camera movement, and visual frame are used (Tan, 2009). Tan has elucidated in this model that semiotic means is used to mention the resources or approaches, for instance, language, appearance, music, movement, and background which connects with sensory modalities, for instance, photographic, acoustic, olfactory, and kinesthetic in multimodal discourses and happenings, which overall are called multimodal phenomena. After Halliday (Halliday, 1978), Tan has stretched the phenomena in which as stated by him, semiotic resources are schemes of implications that establish the authenticity of the beliefs. Likewise, the medium is the channel through which the multimodal phenomena takes place, for instance, newspaper, television, computer or material object and any other occurrence.

In the present research, one of the main reasons for selecting Tan's model of multimodal discourse analysis is that the data for the current study consists of talk shows and or panel discussions from global news channels. In order to get a detailed analysis to get the results for the research questions that were developed at the beginning of the research, it was necessary to combine text analysis with multimodal analysis. Another reason for selecting Tan's framework of Multimodal Analysis (MDA) is because it is concerned with theory and analysis of semiotic resources and the semantic expansions which are obvious as semiotic choices paired with multimodal phenomena.

Multimodal Discourse Analysis is proposed as an excellent contribution to the present study because it is introduced to refer to a discourse-oriented study of creation of visual information in the formation of meaning along with the linguistic analysis. Although a lot of visually based research focuses on the image, this study tries to put light on the phenomenon of visual language as a communication practice.

### 3.7 FEATURES OF THEORIES FROM THEORETICAL TRIANGULATION

Theoretical triangulation of multiple theories resulted in the form of the following main theoretical features for the framework of the present research. Theoretical triangulation is one of the main features of the present research. The researcher has argued here that validity always entails multiple methods and multiple data sources. Theory triangulation is therefore discussed in detail here to justify the use of theories involved and selected for the present research. The following figure explains the main features of the theoretical framework for the present research:

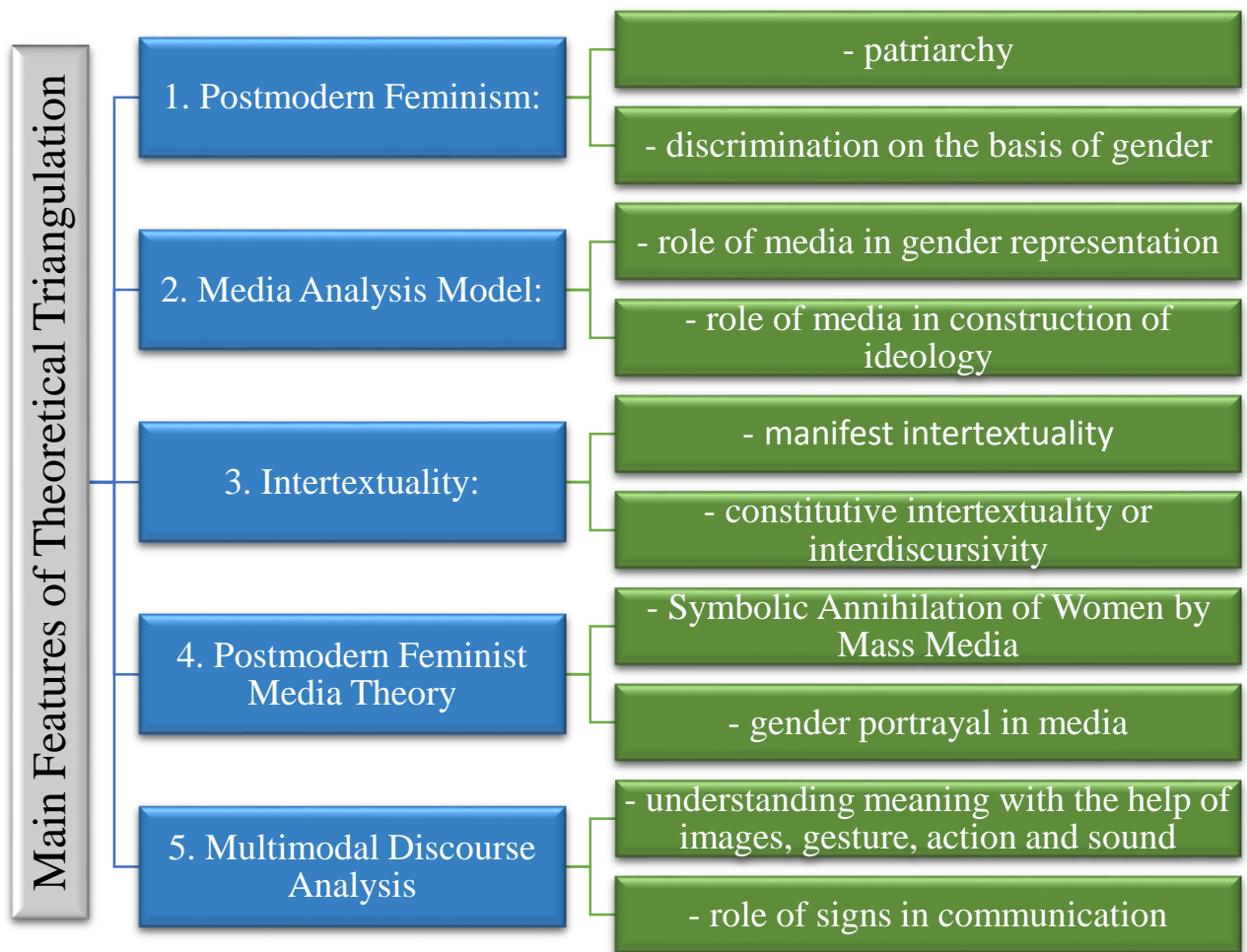


Figure 3.4: The main features of Theoretical Framework

Above Figure 3.4 gives a brief overview of all the features from multiple theories, after triangulating them for the contribution in the current research. In terms of research methodology, triangulation is used in the present study to substantiate or confirm the understanding of multiple methods of data collection, and/or multiple systematic or interpretive approaches. It is because the idea of triangulation has roots in the conceptualization of quantitative research methods. By combining multiple theories, researcher has hoped to overcome the weakness and the problems that come from single-theory studies. Basically, the purpose of triangulation in this research is to obtain confirmation of findings through convergence of different perspectives. Creating validity, therefore, needs the combination of results achieved by various methods and with multiple variables.

### **3.8 SOCIOCOGNITIVE MODEL AS METHODOLOGICAL FRAMEWORK**

van Dijk's Socio cognitive model is selected for the methodological framework in which the analysis will be conducted on the basis of us vs. them as well as analysis at macro and micro level will also be conducted of the collected data (Dijk 1998). Analysis of gender-based discourse is conducted on the basis of two different scenarios by using van Dijk's socio-cognitive model:

- a. Analysis of discourse at Micro, Meso and Macro Level
- b. Analysis of discourse on the basis of Us versus them dichotomy (ideological square)

The socio-cognitive model has the following features (Dijk 1998):

- 1) Examination of the context of the discourse: historical, political, or social background of a conflict and its main participants;
- 2) Analysis of groups, power relations, and conflicts involved;
- 3) Identification of positive and negative opinions about Us versus Them; and
- 4) Examination of formal structures: lexical choice and syntactic structure, in a way that helps to (de)emphasize polarized group opinions



In the current research, analysis of gender-based discourse is conducted from two different scenarios by using van Dijk's socio-cognitive model.

### 3.8.1 Analysis of data at Macro, Meso and Micro level

van Dijk's socio-cognitive model also offers structural analysis, van Dijk views discourse consists of three structure/levels of analysis as under:

Table 3.2

#### *Levels for Structural Analysis of Discourse*

<b>Macrostructure (Macro level)</b>	<b>Macrostructure refers to global meaning. It pertains to the thematic/topic structure of the news stories and their overall schemata.</b>
<b>Superstructure (Meso level)</b>	Superstructure refers to the schema of discourse. According to van Dijk (1988), superstructure schema is structured according to a specific narrative pattern that consists of the following: summary (headline and the lead paragraph), story (situation consisting of episode and backgrounds), and consequences (final comments and conclusions).
<b>Microstructure (Micro level)</b>	The microstructure refers to the meaning of the local (local meaning) of a discourse. At the microstructure level, analysis is focused on the semantic relations between propositions, syntactic, lexical and other rhetorical elements that provide coherence in the text, and other rhetorical elements.

The above table 3.2 shows the three levels for analyses as suggested by van Dijk, at which the researcher is analyzing collected data. It explains that at the macro level, the data is analyzed at a broader level which refers to the global meaning. While the meso level refers to the schema of discourse. Whereas, at the micro level, analysis is done on the semantic relations

between propositions, syntactic, lexical and other rhetorical elements that provide coherence in the text, and other rhetorical elements.

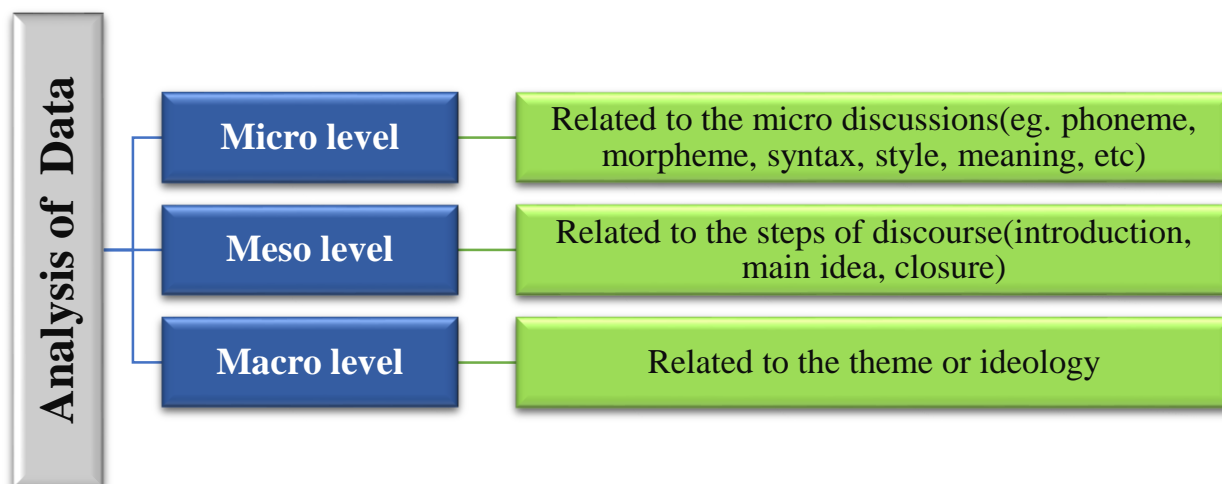
For the evaluation of participant studies, Livingston has argued strongly for an approach to media studies that combines both macro and micro aspects into the analysis of media discourse (Livingstone, 1998). The explanation of what micro and macro express vary between different fields and researchers.

The generally established difference is that (Munch & Smelser, 1987):

- the 'micro' is everything related to the individual and the relationships between individuals;
- the 'meso' all that involves groups of individuals, and
- the 'macro' refers to bigger structures in society that involve different groups.

Sometimes the meso and the macro are combined in one category (Munch & Smelser, 1987) and talk about general 'structures in society sustained [...] by mechanisms of social control and that constitute both opportunities and constraints on individual behavior'.

In simple words, the most common distinction is that macro indicates the collective or group level, mentioning nations or groups within nations, and the micro refers to the individual level, referring to the person (Huber, 1995). The following table shows Analysis of Discourse on three levels (van Dijk, 1995).



*Figure 3.5. The Levels for Analysis of Data*

The above table explains in detail the three levels for analysis of data in the current research. It shows that language use, verbal contact, discourse, and communication belong to the micro-level of the social order. Power, dominance, and inequality between social groups are usually terms that belong to a macro-level of analysis. Hence, CDA has to theoretically make a connection and fill the gap between macro and micro levels. (Alexander, Eun & Janakiramanan, 1988). van Dijk's discourse elements can be drawn more completely as in the table below:

Table 3.3

*van Dijk's Discourse Elements*

<b>Discourse Structure</b>	<b>Focused Analysis</b>	<b>Elements</b>
<b>Macro-structure</b>	Thematic What is being talked? Topic is being discussed in the discourse.	Topic/theme
<b>Super-Structure</b>	Schematic How is the opinion or idea arranged?	Schema
<b>Micro-Structure</b>	Semantic The meaning which intends to be stressed in the discourse. For example, by giving the detail on another side or make another side explicitly.	Background, details, intention, assumption.
	Syntactic How is the opinion delivered? It pertains to the form and structure of sentence used.	The structure of sentence, coherence, and pronoun
	Diction The word choice used in discourse	Lexicon
	Rhetoric How and by what means is the stressing done?	Graphic, Metaphor and expression

Table 3.3 gives a detailed explanation of van Dijk's discourse elements which shows that it is hard to separate macro and micro levels in any analysis. In everyday interaction, the macro and micro levels (and intermediate "meso levels) comes together to create a unified whole.

In the current research, van Dijk's Socio-cognitive model is also used as a methodological framework to analyze the collected data through another aspect, which is:

### **3.8.2 Analysis of data on the basis of Us vs. Them Dichotomy**

The researcher has used van Dijk's notion of 'Ideological Square'. van Dijk (1998) gives a useful concept he calls the 'ideological square', which summarizes the twin strategies of positive 'in group' representation and negative 'out-group' representation. The double strategy of this binary opposition is often manifested in discourse by lexical choices and other linguistic features (Dijk, 1998).

van Dijk explains that many group ideologies involve the representation of 'Self' and 'Others', 'Us' and 'Them'. A lot of them seem to be polarized – 'We' are Good and 'They' are Bad, and the 'ideological square' functions to polarize in- and out-groups in order to present the 'We' group in a promising way and the 'They' group disapprovingly (Kuo & Nakamura, 2005). Therefore, van Dijk (van Dijk, 1993) explains a strategy used to represent the 'other' in a negative manner which is known as 'negative other presentation'. This strategy of polarization consists of:

- emphasizing our good properties/actions;
- emphasizing their bad properties/actions;
- mitigating our bad properties/actions; and
- mitigating their good properties/actions

(Kuo & Nakamura, 2005)

A key reason for selecting van Dijk's Socio cognitive model is that although there are a number of approaches towards CDA, this study mainly considers the methodological

framework presented by van Dijk (1996) where van Dijk articulates Textual Linguistics and Social Cognition.

This model is appropriate for present research because analysis of media discourse is based on the notion of what ideologies and beliefs are being transferred by the powerful elites to the masses because it is in their hands to transfer ideology what goes best into their favor. And the similar notion behind the Ideological Square is to Express/emphasize information that is positive about us and negative about them and to Suppress/ de-emphasize information that is negative about us and positive about them.

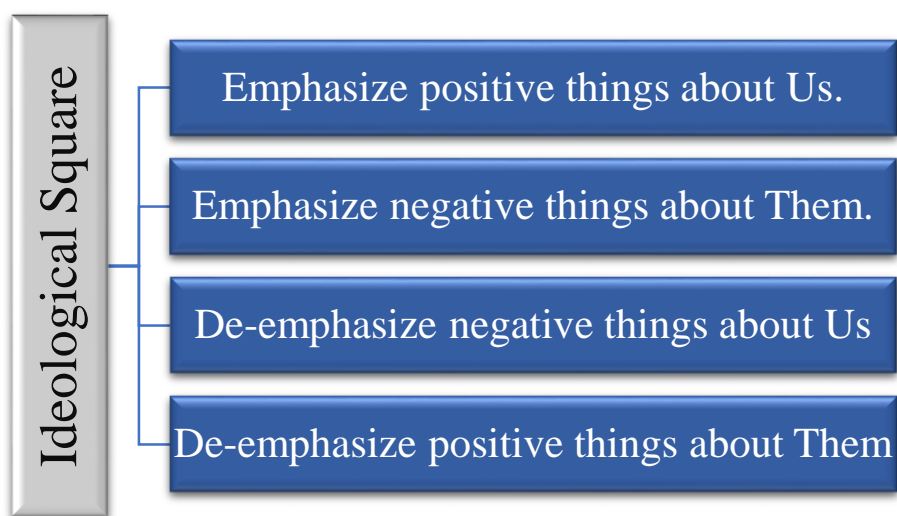
Sociocognitive theorists believes that although the precise mental structure of socially shared attitudes is still unknown, it is likely that they are also schematically organized, as is the case for most of our beliefs(Kuo & Nakamura, 2005). Attitudes tend to be based on or organized by more fundamental ideologies that control the acquisition and change of more specific ideologies. Thus, a male dominant ideology may control negative attitudes about gender equality, gender diversity and many more. General ideologies, as well as their more specific attitudes, also control the personal experiences, that is, the mental models of the members of ideological groups. And if these (biased) models control discourse, they are often expressed in the polarized ideological discourse structures. Hence, in such ideological discourse we may observe a positive representation of 'Our' group, and a negative representation of the 'Others' — always depending on the communicative situation, that is, our context models — at all levels of text or talk: topics, lexicon, descriptions, argumentation, metaphors and so on. The male dominant ideology does just that: the Others are represented as a menace to Us.

By using the theory of socio cognition, researcher wants to express that the cognitive component is crucial for a theory of discourse in general, and for critical studies in particular. Power and power abuse, domination and manipulation, as well as all other illegitimate forms of discourse, interaction and communication are rooted in social structure and relations between social groups. Yet, in order to explain how such complex societal structures influence the actual structures of text and talk and vice versa, we need cognitive mediation. Such mediation is defined in terms of the shared knowledge and ideologies of group members and how these influence mental models that finally control the structures of individual discourse.

If discourse were directly dependent on social structure, instead on mediating (personal and social) cognitive representations, all discourses in the same social situation would be the same.

The aim of researcher is to present the diversity and dynamics of gender-based relationships represented in media discourse. In almost every gender-related media activity there is the opposition camp ('them'), as well as that of the allies ('us'), as a result of gender representation by media represents a different discourse than anticipated. The present study deals with 'us' and 'them' constructions from a socio-cognitive perspective. The means by which these relations are structured depend on the way discourse is presented, which in turn determine the way the 'us' and 'them' are presented. General Principle is to picture positive self-representation and negative other representation.

The fundamental four principles of 'us versus them' dichotomy are as following:



*Figure3.6. van Dijk's Ideological Square*

Figure 3.6 explains the ideological square briefly. One more major reason for selecting van Dijk socio-cognitive model as research methodology is that according to Fowler (Fowler, 1991) believing that language is a reality-creating social practice, and anything that is said or written about the world, is articulated from a particular ideological position. The socio-cognitive model emphasizes the need to critically examine the role of social cognition in building and changing the ideologies of social actors and social participants.

Another advantage of selecting van Dijk's socio-cognitive model (1998) is that what distinguishes van Dijk's framework for analyses of media discourse is the importance given for the analysis and explanations at the 'production and reception level'. By 'production processes' van Dijk means journalistic and institutional practices of news-making and economic and social practices which not only play important roles in the creation of media discourse but which can be related to the structures of media discourse. van Dijk's other aspect of analysis, 'reception processes', involves analyzing the comprehension, memorization, and reproduction of news information.

Through this critical discourse analysis of global electronic media discourse on women issues, the researcher will try to analyze who are the people responsible for production process in media discourse and are they responsible for portrayal of a gender-based picture of issues through their discourse. Because power involves control, mainly by members of one group over those of other groups. Such control may relate to action and cognition, i.e. a powerful group may not only limit the freedom of action of others but also influence their minds. Nowadays modern and most effective power is mostly cognitive, and enacted by persuasion and manipulation, among other strategic ways to change the mind of others in one's own interest.

This research wants to analyze whether media discourse on women issues is representing a gender-biased of women on global media or not? Once analyzed, if language of media is used to manipulate the gender representation, and if power elites are using masses for their own benefit and to gain control over them, general masses will start finding more meanings hidden behind the language of media.

Multimodal discourse analysis is anticipated as an excellent input to the present study because it is introduced to refer to a discourse-oriented study of the creation of visual information in the formation of meaning along with the linguistic analysis. Although a lot of visually based research focuses on the image, this study tries to put light on the phenomenon of visual language as a communication practice.



### **3.9 RESEARCH PROCESS**

Research process is intended to convince others that researcher has a worthwhile research project and has the competence and the work-plan to complete it. It contains all key elements involved in present research and includes sufficient information for others to evaluate the proposed study.

The Framework is based on three distinct phases:

- Preliminary Phase;
- Initial Data collection and Analysis Phase; and
- Final Data Analysis and Conclusion Phase.

The following figure explains in detail the three distinct phases of the current study:

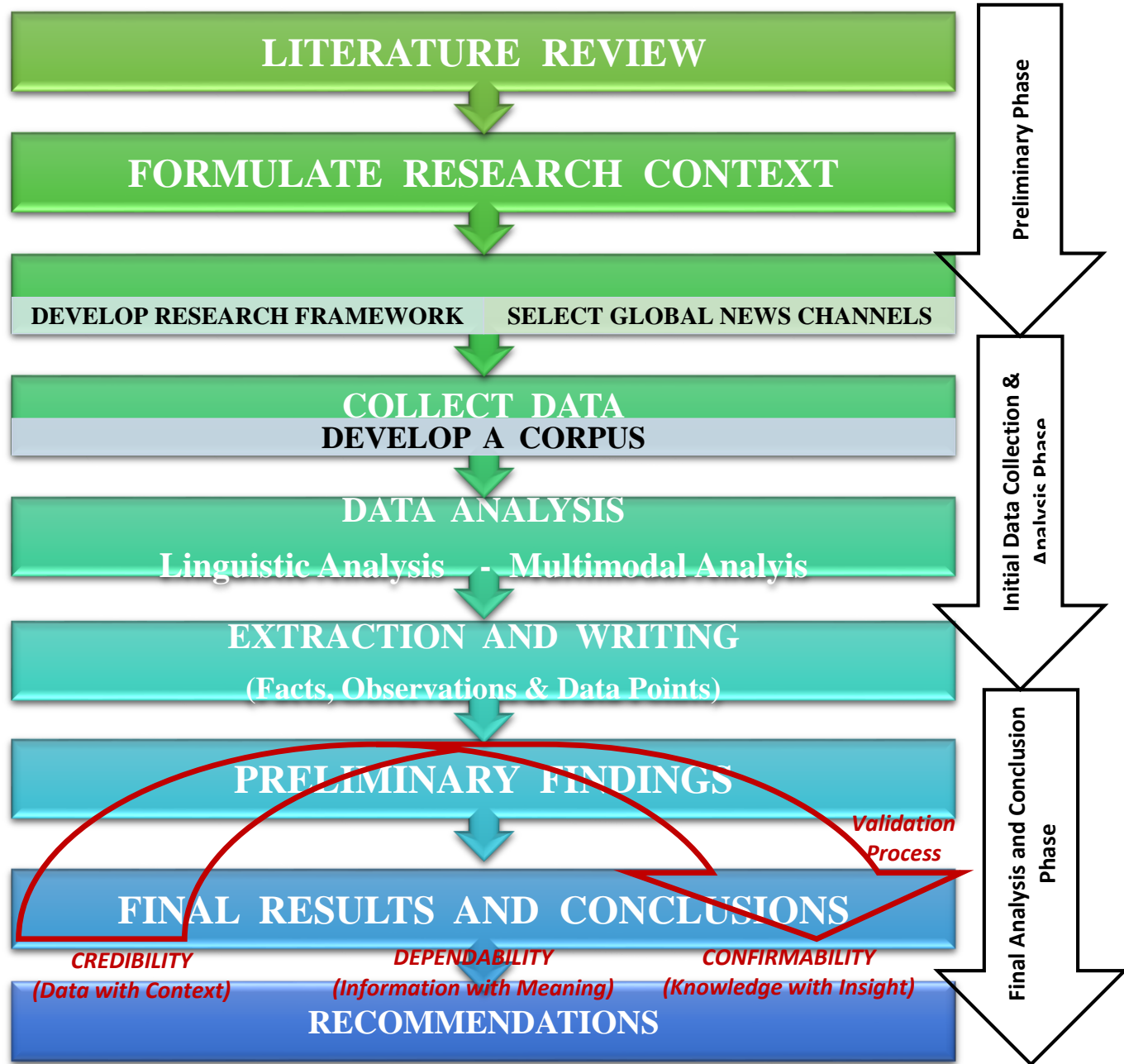


Figure 3.7. Overall Research Process

Research framework in figure 3.7 gives a holistic approach for present research and discusses different phases and their research attributes. It shows that present research is divided into three prominent phases namely preliminary phase, initial data collection and analysis phase, and final analysis and conclusion phase.

### 3.9.1 Literature Review and Research Context

The first stage of research was concerned with conducting an extensive literature review on the areas associated with discourse, discourse analysis, media and discourse, waves of feminism, language, and gender, use of language in feminist media discourse, multimodal analysis of feminist media discourse and research methodologies.

This background literature review supported researcher to become acquainted with traditional approaches to discourse and critical discourse analysis, processes, terminologies, and methodologies but was inadequate to develop predefined ideas that may influence results in conducting this research.

In addition, numerous consultations with researcher's academic supervisor, professional and academic associates were conducted to get significant information and create research context for present research.

Since this is a research study on gender-based issues in global media discourse, it is important to identify connections between this study and previous research on this area. For any research review of past literature is very important therefore an overview of previous research on present research topic was done to get a comprehensive review of all published research that is relevant to present proposed investigation and guided by research objectives. While doing the critical analysis of research in the field, the researcher tried to keep the following questions in mind:

- What is known about the topic?
- Are there any gaps in the knowledge of the subject matter?
- Have areas of further study been identified by other researchers that researcher might want to consider?
- Who are the noteworthy research personalities in this field of research?
- Is there agreement about the topic?
- What features have created considerable arguments on the topic?
- What techniques or setbacks were identified by others studying in the field and how might they affect the present study?

- What is the most helpful/ useful methodology for the present study based on the literature the researcher has reviewed?
- What is contemporary status of research in this area of research?
- What sources of facts and figures were identified that might be useful to the researcher?

Purpose of this extensive literature review in this area was to express the strength and profundity of research that has been accomplished on this subject matter. It also supports the inspiration and worth of the research and identifies important issues and link to research questions. One of the major reasons was that it helped to identify key areas of missing knowledge and described methodologies used in the previous researches and defined existing data sets. It helped to link present research to previous and ongoing research efforts while providing context. Therefore, in the preliminary phase, literature review was done which lead to finding the gaps from the previous research studies. This assisted the researcher to formulate the research context.

Major aim of this study is to provide context for the researches that follow. Therefore, historical context is offered through a review of a timeline of past critical discourse analysis research. Theoretical context is provided through an explanation of research objectives that typically drive the analysis of women representation in media content. Quantitative context is provided through a description and classification of corpus analysis studies published in gender-focused journals, and in particular, in linguistic journals. The immediate context is provided through a synopsis of some of the improvement and contributions of the related researches in this present study. The discussion goes from most general to most explicit, from information about critical discourse analysis to information about multimodal analysis of participants in talk shows\ panel discussions and interviews, to information about critical discourse analysis of gender roles in *media*, to information about critical discourse analysis of women issues in global media discourse. This led the researcher to develop research framework for the present study.

### **3.9.2 Develop Research Framework/ Select Global News Channels**

In present research study, it was the first step to choose between quantitative and qualitative research methods. This is a mix method research approach because researcher

wanted to use quantitative method as well as qualitative research method for the validity of results. To ease out things in the study, qualitative research was used in combination with quantitative method because quantitative research is defined as empirical research where the data are in the form of 'numbers' (Punch, 1998) and qualitative research as an "empirical research where the data are not in the form of numbers.

Researcher tried to consider that this study fulfills all the conditions (Buckley, 1976) such as it is systematic analysis of a well-defined problem; a proper methodological approach is used; adequate and representative data and evidence is collected; rational thinking and non-biased/ objective approach is used in drawing conclusions on the basis of gathered evidence; the researcher is in a condition to prove the validity and practicality of conclusions; and the cumulative results of the research can be used under similar conditions in the future.

Researcher believes that data collected through quantitative methods are often thought to give more objective and accurate information because they are collected using standardized methods. Qualitative and quantitative methodologies were used to analyse data for this research. Both methodologies have their own strong points and flaws (McGrath, 1982). The benefits of the qualitative approach are that the data is richer and has a deeper insight into the phenomenon under study. Although collection of data for this research was very time consuming but researcher was positive that there is nothing like an ideal research approach, but a sequence of negotiations. Similarly, a lot of time was devoted to collect data from global news channels for the qualitative research analysis.

Quantitative method is aimed to examine and certify theory from existing knowledge about how and why a particular phenomenon occurs (Carr, 1994) and the results can be offered in accurate, measurable and statistical data. Data for quantitative analysis for present research was collected by 'Developing a corpus'.

A corpus was developed using all the 60-panel discussions, interviews and table talk shows. First step was to transcribe all of the data then that transcribed data was changed into the plain text because AntConc 3.3.5 software could only accept files in the form of plain text. After putting all the data into software program, the corpus was developed. The only reason of selecting the quantitative method was that it gives reasonable, rational and numerical answers,

as a result of this 'hard data' (Melia, 1982), it becomes easier to take actions and recommend changes; for this reason, the quantitative approach has higher credibility among researchers.

For the purpose of this study, twelve table talk shows/ Panel Discussions or interviews from individual global electronic media channels are selected; also six global women issues are also selected for the purpose of delimiting; therefore all sixty table talk shows/ Panel Discussions or interviews have some similarities i.e. they all have one of the 6 selected women issues as a topic but at the same time show different perspectives on the problems related to women globally. The 5 global electronic media news channels are CNN, BBC, FOX, Aljazeera, and MSNBC.

Global issues of women selected in the current research are: Reproductive rights (anti-abortion law and women), Violence against women (domestic, workplace), Rape and Sexual harassment, Prostitution and Paid sex, Women education, Women Rights and their violation.

This research is restricted to media discourse practices in television table talk shows/ panel discussions/ interviews in global electronic media. The global news channels are purposively selected on the basis of their coverage in more than 100 countries around the world. Five news channels CNN, BBC, Fox News, CNBC, and MSNBC are selected for this purpose. This research used the data from the online archives of these news channels from January 2010 to Dec 2014.

Another reason for choosing this approach is that qualitative approaches are extremely organized and data is rich that is clear, surrounded with real-life perspective (Amaratunga, 2002), and the research conclusions are grounded in everyday happenings in a natural setting

A broad literature review was conducted to choose the most suitable research method for the present research. It was a difficult decision on behalf of the researcher to select a research approach for the present research. It was found that a lot of previous studies in critical discourse analysis have used both of the approaches for the validity of the results and their research findings. Therefore, it was really important to figure out which approach was better for this research.

It was found that the two approaches are distinguished from each other with quantitative research as the collection of 'numerical data' (Gay & Airasian, 2000) in order to

clarify, calculate and/or manage the observable fact and qualitative research as the compilation of extensive data on many variables over an extended period of time, in natural setting, in order to achieve results not possible using other types of research.

Both qualitative and quantitative types of research are equally given importance in academic and professional research but the main difference between the two is how the data is collected and analyzed (Sogunro, 2002).

The reason for considering both Qualitative and quantitative research methods for the present research was because these research methods differ primarily in their analytical objectives, the types of questions they pose for the current research, the types of data collection instruments they use, the forms of data they produce and the degree of flexibility built into study design.

### **3.9.3 Data Collection**

After completion of the first phase, the research went into the second phase namely ‘initial data collection and analysis phase’. This is the stage where data was collected and a corpus was made in order to collect the quantitative result findings (Appendix II).

This leads to the key consideration of extracting applicable data (Rajagopalan & Isken, 2001) from global news channels that answered the following main concerns: Which data are needed and which are accessible? What are the type, variety and sources of data? Was the data collection methodologically sufficient? How can inconsistent data be coordinated consistently? How can several data sources be combined into one data set? How are and how should the data be organized and categorized? How can inaccuracies in the data set be identified and adjusted?

In light of this research, the study is set to identify gender-based discourse on women issues in global electronic media discourse. Sixty table talk shows/ Panel Discussions or interviews, representing a range of women issues (mentioned above) all over the globe from 5 global electronic news channels are selected for this study.

The data collection is facilitated through archival information from the news channels’ websites and from YouTube. A complete transcription of all the 60 table talk shows, panel discussions and interviews is attached as Appendix I.

When dealing with data containing a high degree of difficulty and dynamics, the use of interpretive methods is thought to be a better approach for exploring a substantive area about which much is known but to get a better understanding (Stern, 1980).

Regardless of several natural problems such as data overload, complex data collection, data transcription, developing a corpus and data analysis, researcher's expectations and so on (Ryan & Bernard, 2003), both the qualitative and quantitative approaches are considered to be applicable for this research to get hands-on experience in as much as possible.

The use of 'developing a corpus' of collected table talk shows/ Panel Discussions or interviews, (Appendix II) was found to be in accordance with the quantitative approach on methodological level, which entails relying on multiple sources (Barret & Sutrisna, 2009), while the use of a qualitative approach is in line with the collection of extensive data on many variables in natural settings to gain insight into the nature of media discourse on gender-bias in global news channels.

For this purpose, data were carefully selected, recorded and interpreted in the form of tables and graphs. A careful record of all the sources was recorded from where data was collected (Appendix I). As per time, panel discussions, interviews, and table talk shows are collected from a period of Jan 2010 to Dec 2014. In terms of ethics, data is collected and recorded from the official websites where permission to use data for academic/ public use is allowed.

Data for the present research is collected from official websites because data was in the form of panel discussions, interviews and table talk shows related to women issues in global media.

After initial collection and analysis of data the research goes into the 'final analysis and conclusion phase'. This is the stage where researcher works on the final results and conclusions. After finding the answers to the research questions, which were formulated at the beginning of the research, the study goes into the recommendations phase, which is the final stage of the study.

Data selection means the process of selecting a suitable data type and source, along with appropriate instruments to collect data. Data selection follows the right procedure for data



collection. This definition differentiates data selection from selective data reporting and interactive/active data selection. The process of choosing appropriate data for a research task can affect data reliability.

In the current research, the main objective of data selection is the selection of appropriate data type, source, and instrument(s) that permitted the researcher to effectively respond to research questions that were formulated at the beginning of the research. This determination is discipline-specific and is mainly determined by the type of investigation, existing literature, and accessibility to needed data sources.

Integrity issues arise when the resolution to select ‘appropriate’ data to collect are based on cost and convenience considerations rather than the ability of data to adequately answer research questions. Certainly, cost and convenience are major features in the choice-making procedure. However, researcher evaluated to what amount these issues might negotiate the reliability of the present research.

There are a number of issues that researcher had to consider when selecting data for the current research. These included:

- To review appropriate type and sources of data which allowed researcher to sufficiently answer the specified research questions,
- To use purposive sampling for data collection
- To choose the appropriate tool(s) to collect data. There had to be compatibility between source of data and the instrument to collect it.

Depending on critical discourse analysis discipline, data types and sources are arranged in a wide assortment. The two primary data types are quantitative (obtained by creating a corpus and represented as a numerical figure), and qualitative (text, images, audio/video, etc.). The researcher in the present study has used information from both quantitative and qualitative methods to develop a richer understanding of gender-based issues in media discourse. Data sources include 5 global news channels.

In the current research, the questions that are considered when selecting data type and type include: What is (are) the research question(s)? What is the opportunity of present research? (This explained the limits of present study. Selected data did not go beyond the range

of the study). How had the past literature (previous research) helped to be the most suitable data to be collected? What type of data was used: quantitative, qualitative, or a mix of both? In order to conduct this research on media discourse practices in electronic media on women issues, 5 global electronic television news channels are selected on the basis of the following criteria:

- Global accessibility of the channels
- Quality of discussions
- Quality of data
- Participants' credibility
- Participants' qualifications
- Relevancy of topics
- Use of English Language
- Viewership in more than 100 countries
- Having bureau offices in more than 100 countries

This is 'purposive sampling' because when using purposive sampling, the researcher support selection on respondents who share explicit features or qualities and remove those who do not complete the needs (Bless & Higson-Smith, 1995). Another reason for making this a purposive selection is that Purposive sampling represents a group of various 'non-probability sampling techniques'. Also called judgmental, selective or one-sided sampling, purposive sampling relies on the selection of the researcher when it comes to selecting the pieces of data that are to be studied. Furthermore, purposive sampling techniques can provide researcher with the rationalization to make guesses from the sample that is being studied, whether such generalizations are theoretical, analytic and/or logical in quality.

Similarly, the purpose of selecting table talk shows/ Panel Discussions or interviews is that the participants in these shows are not reading through a script; rather participants are free to share their ideologies and beliefs according to their own free will. For this reason, the researcher did not select documentaries because documentaries give a specific ideology of the individual person or the media organization. Also, it would be almost impossible to study the use of linguistic choices used by participants in the documentaries as they could have been pre-

decided or predetermined in the form of a script. Another reason is that in such talk shows and or panel discussions, a participant is supposed to have a question-answer session with the audience as well.

The question is how many table talk shows/ Panel Discussions or interviews should be considered for a critical discourse analysis; there is no simple answer to this question. According to Rowley (Rowley, 2002) table talk shows/ panel discussions need to be carefully selected so that they either produce similar results (literal repetition) or produce contrasting results but for predictable reasons (theoretical repetition).

For the purpose of this study, 60 table talk shows/ Panel Discussions or interviews from global electronic media channels are selected; also six global women issues are also selected for the purpose of delimiting; therefore all sixty table talk shows/ Panel Discussions or interviews have some similarities i.e. they all have one of the six selected women issues as a topic but at the same time show different perspectives on the problems related to women globally.

The global electronic media news channels are:

1. CNN
2. BBC
3. FOX
4. Aljazeera
5. MSNBC

The global issues of women identified in the current research are:

1. Reproductive rights (anti-abortion law and women)
2. Violence against women (domestic, workplace)
3. Rape and Sexual harassment
4. Prostitution and Paid sex
5. Women education
6. Women Rights and their violation

### **3.9.4 Delimitation**

This research is delimited to media discourse practices in television table talk shows/ panel discussions/ interviews in global electronic media. The global news channels are ‘purposively’ selected on the basis of their coverage in more than 100 countries around the world. Five news channels CNN, BBC, Fox News, CNBC, and MSNBC are selected for this purpose from Dec 2010 to Jan 2014 range only.

### **3.9.5 Sample Range**

The aim of sampling is to find a data source that is purposive of the whole data universe of concern. Depending on discipline of critical discourse analysis, samples were drawn from global television news channels.

### **3.9.6 Sampling Procedure/Criteria**

Researcher used Purposive sampling procedures in the present research because they are common in quantitative research as well as in qualitative research. The researcher focused on a large number of global news channels, therefore the sampling procedure is purposive rather than random.

To better understand the reason why the researcher selected these specific 5 news channels for data collection, it is important to very briefly explain their structures, missions, and styles. CNN International launched in 1985. It is owned by Time Warner. The channel's headquarters are based in Atlanta and it has broadcasting centers there, as well as in London, Abu Dhabi, and Hong Kong. It maintains 47 bureaus around the world (33 outside of US); and about 4,000 employees in over 200 countries. CNN reaches more than 200 million households and hotel rooms.

BBC World Service Television launched in 1991 as the international news and current affairs division of the British Broadcasting Corporation. Its name changed to BBC World in 1994 and then to BBC World News in 2008(Office, 2010). Its headquarters and main broadcasting center are in London; it also broadcasts an hour each daily from its New York and Washington offices. It has 50 foreign news bureau and correspondents in almost every country in the world; and about 3,500 employees (including BBC News journalists). BBC

World News attracts 74 million viewers<sup>4</sup> a week, is available in more than 200 countries and territories worldwide, and reaches 295 million households and 1.7 million hotel rooms.

Al Jazeera English launched in 2006 as a sister channel to the long-established Arabic language Al Jazeera network. Its headquarters are based in Doha, Qatar. Broadcasting centers are located there and in Kuala Lumpur, London and Washington, DC. Combined with the Arabic language channel, it shares 69 bureaus; and has about 1,000 employees (Chalaby, 2005). AJE is available to 130 million homes in over 100 countries. The 24-hour operations and expansive reach of these global news networks enable them to cover the world in real time. However, despite the common quest to provide a global perspective, the numerous and varied locale of an overseas bureau and moreover, the frequent assertions that each is not influenced to a significant degree by the location of their headquarters, a difference is felt immediately upon viewing each channel.

According to IPSOS, a survey company, (IPSOS, 2014) On TV, CNN is most watched international news channel for monthly (34%), weekly (19%) and daily (5%) reach. Similarly, BBC (23% monthly, 13% weekly, 4% daily), Fox news (21%, 13%, 5%), CNBC (10%, 5%, 1%), and Al Jazeera (9%, 5%, 2%). CNN's leadership extends to digital, where CNN takes number one spot ahead of all news and entertainment brands with 14% monthly reach (IPSOS, 2014). The latest IPSOS Affluent Global survey reaffirms CNN as the leading international news brand, reaching an unrivaled four out of 10 upscale consumers and decision-makers in Europe, Middle East, Africa, Asia, and Latin America. Likewise, BBC World News is the BBC's worldwide news (About BBC World News TV". BBC.) And current affairs television network. It has the largest viewers of any BBC network, with an assessed 99 million audiences weekly in 2015/16, part of the estimated 265 million consumers of the BBC's 4centralworldwide news networks. BBC World News asserts to be watched by a weekly audience of 74 million in over 200 countries and regions internationally.

For the study to be effective, the reader must be able to have confidence that a reliable sample of involved individuals is observed. Therefore the researcher selected data from online archives of these news channels from January 2010 to Dec 2014. It is important to mention that this study only looks at data till Dec 2014 and not beyond that. Exactly 60 table talk shows/ Panel Discussions/interviews are collected as data comprising 10 table talk shows/ Panel

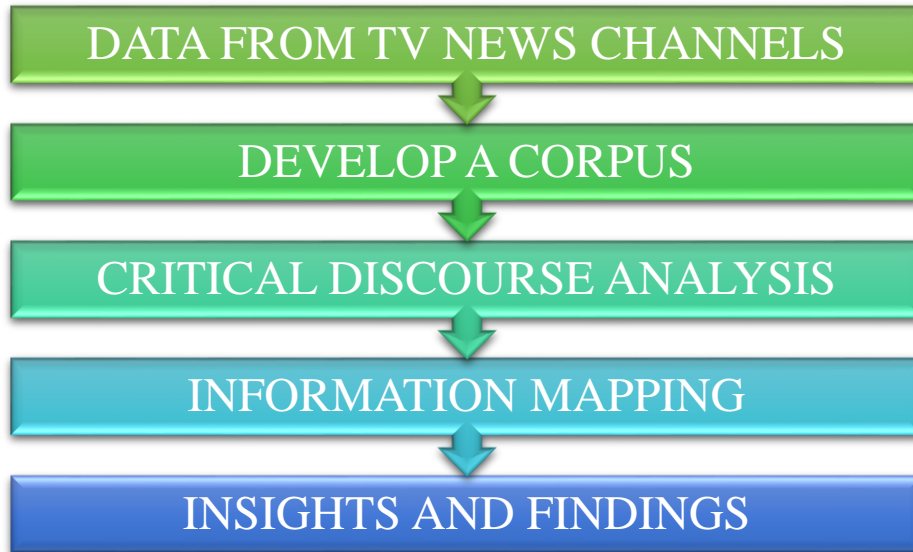
Discussions/interviews from women issue (6 women issues in total) from news channels as a result of purposive sampling to justify equal distribution. This research is focused on discourse practices and the use of multimodal features to show the gender-based discourse in global electronic media. The data is available in archives section of the offices and online at the website of TV channels.

### **3.9.7 Data Analysis**

The discussion below summarizes the data analysis process that was structured to move up one level of abstraction at a time and was based on the following data analysis strategies:

- Each table talk show/ Panel discussion or interview was considered as a distinct and separate entity. Initial analysis was at individual level by assessing and investigation of all the evidence related with each talk show/ panel discussion.
- Immersion in the details and specifics of the data to identify important patterns, themes, and the interrelationship between different research variables. This was based on exploring, then confirming the approach.
- The entire phenomenon under study is comprehended in its holistic perspective, which is more than its isolated parts. The emphasis was on complex interrelationships and CDA dynamics.
- Placed findings in the context that highlights similar themes and designs in different critical discourse analysis studies for possible transferability and variation in new settings for significant generalizations.
- Qualitative/ quantitative analysis maintains and is insightful about the researcher's own voice and viewpoint; a reliable voice is added to the validity and trustworthiness of the research. It is not possible to attain absolute objectivity whereas pure subjectivity challenges the credibility; therefore researcher's view becomes balanced.

An extensive data collection, interpretation, analysis, and finding process (Patton, 2002) is reflected in the figure below and the process in detail is discussed further in this chapter.



*Figure 3.8. The Overall Data Analysis Process*

Figure 3.8 is developed by researcher to ease process of research in present study for future researchers. Researcher believes that Data analysis is a process of developing answers to questions through the assessment and analysis of data. The basic steps in the analytic process for current study consist of:

- identifying problem,
- finding the availability of suitable data,
- finalizing on which methods are suitable for answering the questions of concern,
- applying the methods and
- Calculating, summarizing and interpreting the results.

Tukey (1962) has defined data analysis as:

Procedures for analyzing data, techniques for interpreting the results of such procedures, ways of planning the gathering of data to make its analysis easier, more precise or more accurate, and all the machinery and results of (mathematical) statistics which apply to analyze data. (p.65)

Thus above figure gives an overall summary of data analysis process. For the present research, initial data from global electronic media is collected. In order to have a quantitative result of the collected data, a corpus is developed of the entire data using AntConc3.3.5 computer program. The current study employed corpus analytical tools to study women issues in global media discourse. As analytical results draw attention to the effectiveness of data sources by highlighting related issues, therefore data analysis process for present study gives a detailed account of its importance for understanding results for providing information on data gaps and for creating quality objectives.

This is mixed method research in which qualitative and quantitative research methods are employed. Therefore, a detailed quantitative analysis is conducted using the corpus analysis as a method and tool. Similarly, a qualitative analysis is also conducted using van Dijk's Socio cognitive model to analyze the talk shows, panel discussions, and interviews. A detailed multimodal analysis was also conducted along with the linguistic analysis of the data to get the answers to the research questions which were formulated at the beginning of the study (Appendix D). The results are interpreted to get the final results and findings.

Overall, this study is a 'descriptive research' because Descriptive studies are predominantly concerned with finding out 'what is' and therefore applied to investigate the following questions that were formulated at the beginning of the present study: What is the role of media discourse in representing gender issues? How gender representations are manifested in media discourse? How the media positioning of female subject contribute to particular construction of gender in global media discourse? What gender-based linguistic choices are used in discursive practices in media discourse?

In addition, descriptive research can be either quantitative or qualitative. As present study involves collection of quantitative information that has to be tabulated along a continuum in numerical form, such as the number of times a certain news channel has arranged a talk show or panel discussion on a specific women-related issue, or the number of times a person chooses to use a certain feature of language (i.e. verbal, para-verbal or non-verbal specifically in this research), or it can describe categories of information such as gender or patterns of



interaction when using camera angle, or directions in a group situation on news channel in table talk shows, panel discussions and/or interviews.

‘Descriptive statistics’ is also a name that can be given to the present research because this research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection (Glass & Hopkins, 1984). The researcher has often used visual aids such as graphs and charts to aid the reader in understanding the data distribution. Because the human mind cannot extract the full import of a large mass of raw data, ‘descriptive statistics’ are very important in reducing the data to manageable form. When in-depth, narrative descriptions of small numbers of cases are involved, the research uses description as a tool to organize data into patterns that emerge during analysis. Those patterns aid the mind in comprehending a qualitative study and its implications.

Reason for selecting descriptive research type for the present study is because descriptive research comprises of collecting data that define events and then categorizes, tabulates, systemizes, illustrates, and defines the data collection (Glass & Hopkins, 1984). Researcher has also often used visual aids such as tables, graphs, and charts to help even the layman in comprehending the data distribution. It is almost impossible for the human mind to extract the complete significance of a large quantity of raw data, therefore for the present study ‘descriptive statistics’ are used to reduce the data to the practicable form. As in-depth, narrative descriptions of small numbers of variables are involved, the research has used ‘description as a tool’ to organize data into configurations that developed during analysis as well as data interpretation of data. Those configurations in the current research help the mind in understanding this qualitative as well as quantitative study and its inferences.

Three main commitments of present research are to describe, explain, and validate results. Description appears following creative investigation and works to arrange the data in order to adjust them with justifications and clarifications, and then assess or authenticate those explanations (Krathwohl, 1998). Therefore, considering present study is descriptive statistical research, in order to find out gender-based representation in media discourse, a multimodal analysis as well as linguistic analysis of data is conducted.

### **3.9.8 Data Analysis at Linguistic Level**

Linguistic analysis refers to scientific analysis of a language sample. A linguistic analysis of the corpus of collected data is done. Linguistic analysis of current study exhibits the following characteristics:

- a strong focus on theory;
- an interdisciplinary theoretical approach;
- an explicit focus on social justice and advocacy;
- prioritization of language as a key unit of study tempered by the recognition that language cannot be divorced from the social context(s) in which it is embedded; and,
- inclusion of historical and cultural context as a key component in analysis

Furthermore, the following lexical items are analyzed for gender-based portrayal of women issues in collecting data for critical discourse analysis: Topics (Semantic Macrostructures), Participants/ actors, propositions, Implications, presuppositions, level of descriptions (level of details), local coherence, semantic moves, modality, tense, personal pronouns, applications of action sentences, activation/ passivation, inclusion/ exclusion, polarization, hedging and vagueness, and evidentiality.

One of the main reasons for selecting linguistic analysis as an analytical tool in current research is that analysis of text involves linguistic analysis in terms of vocabulary, grammar, semantics, the sound system, and cohesion-organization above the sentence level (Fairclough, 1995). Therefore, in the present study linguistic analysis is applied to text's lexical-grammatical and semantic properties, two aspects that have a mutual impact on each other.

### **3.9.9 Data Analysis at Multimodal Level**

In the present research, multimodal analysis of data is also conducted because in order to perform critical discourse analysis it is hard to separate paralinguistic features from linguistic features of discourse (Appendix II). Multimodal analysis is a slightly new addition to critical discourse analysis, which, is called "one of the most influential and visible branches of discourse analysis" (Blommaert & Bulcaen, 2000). Although critical discourse analysis has

been discussed as both a theory and a method (Fairclough, 2000). Its use as a research methodology has been intricate by the vast range of ‘theoretical positions’ that have been taken by researchers who have used a huge range of analytical methods under the critical discourse analysis title (Meyer & Herscovitch, 2001). As a result, researchers who use critical discourse analysis methods to study social phenomena may use totally different criteria when making methodological choices, mainly with regard to the size and scope of their studies (Wodak & Meyer, 2001) and the choice of texts and particular methods to be used during data analysis.

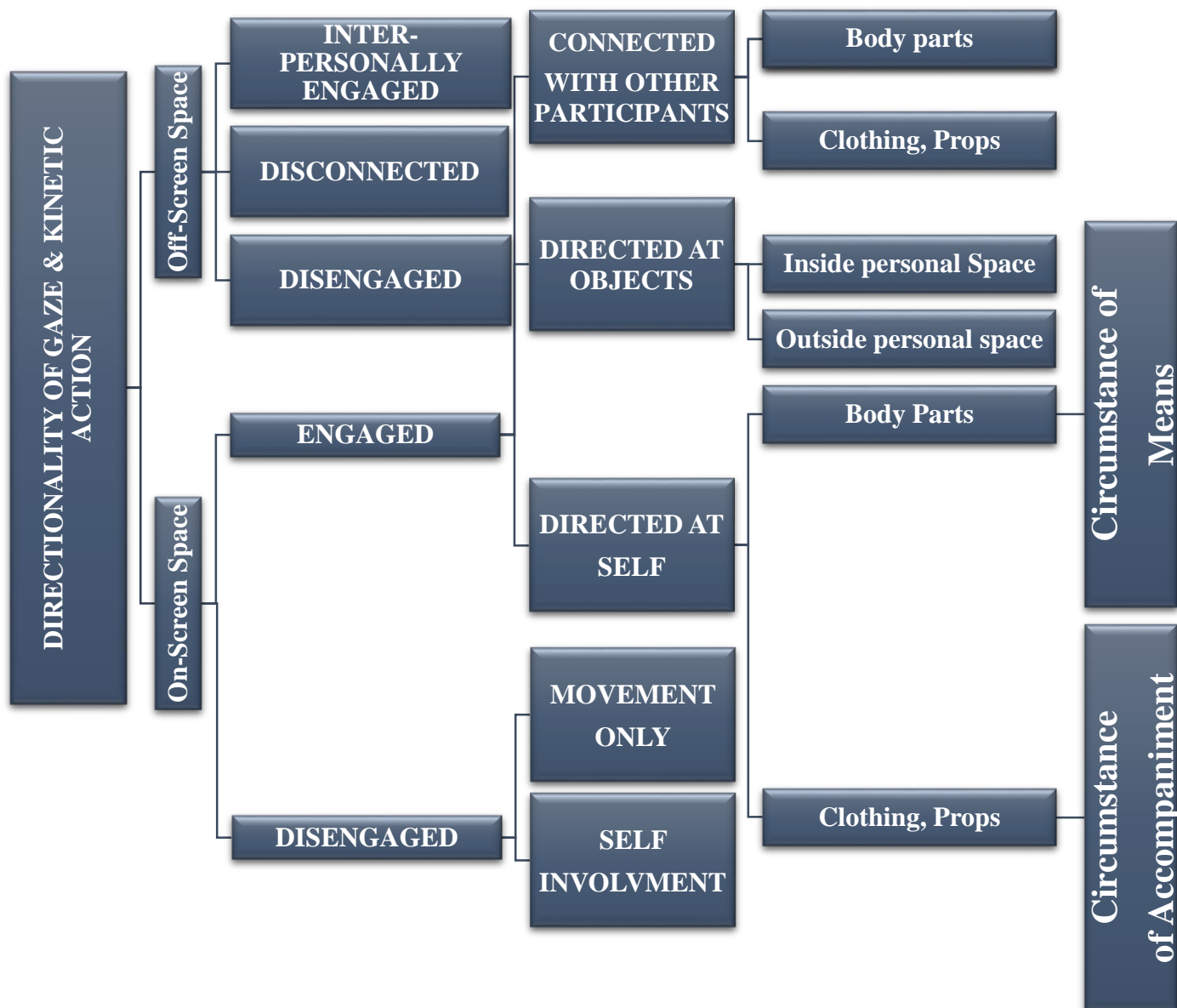
Researcher has also selected multimodal analysis along with linguistic analysis to analyze data because it represents the most appropriate approach for the current research of gender-based critical discourse analysis of global media discourse for three reasons:

First, multimodal analysis allows for a more comprehensive investigation of the multiplicity of texts and non-linguistic elements that are placed over and even deeply rooted within one another in the increasingly media-rich atmosphere (Scollon, 2001).

Second, multimodal analysis is one of the best methods for the study of thoroughly biased or one-sided conversation (Kress & Leeuwen, 2001) since the goal is to recognize how the organization of language and other visual signs reveal social practices.

This leads to the third reason for the researcher, that is, multimodal analysis (along with the linguistic analysis) is the best methodological approach for the current study (Wodak & Meyer, 2001) because critical discourse analysis, generally, talks about a particular social problem, the broad roots of which are then examined in order to develop a good understanding of possible answers and explanations to challenging social practices.

The following figure explains the use of systematic networks for gaze and Kinetic features utilized in a multimodal analysis (Tan, 2005)



*Figure 3.9. Systemic Networks for Gaze and Kinetic Action*

Above figure explains the importance of directionality of gaze and kinetic features in a multimodal analysis of discourse (Tan, 2005). It describes all the features of a direction of gaze and kinetic features and their importance for the analytical process.

In using multimodal analysis, the researcher is accomplishing his/her personal commitment to social justice and advocacy for women issues that are misrepresented in global electronic media discourse. As a critical scholar, the researcher identify strongly with this 'critical' component of multimodal critical discourse analysis; it is my goal in the present study not only to uncover hidden power relationships in discussing women issues in global electronic media discourse but also to get results which are of applied significance in the real world(Meyer & Herscovitch, 2001). It is the researcher's hope that the results of this study will prove useful for those who are responsible for developing future discourses related to women issues in global electronic media.

The following table gives a description of the camera angle and visual frame by Tan's theory of multimodal analysis (Tan, 2009). Researcher is using these multimodal features to conduct a multimodal analysis of the non-verbal semiotic signs used by the participants of the collected data in the present research. Analysis of camera angle and visual frame gives an insight into the non-verbal language which is also necessary for the holistic media analysis in critical discourse analysis.

Table 3.4

*Camera Angle and Visual Frame*

<b>HP</b>	Horizontal Angle: frontal angle signals involvement, oblique angle signals detachment
<b>POV</b>	Point-of-View (subjective image)
	<b>Size of Visual Frame</b>
Close-up	Shows just the head, hands, feet, or a small object
Extreme close-up	Singles out a portion of the face (eyes or lips)
Extreme long-shot	Human figure is barely visible; landscapes, bird's-eye views

Long shot	Full view of human figure(s) with background
Medium long shot	Human figure is framed from about the knees up
Medium shot	Frames the human body from the waist up
Medium close-up	Frames the body from the chest up

Table 3.4 gives a summary of camera angles and their meaning in the study of non-verbal features in a discourse. The table is drawn from Tan's theory of multimodal analysis in which HP stands for camera position i.e. horizontal or vertical. POV stands for point of view i.e. subjective image. The table also summarizes the importance of size of visual frame, in which close-up of the individual means when the camera shows only the head, hands, feet or a small object on the screen. While extreme- close-up refers to a camera position where the camera singles out a portion of the face, eyes or lips. On the other hand, extreme long-shot means that camera is adjusted for the shot in such a way that the human figure is barely visible. Similarly, long shot captures the full human figure with background. And the medium long shot shows human figure from the knees up only. And medium close-up frames the body from the chest up. Description in the above table shows importance and value of camera frame position in non-verbal communication.

Semiotic resources in a multimodal discourse analysis include resources such as:

- a). verbal
- b). para verbal and
- c). nonverbal.

Researcher has selected the following features of multimodal discourse analysis to analyze collected data:

Table 3.5

*Semiotic Resources Analysis (Source: Tan 2009)*

Verbal	Para-verbal	Nonverbal
<p><b>Central semiotic code.</b></p> <p><b>Logocentric view:</b></p> <ul style="list-style-type: none"> <li>• <b>The symbolic nature of language: a semantic structure is related to a phonological structure that symbolizes it (both written and spoken language).</b></li> <li>• <b>Fulfilling all semantic, syntactic, and pragmatic functions.</b></li> </ul> <p><b>Sender-viewer references:</b></p> <p><b>Pronouns and forms of address</b></p> <ul style="list-style-type: none"> <li>• <b>Deictic markers</b></li> <li>• <b>Qualitative/evaluative markers</b></li> <li>• <b>Mood (declarative, interrogative, imperative)</b></li> <li>• <b>Rhetorical elements</b></li> <li>• <b>Vocabulary</b></li> <li>• <b>Register</b></li> </ul>	<p>Peripheral (sub) modes related to language.</p> <p>The use of non-linguistic modes include:</p> <ul style="list-style-type: none"> <li>• Tone of voice</li> <li>• Intonation</li> <li>• Word stress</li> <li>• Accent</li> <li>• Pauses</li> <li>• Volume</li> <li>• Articulation</li> <li>• Resonance</li> </ul>	<p>Peripheral (sub) modes related to language.</p> <p>The use of non-linguistic modes include:</p> <ul style="list-style-type: none"> <li>• Visual</li> <li>• Moving images</li> <li>• Color, clothing, logo</li> <li>• Facial expressions, eye contact, gaze, laughing</li> <li>• Different camera perspectives</li> <li>• Audio</li> <li>• Music (volume, pitch, rhythm)</li> <li>• Sound (vocal and non-vocal; realistic and designed)</li> <li>• Voice-over, voice-off</li> <li>• Gestural- (Pointing) hand gestures</li> <li>• Body posture – Spatial</li> <li>• Motion within scenery</li> </ul>

• <b>Foreign and loan words</b>		
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Table 3.5 briefly summarizes semiotic resources that are selected for multimodal analysis in the present research. These resources are verbal, para-verbal and nonverbal. Verbal refers to fulfilling all semantic, syntactic, and pragmatic functions. It deals with pronouns and forms of address such as deictic markers, rhetorical elements, vocabulary and foreign and loan words. On the other hand, para-verbal deals with the use of non-linguistic modes which include tone of voice, intonation, word stress, accent, pauses, volume, articulation, and resonance. While nonverbal semiotic resource seals with Peripheral (sub) modes related to language. The use of non-linguistic modes include visual, moving images, color, clothing, logo, facial expressions, eye contact, gaze, laughing, different camera perspectives, audio, music (volume, pitch, rhythm) and sound (Appendix II).

### **3.9.10 Preliminary Findings**

Following this, as theory building is needed, findings must be arranged as a set of interconnected and organized notions rather than just a list of themes (Strauss & Corbin, 1990). Mapping procedure will expose the coherence between various elements across different issues.

Under this concept, the facts and data will be mapped in order to:

- Analyze the topic and subject matter of the information and organize it in line with the purpose of the research;
- Arrange and categorize information so that it can be retrieved; understood and recovered in an operational and efficient way; and
- Design and arrange information in a consistent style, so that it is clear and easy to use.

The researcher collected and summarized the data, which was further validated during the analysis. This helped the researcher in developing a research framework for this research.



### 3.9.11 Validity

Descriptions of reliability and validity in quantitative and qualitative research show two criteria: firstly, in terms of reliability, researcher must decide whether result is replicable or not. Secondly, in terms of validity, the researcher must conclude whether the ways of measurement are perfect and whether they are really measuring what they are proposed to measure; these notions of reliability and validity in qualitative and quantitative research are seen in a different way and thought to be inadequate in the context of qualitative research (Golafshani, 2003).

Lincoln & Guba suggested four main criteria for evaluating reliability of validity in qualitative research as listed below (Lincoln & Guba, 1985):

- ***Credibility*** – confidence in the truth of findings: this was achieved by collecting data for table talk shows/ Panel discussions and interviews from credible or trustworthy electronic news channel resources.
- ***Transferability*** – showing that findings have applicability in other contexts; this was increased by strategic selection of table talk shows/ panel discussions and interviews that were different in category, type, size, and objectives, but which had some common themes like reproductive rights, domestic violence, rape, and sexual assault etc. However, findings were based on holistic and in-depth analysis of the linguistic and para-linguistic categories in table talk shows/ panel discussions and interviews; this ensured the transferability of research findings to other projects in similar context.

However, it is recommended that future researchers must look into this research in its holistic context and decide if findings can fit into their research angle.

- ***Dependability*** – Table talk shows/ panel discussions and interviews provided detailed data with insight and meaning that led to the findings that were consistent and could be repeated; this strategic approach assisted the researcher in understanding critical discourse analysis on gender-based media discourse in global electronic media under different scenarios. Under the given assumption and research context, the researcher is confident that the framework developed for the analysis of gender-based media discourse in global electronic media can be used by different researchers to determine the practicality of various types of critical discourse analysis projects.

- **Conformability** – a degree of neutrality or the level to which the findings of a study are formed by the data and not by the researcher bias, preconception, inspiration, or interest. One of the misconceptions about critical discourse analysis is that the method consists of partiality towards verification, understood as a tendency to confirm the researcher's predetermined ideas (Diamond, 1996). To avoid researcher's biased notions in this research was a very hard task; the researcher was very cautious about this concern to make sure all the analysis and findings were referred back to actual data for conformability and precision. An advantage of critical discourse analysis as a method was that it put limits and restrictions to the real-life conditions, and if there were any predetermined ideas, the researcher was able to test directly in relation to real-life situations without touching the research findings.

Above mentioned criteria are essential principles of this research. Researcher made sure that qualitative and quantitative research confirmation strategies are used within analysis to make sure reliability and validity as referred by Morse et al. (2002) below:

- **Methodological coherence:** This refers to relationship between research question and components of the method. Qualitative research needs that the research question is coherent with the method and that there should be a further agreement with data and analytical process. The coherence of these components with the data to complete analytical goals must be logical and complete.
- **The sample must be appropriate:** The collected data must be representative of the subject to produce effective data.
- **Collecting and analyzing data simultaneously:** This is required to get a mutual relationship between what is known and what needs to be known.
- **Thinking theoretically:** Ideas evolving from data are reconfirmed in new data; this will give birth to new ideas that must be proved in data already collected.

The researcher gave special importance to how these confirmation strategies play a role to create reliability and credibility in the research. In the present research, the researcher has a direct connection and is close to the subject under inquiry; researcher's individual experience and perception are a significant part of the investigation and analysis of the phenomenon (Patton, 2002) but it is important for the validity and reliability of the present study that researcher does not put any personal preference into the research.

### **3.9.12 Final Results and Conclusions**

Once the initial results and findings are validated, the researcher finalized the findings and strategic framework for the selection of women issues in global electronic media discourse to determine the role of media in the gender-biased representation of women issues globally.

## **3.10 RESEARCHER INVOLVEMENT**

The researcher has an experience in teaching English Language as a Second Language' from Algonquin College, Ottawa, with a Master of Arts Degree in English Literature and a diploma of TEFL from Allama Iqbal Open University.

Furthermore, researcher has over '15 years of professional experience' in planning and delivering learning programs. She is currently working in Edmonton, Canada, under Federal government program to assist new immigrants to Canada in settlement and language learning. This also provided an immense opportunity to have a first-hand understanding of different gender-based issues in a multicultural environment. This greatly gave the understanding to deal and apprehend the various issues that women, in general, are exposed to.

In addition, researcher is also holding the position of 'General Secretary' in Pakistan Canadian Women Association of Edmonton, Canada. This has also provided an immense depth to closely watch in person the working of media in various gender-based issues while arranging and organizing different settlement programs for refugees and newcomer families especially women to Canada.

Moreover, researcher has also experience in arts and has an edge of creativity in the medium of painting and sketch drawing. She has painted a large amount of oil on canvass portraits of suppressed women and the issues that are faced by global women nowadays.

With this capability and background, the author is in a reliable position to apprehend and obtain information from the table talk shows/ panel discussions and interviews and also to involve academic and professional contributors in this research in an applicable way.

## **CHAPTER 4**

### **DATA COLLECTION AND DESCRIPTION**

#### **4.0 CHAPTER OVERVIEW**

This chapter provides information on collection and interpretation of data for critical discourse analysis of gender based issues in global electronic media discourse. Data was collected from five global television news channels on women issues delimited to six women issues globally. The researcher watched and listened to all table talk shows/ panel discussions and interviews in detail to write the discourse as transcription, this way the researcher had an opportunity to review and analyze these table talk shows/ panel discussions and interviews in depth. This will also provide help to future researchers. After transcription of data is done, a corpora of the entire data was developed to use quantitative method of inquiry for data analysis along with a qualitative approach.

The chapter also provides discussion on current findings from 60 table talk shows/ panel discussions and interviews selected for data analysis in the current research. These 60 table talk shows/ panel discussions and interviews are organized, well-arranged and interpreted according to their subject. This is a descriptive research in which a large data is collected and organized by the researcher with the help of charts, tables and graphs. There will be some discussion on collection and organization of data for current study in this chapter.

#### **4.1 APPLICATION OF CDA IN PRESENT RESEARCH**

Critical discourse analysis (CDA) views language as “social practice” (Fairclough & Wodak, 1997), studying and analyzing written and spoken texts to unfold the sources of power, dominance, and inequality (van Dijk, 2001). CDA is used to describe, interpret, and explain the relationship between language and society, which is much different from other discourse analysis methods (Rogers, 2004). The major goals of CDA is to critically analyze those who are in power, those who are responsible, and those who have the means and the opportunity to deal with social problems (van Dijk, 1986).

CDA is applied to the analysis of talk shows, panel discussions and interviews in the current research because it is an approach which is interested in analysing social phenomena which are necessarily complex and thus require a multi-methodological approach. Among many CDA theorists, van Dijk's (1993) socio-cognitive model has been widely referenced and applied in the analysis of media discourse. However, there is little research analyzing gender imbalance or gender differences by van Dijk's model. Therefore, the discourse in this study was analyzed using van Dijk's model in order to describe, interpret, and explain the relationship between language and power in gender representation in global media discourse on the women issues Framework. The data in the form of 60 panel discussions, talk shows and interviews from 5 global news channels (from Jan 2010 to Dec 2014) was analyzed based on van Dijk's socio cognitive model and then systematically categorized into tables representing Us versus Them dichotomy of the discourse. Through the above analysis, the study is to reveal that dominance and power are manifested in language while discussing women issues in global media discourse (Wodak, 2001). In this study, the debate was analyzed by van Dijk's socio cognitive model (1998) in the following aspects: (1) Examination of the context of the discourse:, political, or social background of a conflict and its main participants; (2) Analysis of groups, power relations, and conflicts involved in representation of gender-based issues in media discourse; (3) Identification of positive and negative opinions about Us versus Them; and (4) Study of discourse at macro, meso and micro level; (5) Examination of variables: lexical choice and syntactic structures etc., in a way that helps to (de)emphasize group opinions.

In the current research, CDA was applied because it helps to integrate various linguistic theories and approaches in producing a social and discursive process to highlight the assumptions made by the more powerful on the less powerful.

## **4.2 PRINCIPLES USED FOR DATA COLLECTION**

Data collection means the process of selecting the suitable data type and source, along with appropriate instruments to collect data. Data selection follows the right procedure of data collection. This definition differentiates data selection from selective data reporting and

interactive/active data selection. The process of choosing appropriate data for a research task can effect data reliability.

In the current research the main objective of data selection was the selection of appropriate data type, source, and instrument(s) that permitted the researcher to effectively respond to research questions that were formulated in the beginning of the research. This determination was discipline-specific and was mainly determined by the type of the investigation, existing literature, and accessibility to needed data sources.

This research is restricted to media discourse practices in television table talk shows/ panel discussions/ interviews in global electronic media. The global news channels are purposively selected on the basis of their coverage in more than 100 countries around the world. Six news channels CNN, BBC, Fox News, Aljazeera, and MSNBC are selected for this purpose. This research used the data from the online archives of these news channels from January 2010 to Dec 2014.

Data collection was facilitated through archival information on the news channels' websites and from YouTube. A complete transcription of all the 60 tables of talk shows, panel discussions and interviews is attached as Appendix I. When dealing with data containing a high degree of difficulty and dynamics, the use of interpretive methods is thought to be a better approach for exploring a substantive area about which much is known but to get better understanding (Stern, 1980).

In terms of ethics, data was collected and recorded from the official websites/ you tube where permission to use data for academic/ public use was allowed.

Integrity issues rose when the resolution to select 'appropriate' data to collect were based on cost and convenience considerations rather than the ability of data to adequately answer research questions. Certainly, cost and convenience are major features in the choice-making procedure. However, researcher evaluated to what amount these issues might negotiate the reliability of the present research.

There were a number of issues that researcher had to consider when selecting data for the current research. These included:

- To decide suitable type and sources of data which allowed researcher to sufficiently answer the specified research questions,
- To find appropriate techniques in order to get a representative sample
- To choose the proper tool(s) to collect data. There had to be compatibility between source of data and the instrument to collect it.

In the current research the questions that were considered when selecting data type and type include: What is (are) the research question(s)? What is the opportunity of present research? (This explained the limits of present study. Selected data did not go beyond the range of the study). How had the past literature (previous research) helped to be the most suitable data to be collected? What type of data was used: quantitative, qualitative, or a mix of both? In order to conduct this research on media discourse practices in electronic media on women issues, 5 global electronic television news channels were selected on the basis of the following criteria:

- Global accessibility of the channels
- Quality of discussions
- Quality of data
- Participants' credibility
- Participants' qualifications
- Relevancy of topics
- Use of English Language
- Viewership in more than 100 countries
- Having bureau offices in more than 100 countries

The data collection technique used for the present research is 'purposive sampling', because when using purposive sampling, the researcher supports selection on respondents who share explicit features or qualities and remove those who do not complete the needs (Bless & Higson-Smith, 1995). Another reason for making this a purposive selection is that Purposive sampling represents a group of various 'non-probability sampling techniques'. Also called judgmental, selective or one-sided sampling, purposive sampling relies on the selection of the researcher when it comes to selecting the pieces of data that are to be

studied. Furthermore, purposive sampling techniques can provide researcher with the rationalization to make guesses from the sample that is being studied, whether such generalisations are theoretical, analytic and/or logical in quality.

Similarly, the purpose of selecting table talk shows/ Panel Discussions or interviews is that the participants in these shows are not reading through a script; rather participants are free to share their ideologies and beliefs according to their own free will. For this reason the researcher did not select documentaries because documentaries give a specific ideology of the individual person or the media organization. Also it would be almost impossible to study the use of linguistic choices used by participants in the documentaries as they could have been pre-decided or pre-determined in the form of a script. Another reason is that in such talk shows and or panel discussions, a participant is supposed to have a question answer session with the audience as well.

### **4.3 DATA DESCRIPTION**

The development of data interpretation for present study started by collecting data. Because it is often difficult, or even impossible, to look at all the news channels and panel discussions in them i.e. all the global electronic news channels, they are approximately 150 in number. Data for present research was gathered from a smaller group, a subclass of the population known as a sample. Then data from the sample are used to guess what the features of the population all together may be. For example, a CDA of five global news channels was conducted to predict the ideology of all media organizations internationally on the subject of women issues. Five global news channels which are used are the sample and all international news channels are the population. But it is an art and science to collect high-quality data.

The researcher has used single inverted commas to highlight information in the current research while double inverted commas are used where direct quotes were required to accentuate on the works of previous researchers. In addition, researcher has not copied any table, chart or graph from any past work rather all of the tables, charts and graphs are the personal efforts of the researcher.

Moreover, for data analysis in Chapter 5, researcher has conducted critical discourse analysis by selecting chunks from talk shows, panel discussions and interviews; for the ease of readers, news source and the minutes and seconds (time) are added at the end of each sample,



for example (CNN no. 3, 12:44). This means this example is taken from CNN talk show/panel discussion number 3 where it was spoken at 12 minutes and 44 second during that particular dialogue.

Furthermore, researcher has gathered a huge data in the form of talk shows, panel discussions and interviews from global news channels; this data was than transcribed in Section I and was arranged according to women issues that were selected in the beginning of research. Also, for the quantitative analysis where a multimodal analysis was conducted, a huge corpus was built (Section II). Researcher has captured screenshots of all the KWIC (key word in context) results from the designed corpus to analyse data. Some of the data is inserted in Chapter 4 and Chapter 5, rest of this data is provided in the form of hard copy at the end of the thesis. Thus researcher has attached two DVDs: One DVD contains videos of 60 interviews, talk shows and panel discussions while other DVD has pdf of transcribed 60 panel discussions, interviews and talk shows together with KWIC results from the corpus. It also contains the multimodal analysis of data in the form of individual table per talk show, panel discussion or interview (i.e. 60 charts containing linguistic/ non-linguistic features from collected data). Following is a brief detail of all the Appendices and annexures attached:

- Section I – Transcription of Data (Annex1)
- Section II – Corpus of Transcribed Data (Annex 2)
- Section III – Multimodal Analysis of Data (Appendix)

Present study is a descriptive research; for that reason, researcher is anticipating to find workable and innovative angles of describing and analysing data from electronic media. Therefore, after collecting data, it is arranged in the forms of tables and charts to make it easier to control and manage it.

#### **4.3.1 Description of Women Issues**

After this interpretation of methodological framework and theoretical triangulation for the purpose of data analysis in the previous chapter (Chapter 3), researcher now moves toward

the detailed description of collected data. For the current research, six global women issues were selected as a result of purposive sampling (the criteria of selection are discussed in chapter three of the current research) for the analysis of gender based media discourse in global electronic television media, they are as under:

### ***Reproductive Rights of Women***

Reproductive rights for women is selected as one of the issue that is highlighted in the global electronic media discourse. This issue is carefully chosen through purposive sampling method because of the intensity of the matter being discussed and talked about in the panel discussions and talk shows.

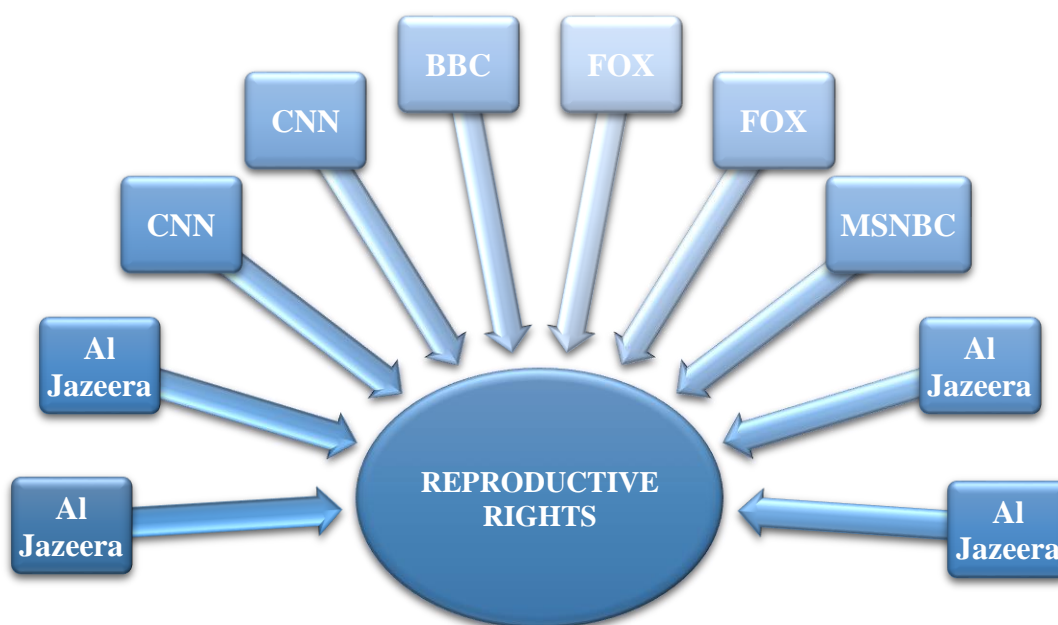
Table 4.1

*Reproductive Rights (Anti – Abortion Law and Women)*

NO.	DATA SOURCE	TOPICS	URL
1	CNN	War on Abortion Rights	<a href="https://www.youtube.com/watch?v=WdPIgsGmDcU">https://www.youtube.com/watch?v=WdPIgsGmDcU</a>
2.	CNN	The Rights of Women in Arab World- Libyan Woman's Rape Claim	<a href="https://www.youtube.com/watch?v=uptePSGcSEw">https://www.youtube.com/watch?v=uptePSGcSEw</a>
3.	BBC	Should Abortion Be A Private Matter?	<a href="https://www.youtube.com/watch?v=atYZ0ypSPL">https://www.youtube.com/watch?v=atYZ0ypSPL</a>
4.	FOX NEWS	Women's Right to Birth Control	<a href="https://www.youtube.com/watch?v=iQh-lFemHhs">https://www.youtube.com/watch?v=iQh-lFemHhs</a>
5.	FOX NEWS	Women's Right to Birth Control	<a href="https://www.youtube.com/watch?v=zPHxMk7FvYQ">https://www.youtube.com/watch?v=zPHxMk7FvYQ</a>
6.	ALJAZEERA	U.S. Abortion Battles	<a href="https://www.youtube.com/watch?v=7CZH0UF3FQ0">https://www.youtube.com/watch?v=7CZH0UF3FQ0</a>
8.	ALJAZEERA	Honour, Rape and the Right to Abortion	<a href="https://www.youtube.com/watch?v=8KGyEPTTuwQ">https://www.youtube.com/watch?v=8KGyEPTTuwQ</a>
9.	ALJAZEERA	Are Republicans redefining Women's Rights of Abortion?	<a href="https://www.youtube.com/watch?v=GlbQP1Siigg">https://www.youtube.com/watch?v=GlbQP1Siigg</a>
10.	ALJAZEERA	America's Abortion War	<a href="https://www.youtube.com/watch?v=tSGz0r2zKtU">https://www.youtube.com/watch?v=tSGz0r2zKtU</a>
11.	MSNBC	Republican War on Women	<a href="https://www.youtube.com/watch?v=EwH1kc6HgiM">https://www.youtube.com/watch?v=EwH1kc6HgiM</a>

The above table gives a brief overview of all the table talk shows and panel discussions which are selected carefully under 6 specific global women issues, as data for the present research. It was made sure that the researcher keep a record of the data source i.e. the data source, from where the panel discussion/ table talk show is selected. Also the web source from where that panel discussion or table talk show was available for the audience, is also made available for the future researchers and scholars for their assistance. Above table also shows the topic of every individual talk show or panel discussion.

Following is the interpretation of data sources from where the table talk shows and panel discussions for women's issues related to reproductive rights were selected.



*Figure 4.2. Data for Reproductive Rights*

Figure 4.1 gives a summary of all the data sources i.e. name of the news channels from where these specific table talk shows and panel discussions are selected as data in the current study related to Reproductive rights issues of women. Figure shows that 4 panel discussions and table talk shows are selected from Aljazeera News channel, 1 was selected from MSNBC

news, similarly 1 from BBC while 2 table talk shows and panel discussions are chosen from Fox news and CNN news.

***Violence against Women (Domestic and Workplace)***

Violence against Women either domestic or workplace, was selected as another women issue for the current study. The criteria for selection of these specific women issues is mentioned in detail in the 3<sup>rd</sup> chapter of the present research. All the table talk shows/ panel discussions or interviews were selected from Jan 2010 to Dec 2014 only. The interpretation of selected table talk shows and panel discussions related to Violence against Women (Domestic and Workplace) is shown in the following table:

Table 4.2

***Violence Against Women (Domestic and Workplace)***

NO .	DATA SOURCE	TOPIC	URL
1.	CNN	Tanya Young Williams -CNN HLN Evening Express; Domestic Violence Commentary	<a href="https://www.youtube.com/watch?v=HBsvTo-Vh14">https://www.youtube.com/watch?v=HBsvTo-Vh14</a>
2.	CNN	Fox News Domestic Abuse Jokes Made Me Want 'To Throw Up'	<a href="https://www.youtube.com/watch?v=kT4o6x2Rf_Q">https://www.youtube.com/watch?v=kT4o6x2Rf_Q</a>
3.	CNN	Domestic-Violence Allegations against Yanni in Larry King Live	<a href="https://www.youtube.com/watch?v=NKKXrLKShQ8">https://www.youtube.com/watch?v=NKKXrLKShQ8</a>
4.	FOX NEWS	Domestic violence	<a href="https://www.youtube.com/watch?v=tPWh609Bi3A">https://www.youtube.com/watch?v=tPWh609Bi3A</a>
5	FOX NEWS	"Fox & Friends" on Ray Rice, Domestic Violence	<a href="https://www.youtube.com/watch?v=xemiPg_aAS0">https://www.youtube.com/watch?v=xemiPg_aAS0</a>
6.	FOX NEWS	Female "Victims of Domestic Violence" Should "Make Better Choices"	<a href="https://www.youtube.com/watch?v=FzSHvGcTJUJ">https://www.youtube.com/watch?v=FzSHvGcTJUJ</a>
7.	FOX NEWS	Why People Stay in Violent Relationships	<a href="https://www.youtube.com/watch?v=QfIBncnfFWs">https://www.youtube.com/watch?v=QfIBncnfFWs</a>
8.	ALJAZEERA	Putting a Face to Domestic Violence in Saudi Arabia	<a href="https://www.youtube.com/watch?v=-ByeqABKm7k">https://www.youtube.com/watch?v=-ByeqABKm7k</a>
9.	ALJAZEERA	The Challenges and Choices Facing Domestic Violence Victims	<a href="https://www.youtube.com/watch?v=t56T_vBzHZ4">https://www.youtube.com/watch?v=t56T_vBzHZ4</a>

10.	MSNBC	Women Freak Out When Someone Dares to bring up Hope - Solo Domestic Violence	<a href="https://www.youtube.com/watch?v=E_duve7E9FA">https://www.youtube.com/watch?v=E_duve7E9FA</a>
11.	MSNBC	Violence against Women is Institutionalized	<a href="https://www.youtube.com/watch?v=kareSL6hKWA">https://www.youtube.com/watch?v=kareSL6hKWA</a>

Table 4.2 gives a summary of all the table talk shows and panel discussions that are used as data in the present study related to Violence against Women (Domestic and Workplace). The table summarizes data source, topic and the web address for the specific table talk shows and panel discussions in the selected data.

The following figure covers all the data sources from where the specific table talk shows and panel discussions are selected as data for the Violence against Women (Domestic and Workplace) issues in the current study.

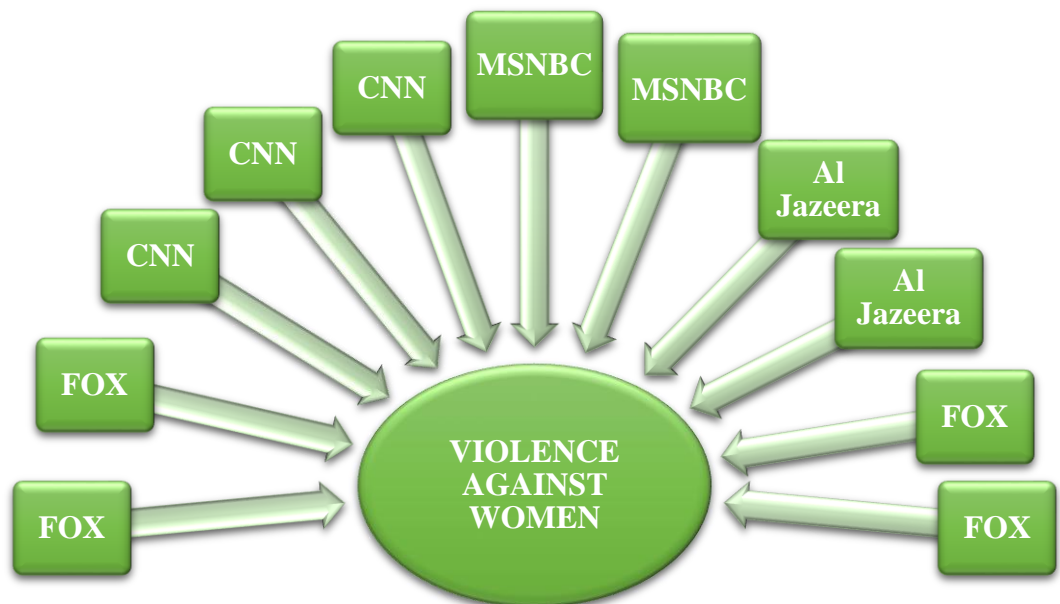


Figure 4.2. Data for Violence against Women

Figure 4.2 gives a detailed interpretation of all of the data sources i.e. news channels which are used to collect table talk shows and panel discussions for the Violence against Women (Domestic and Workplace) issues in the present study. The figure shows that Fox news got 1st position in highlighting Violence against Women (Domestic and Workplace) issues. 4 table talk shows/ panel discussions or interviews were selected from this data source. On the other hand, CNN news channel stood at the 2<sup>nd</sup> place as only 3 table talk shows/ panel discussions or interview were selected for data analysis from this data source. While only 2 news individually were selected from MSNBC and Aljazeera news channels. And it is also shown here that none of the table talk shows/ panel discussions or interviews were selected from BBC news channel.

### ***Rape and Sexual Harassment***

Rape and sexual harassment is another women issue that is selected for the purpose of gender based analysis of global electronic media discourse. All the table talk shows/ panel discussions or interviews were selected from Jan 2010 to Dec 2014 only. The following table gives a brief detail of all the table talk shows/ panel discussions or interviews that are selected under the issue of rape and sexual harassment.

Table 4.3

### ***Rape and Sexual Harassment***

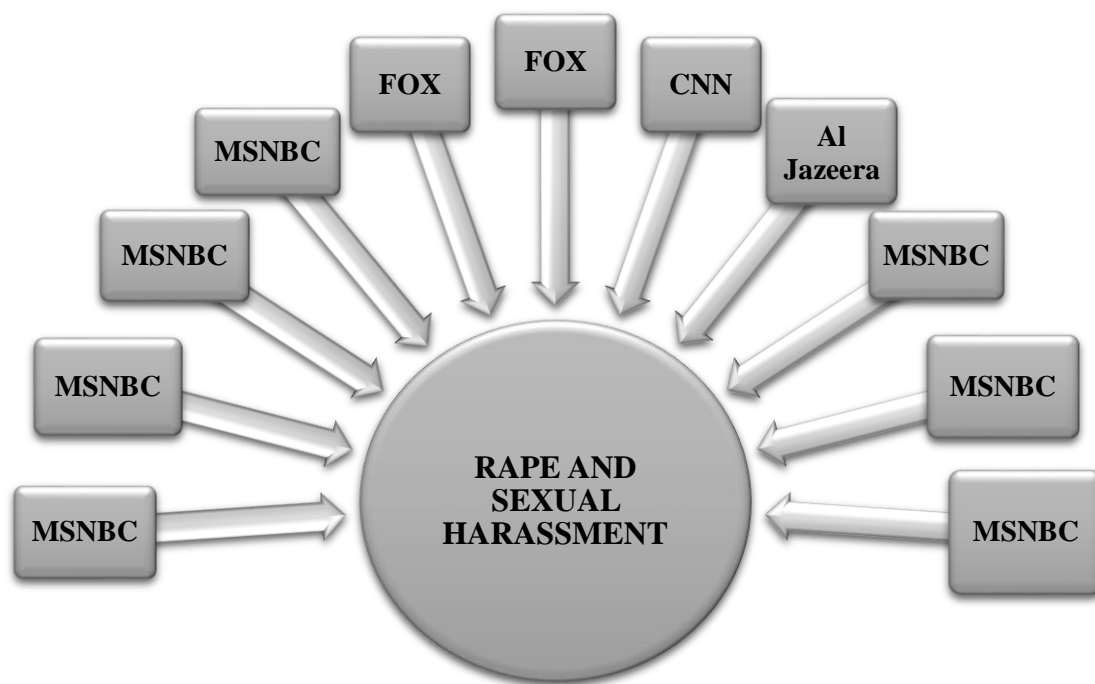


<b>NO .</b>	<b>DATA SOURCE</b>	<b>TOPIC</b>	<b>URL</b>
<b>1.</b>	CNN	Elizabeth Smart: Days consisted of Rape	<a href="https://www.youtube.com/watch?v=Q_49iWYE37c">https://www.youtube.com/watch?v=Q_49iWYE37c</a>
<b>2.</b>	FOX NEWS	'I'm Not Saying She Deserved to be Raped, But...'	<a href="https://www.youtube.com/watch?v=x6rKXKSjmos">https://www.youtube.com/watch?v=x6rKXKSjmos</a>
<b>3.</b>	FOX NEWS	Street Harassment and Women	<a href="https://www.youtube.com/watch?v=q1DeV_BGSbM">https://www.youtube.com/watch?v=q1DeV_BGSbM</a>
<b>4.</b>	ALJAZEERA	Cracking down on sexual harassment in Egypt?	<a href="https://www.youtube.com/watch?v=eF7nBi1-lwg">https://www.youtube.com/watch?v=eF7nBi1-lwg</a>
<b>5.</b>	MSNBC	More Prosecutions Needed for Military Rapes	<a href="https://www.youtube.com/watch?v=QqeCqiK6PZ0">https://www.youtube.com/watch?v=QqeCqiK6PZ0</a>
<b>6</b>	MSNBC	Addressing Sexual Harassment in the Workplace	<a href="https://www.youtube.com/watch?v=leKh4sWp1T4">https://www.youtube.com/watch?v=leKh4sWp1T4</a>
<b>7</b>	MSNBC	Military Rape -Part 1	<a href="https://www.youtube.com/watch?v=Mx_948LNMgE">https://www.youtube.com/watch?v=Mx_948LNMgE</a>
<b>8</b>	MSNBC	Military Rape - Part 2	<a href="https://www.youtube.com/watch?v=KyWQrkaigko">https://www.youtube.com/watch?v=KyWQrkaigko</a>
<b>9</b>	MSNBC	Rape and College Sports: The Ethics Guy	<a href="https://www.youtube.com/watch?v=4tNCwOtGBvc">https://www.youtube.com/watch?v=4tNCwOtGBvc</a>
<b>10</b>	MSNBC	More Prosecutions Needed for Military Rapes	<a href="https://www.youtube.com/watch?v=QqeCqiK6PZ0">https://www.youtube.com/watch?v=QqeCqiK6PZ0</a>

<b>11</b>	MSNBC	Pingree Fights for Survivors of Military Sexual Assault	<a href="https://www.youtube.com/watch?v=CCTSEVapyxo">https://www.youtube.com/watch?v=CCTSEVapyxo</a>
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Table 4.3 gives a brief summary of all the table talk shows/ panel discussions or interviews that are selected for data analysis related to rape and sexual harassment issue for the present research. The web address gives an easy access to all the future researchers and scholars for further studies and to have an in-depth insight into the table talk shows/ panel discussions or interviews as a whole for further inquiry.

Similarly, the following figure gives a detailed summary of all the data sources that are used to select the table talk shows/ panel discussions or interviews for the rape and sexual harassment issues in women globally.



*Figure 4.3. Data for Rape and Sexual Harassment*

Figure 4.3 shows how much importance the issue of rape and sexual harassment was able to achieve in the global electronic news channels. The statistics show that MSNBC was

the only channel which highlighted the issue of rape and sexual harassment more than any other global electronic news channels. 7 out of 11 table talk shows/ panel discussions or interviews were selected from MSNBC while BBC didn't discuss this issue in its table talk shows/ panel discussions or interviews at all. 2 table talk shows/ panel discussions or interviews were selected from Fox news channel and just one table talk show/ panel discussion or interview was selected from CNN news channel.

*Prostitution and Paid Sex*

For the gender-based analysis of global electronic media discourse, prostitution and paid sex is also selected as an issue for data analysis in present research. All the table talk shows/ panel discussions or interviews were selected from Jan 2010 to Dec 2014 only. Following table gives a good interpretation of the sources, topic and the web address.

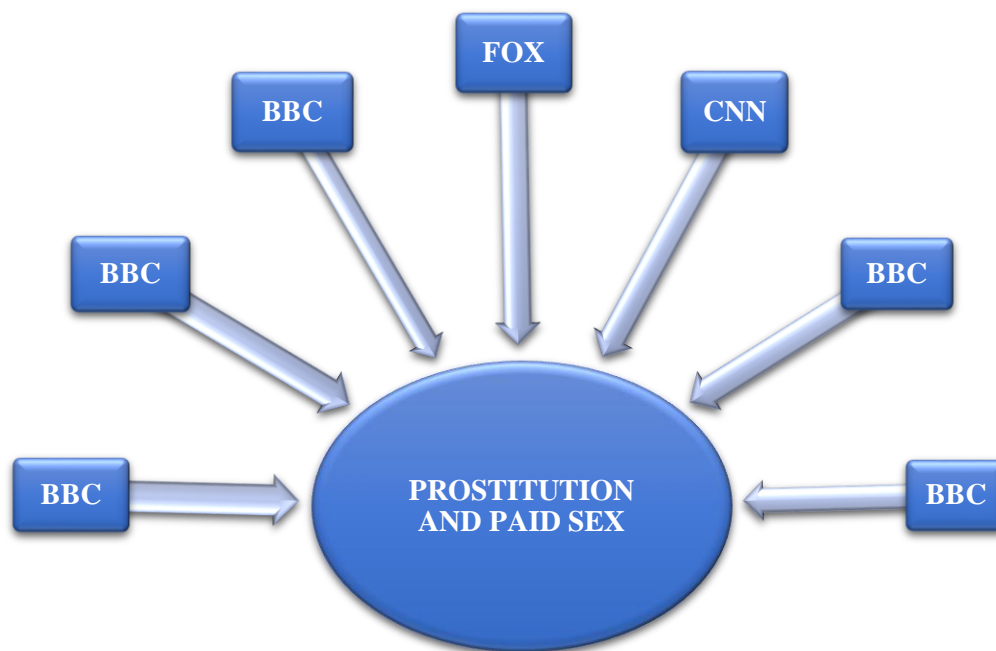
Table 4.4

*Prostitution and Paid Sex*

NO .	DATA SOURCE	TOPIC	URL
1.	CNN	Anderson Cooper on the Village Voice Prostitution Ad biz	<a href="https://www.youtube.com/watch?v=p0eI4vXWHUE">https://www.youtube.com/watch?v=p0eI4vXWHUE</a>
2.	BBC	Should buying sex be Illegal in the UK, as it is in Sweden, Norway and Iceland?	<a href="https://www.youtube.com/watch?v=TpPpENfWRdk">https://www.youtube.com/watch?v=TpPpENfWRdk</a>
3.	BBC	Northern Ireland Debate on Legality of Prostitution	<a href="https://www.youtube.com/watch?v=h5LH5k5hyWA">https://www.youtube.com/watch?v=h5LH5k5hyWA</a>
4.	BBC	Should it be Illegal to Pay for Sex?	<a href="https://www.youtube.com/watch?v=520_t6uHmWY">https://www.youtube.com/watch?v=520_t6uHmWY</a>
5.	BBC	Should It be Illegal to Pay for Sex with a Young Adult?	<a href="https://www.youtube.com/watch?v=sHukn6AHHi4">https://www.youtube.com/watch?v=sHukn6AHHi4</a>
6.	BBC	Prostitution was Empowering	<a href="https://www.youtube.com/watch?v=Tt72-7iWkQ">https://www.youtube.com/watch?v=Tt72-7iWkQ</a>
7.	FOX NEWS	Phony War on Women-Part 2	<a href="https://www.youtube.com/watch?v=XHIAQy_7xSA">https://www.youtube.com/watch?v=XHIAQy_7xSA</a>

Table 4.4 briefly summarizes the details of data sources and web address along with the topics that are selected for the analysis in the present research. Altogether 7 table talk shows/ panel discussions or interviews are selected from 5 global news channels related to the issues of Prostitution and paid sex and they are all shown in the above table.

Similarly, the following graph gives a clear picture of all the data sources that are used to select table talk shows/ panel discussions or interviews related to prostitution and paid sex for the gender-based analysis of global electronic media discourse.



*Figure 4.4. Data for Prostitution and Paid Sex*

Figure 4.4 shows a clear picture of all the data sources which were used to select the table talk shows/ panel discussions or interviews under the issue of prostitution and paid sex. The figure summarizes clearly that out of 7 data sources only 3 of them were more interested in the issue of prostitution and paid sex. It shows that 5 table talk shows/ panel discussions or interviews were selected from BBC news channel while only one table talk show/ panel discussion or interview was selected from CNN and Fox news individually.

### ***Women Education***

The issue of women education is also selected for gender-based analysis of global electronic media discourse in the current study. All of the table talk shows/ panel discussions or interviews that are selected for analysis related to the issue of women education are shown in the following table:

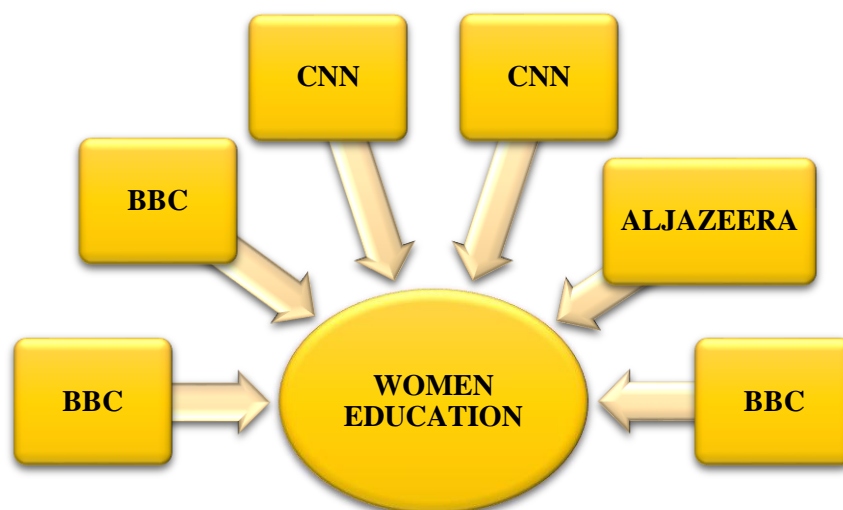
Table 4.5

*Women Education*

NO .	DATA SOURCE	TOPIC	URL
1.	CNN	Fighting to Educate Woman	<a href="https://www.youtube.com/watch?v=vNqr2c37-fs">https://www.youtube.com/watch?v=vNqr2c37-fs</a>
2.	CNN	HEROES Special Programme on CNN-IBN	<a href="https://www.youtube.com/watch?v=Hp82Qw_aZXg">https://www.youtube.com/watch?v=Hp82Qw_aZXg</a>
3.	BBC	Women Education in Pakistan	<a href="https://www.youtube.com/watch?v=9wSs_0jh9aM">https://www.youtube.com/watch?v=9wSs_0jh9aM</a>
4.	BBC	Need for Women Education in Pakistan-UN MALALA Day - Part 1	<a href="https://www.youtube.com/watch?v=o3837x2qwxo">https://www.youtube.com/watch?v=o3837x2qwxo</a>
5.	BBC	Need for Women Education in Pakistan-UN MALALA Day - Part 2	<a href="https://www.youtube.com/watch?v=1GssOcFS7sQ">https://www.youtube.com/watch?v=1GssOcFS7sQ</a>
6.	ALJAZEERA	Women's Rights in Afghanistan	<a href="https://www.youtube.com/watch?v=0eVYdF9o6ak">https://www.youtube.com/watch?v=0eVYdF9o6ak</a>

Table 4.5 briefly explains all the table talk shows/ panel discussions or interviews that are selected from specific data source i. e. news channels and gives the web address of the table talk shows/ panel discussions or interviews selected under women education issues. All the table talk shows/ panel discussions or interviews were selected from Jan 2010 to Dec 2014 only.

Similarly, the figure below gives a summary of the data sources which are responsible in the selection of table talk shows/ panel discussions or interviews related to women education issues.



*Figure 4.5. Data for Women Education*

Figure 4.5 summarizes data sources from which table talk shows/ panel discussions or interviews are selected for the issue of women education for gender-based analysis of global electronic media discourse. It shows that 3 table talk shows/ panel discussions or interviews are selected from BBC news channel while 2 are chosen from CNN and only 1 from Aljazeera news channel.

### ***Women Rights and their Violation***

For the gender-based analysis of global electronic media discourse, women rights and their violation was selected as an issue of global women. For this purpose table talk shows/ panel discussions or interviews are selected from data sources in order to analyse the gender-based representation in media discourse. The following table gives a summary of all the table talk shows/ panel discussions or interviews that are chosen for data related to the issue of women rights and their violation:

Table 4.6

### ***Women Rights and their Violation***

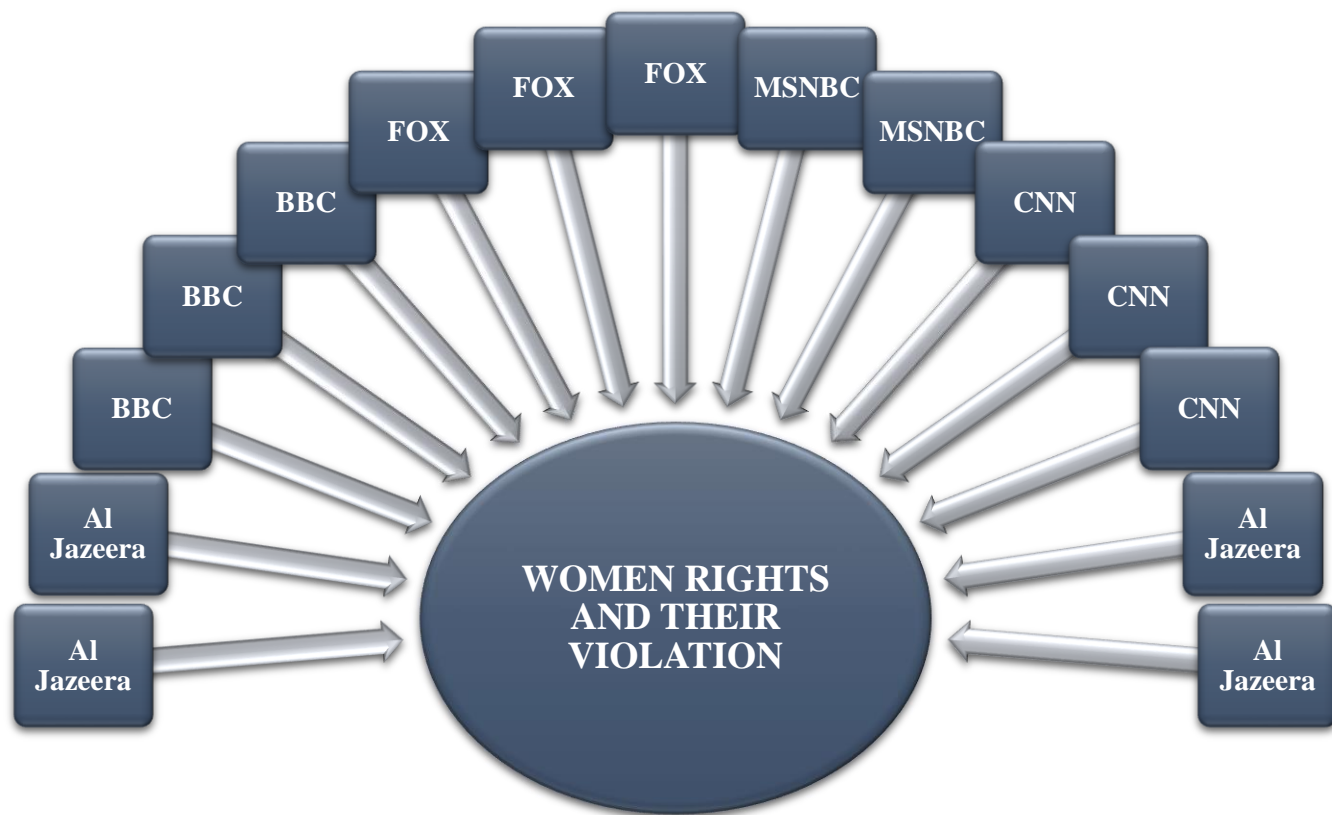
NO.	DATA SOURCE	TOPIC	URL
1.	CNN	Muslim Women Full Face Covering	<a href="https://www.youtube.com/watch?v=2SDrPyAAcjE">https://www.youtube.com/watch?v=2SDrPyAAcjE</a>
2.	CNN	Burqa Ban on Muslim Women in France	<a href="https://www.youtube.com/watch?v=JSIjfnPcSg">https://www.youtube.com/watch?v=JSIjfnPcSg</a>
3.	CNN	Women Have the World by the Balls And Still less Happy than Men	<a href="https://www.youtube.com/watch?v=PwDj9GmcLBE">https://www.youtube.com/watch?v=PwDj9GmcLBE</a>
4.	BBC	Inequality Gap between Men and Women in China	<a href="https://www.youtube.com/results?search_query=Impact+presenter+Lucy+Hockings+spoke+to+author+Let+a+Hong+Fincher+about+China%27s+%22Leftover+Women%22+">https://www.youtube.com/results?search_query=Impact+presenter+Lucy+Hockings+spoke+to+author+Let+a+Hong+Fincher+about+China%27s+%22Leftover+Women%22+</a>
5.	BBC	Respect of Women- More Women on Banknotes?	<a href="https://www.youtube.com/watch?v=QUBopPZoodk">https://www.youtube.com/watch?v=QUBopPZoodk</a>
6.	BBC	Should The Burqa be Banned?	<a href="https://www.youtube.com/watch?v=WWrGkdzGINY">https://www.youtube.com/watch?v=WWrGkdzGINY</a>
7.	FOX NEWS	Laura Ingraham Exposes the Phony War on Women	<a href="https://www.youtube.com/watch?v=ccJZ736ScN8">https://www.youtube.com/watch?v=ccJZ736ScN8</a>
8.	FOX NEWS	The Bogus "War On Women"	<a href="https://www.youtube.com/watch?v=LjbTsqnkHWY">https://www.youtube.com/watch?v=LjbTsqnkHWY</a>
9.	FOX NEWS	Fox News Proudly Doesn't Understand Women or Science	<a href="https://www.youtube.com/watch?v=Zhekz5Fiy8I">https://www.youtube.com/watch?v=Zhekz5Fiy8I</a>



10.	ALJAZEERA	Afghanistan Women's Issues	<a href="https://www.youtube.com/results?search_query=Al+Jazeera-+Afghanistan+Women%27s+Issues+April+2010">https://www.youtube.com/results?search_query=Al+Jazeera-+Afghanistan+Women%27s+Issues+April+2010</a>
11.	ALJAZEERA	Do Arab Men Hate Women?	<a href="https://www.youtube.com/watch?v=bomCMNGfs1I">https://www.youtube.com/watch?v=bomCMNGfs1I</a>
12.	ALJAZEERA	Talk to Al Jazeera - Why Arab Women Still 'have no Voice'	<a href="https://www.youtube.com/watch?v=GxjKdJ3JNSU">https://www.youtube.com/watch?v=GxjKdJ3JNSU</a>
13.	ALJAZEERA	Women's Rights in Pakistan	<a href="https://www.youtube.com/watch?v=js6flt8AAjQ">https://www.youtube.com/watch?v=js6flt8AAjQ</a>
14.	MSNBC	The 2014 Voices of Feminism	<a href="https://www.youtube.com/watch?v=fQfVsEnG_Iw">https://www.youtube.com/watch?v=fQfVsEnG_Iw</a>
15.	MSNBC	Woman Stoned to death in Pakistan	<a href="https://www.youtube.com/watch?v=RHjyy_fqkx8">https://www.youtube.com/watch?v=RHjyy_fqkx8</a>

Table 4.6 gives a detailed explanation of the table talk shows/ panel discussions or interviews selected for the issue of women rights and their violation. All the table talk shows/ panel discussions or interviews were selected from Jan 2010 to Dec 2014 only. The data source or channel's name is mentioned clearly to find out the source of data, similarly web address of table talk shows/ panel discussions or interviews is also mentioned for the ease of readers.

On the other hand, the following figure gives a brief explanation of all the data sources that were used by the researcher to collect table talk shows/ panel discussions or interviews related to women rights and their violation.



*Figure 4.6. Data for Women Rights and their Violation*

Figure 4.6 gives a summary of all the data sources that are utilised by the researcher in the present study to collect the data sample related to women rights and their violation as a global issue. The figure shows table talk shows/ panel discussions or interviews are selected from Aljazeera while 3 were chosen from CNN, BBC and Fox news channels individually, and 2 table talk shows/ panel discussions or interviews are selected from MSNBC news channel.

The above tables and figures give an in-depth interpretation of six women issues selected for the gender-based critical discourse analysis of women issues in global electronic media discourse. Researcher has provided the electronic web source of all table talk shows/ panel discussions and interviews for the authenticity and reliability of collected data.

#### **4.3.2 Frequency of Women Issues**

Researcher also organized data according to the coverage given by the particular television news channel. This gives the selection and coverage of news coverage policies of

any particular media institution. To carry on the CDA of women issues in media discourse, the following tables indicate frequency of topics covered in global media news channels:

Table 4.7

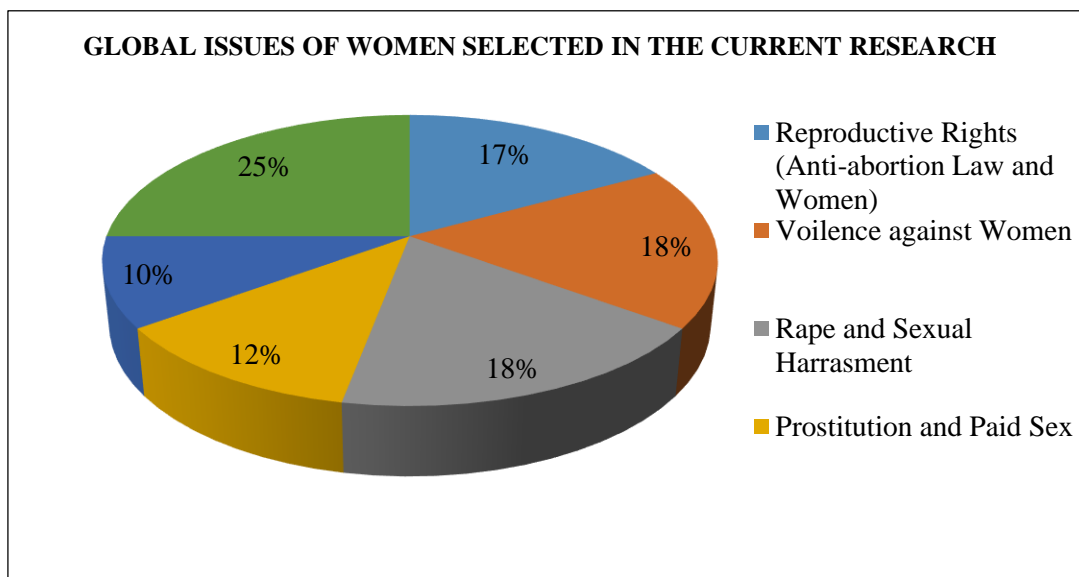
*Global Issues of Women*

Sr. No.	GLOBAL WOMEN ISSUES	Frequency of Topics Covered in Global Media Channels	Percentage (Out of 60)
1.	Reproductive Rights (anti-abortion law and women)	10	17%
2.	Violence against Women (Domestic, Workplace)	11	18%
3.	Rape and Sexual Harassment	11	18%
4.	Prostitution and Paid Sex	7	12%
5.	Women Education	6	10%
6.	Women Rights and their Violation	15	25%
Total Number = 60			100%

The above table shows selection of six major global issues for the current research, it also give the frequency of times these issues are covered and discussed by the individual news channels. The percentage is calculated by the researcher to give an in-depth quantitative analysis of the importance given to the particular women issues by these television news

channels. All the table talk shows/ panel discussions or interviews were selected from Jan 2010 to Dec 2014 only.

Following is a graphical representation of the frequency of appearance of above selected women issues in the individual television news channels:



*Figure 4.7. Global Issues of Women*

After selecting 6 major issues of women globally, the researcher selected 5 mostly viewed global electronic media news channels; the following charts show interpretation of collected data in the tabular as well as graphic form, to make it easily understandable for a layman. An organized tabular and graphical representation of collected data shows how the women issues are arranged according to the frequency of their appearance in a particular news channel.

The coverage of Reproductive rights as a global women issue is shown in the table below:

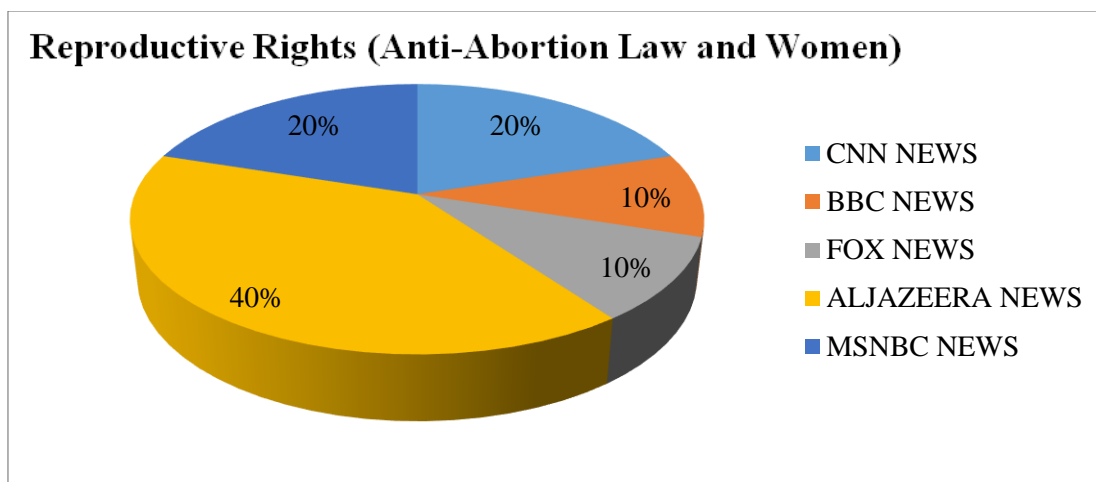
### 4.3.3 Frequency of Data Appearance in News Channels

Table 4.8

*Reproductive Rights (Anti-Abortion Law and Women)*

Reproductive Rights (Anti-Abortion Law and Women)		
Data Source	Frequency of topics covered	Percentage
CNN NEWS	2	20%
BBC NEWS	1	10%
FOX NEWS	2	20%
ALJAZEERA NEWS	4	40%
MSNBC NEWS	1	10%

Table 4.8 gives a detailed holistic interpretation of coverage of ‘Reproductive Rights’ as a global women issue in all the 5 electronic news channels. It shows that Overall coverage of this women issue is done 9 times in most popular media news channels, where CNN touched the reproductive issue twice, while BBC news, Fox news and MSNBC news covered the issue only once and Aljazeera is the only news channel that talked about reproductive rights of women globally for 4 times. All the table talk shows/ panel discussions or interviews were selected from Jan 2010 to Dec 2014 only.



*Figure 4.8. Data for Reproductive Rights (Anti-Abortion Law)*

Fig 4.8 gives a graphic description of coverage of the women issue of reproductive rights in global electronic media discourse.

The second major women issue selected for gender based linguistic analysis of global electronic media discourse is 'Violence against Women: Domestic and Workplace'. For a detailed and in-depth analysis of collected data it is necessary to find out which channels give more importance to women as shown by the time given to those issues and the frequency with which these issues are discussed in those channels; therefore the researcher also calculated the percentage of the frequency of times, the issue of violence against women got coverage in the individual electronic news channel.

The following table gives a detailed view of coverage of 'Violence against Women: Domestic and Workplace' in individual global news channels:

Table 4.9

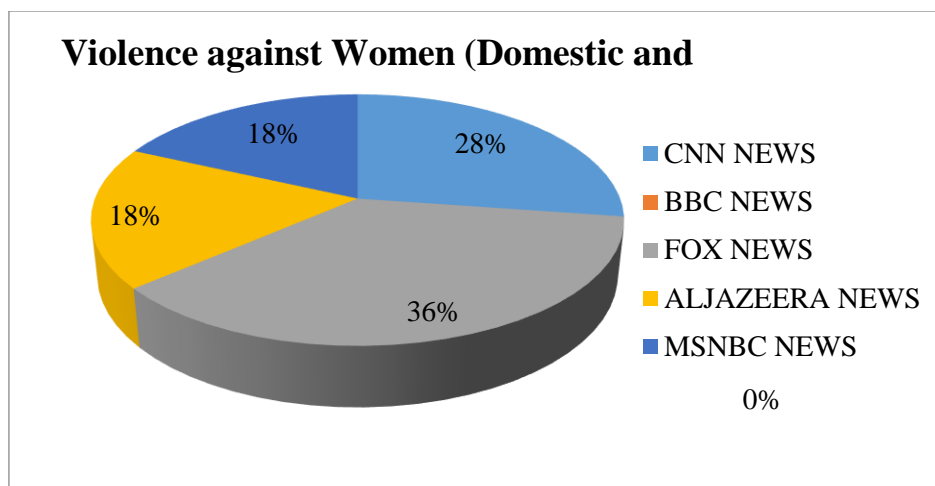
*Violence against Women: Domestic and Workplace*

Violence Against Women: Domestic and Workplace		
Data Source	Frequency of topics covered	Percentage
CNN NEWS	3	28%
BBC NEWS	0	0%
FOX NEWS	4	36%
ALJAZEERA NEWS	2	18%
MSNBC NEWS	2	18%

Table 4.9 gives a detailed interpretation of the coverage of global women issue of ‘Violence Against Women: Domestic and Workplace’, where it is obvious from the table that Fox news is the only news channel that discussed the issue for the maximum number of times i.e. 4 times, while CNN stood at next to Fox news with frequency of appearance 3 times and Aljazeera and MSNBC covered 2 times each whereas BBC didn’t consider this issue worthy enough to be discussed at all. All the table talk shows/ panel discussions or interviews were selected from Jan 2010 to Dec 2014 only.

The following graphical representation of global women issue’ Violence against Women: Domestic and Workplace’ shows the percentages of the frequency of appearance of this issue in particular channels:





*Figure 4.9. Data for Violence against Women*

Fig 4.9 shows percentage of coverage of ‘Violence against Women: Domestic and Workplace’ issue in global electronic media discourse.

Rape and sexual harassment is the third issue selected for gender-based critical discourse analysis of global electronic media discourse. Frequency with which the chosen global news channels covered issue of rape and sexual harassment is an indication of how much importance a particular issue carries in the eyes of news makers for the particular news channel.

Following table gives statistics on frequency of topic covered in individual news channels:

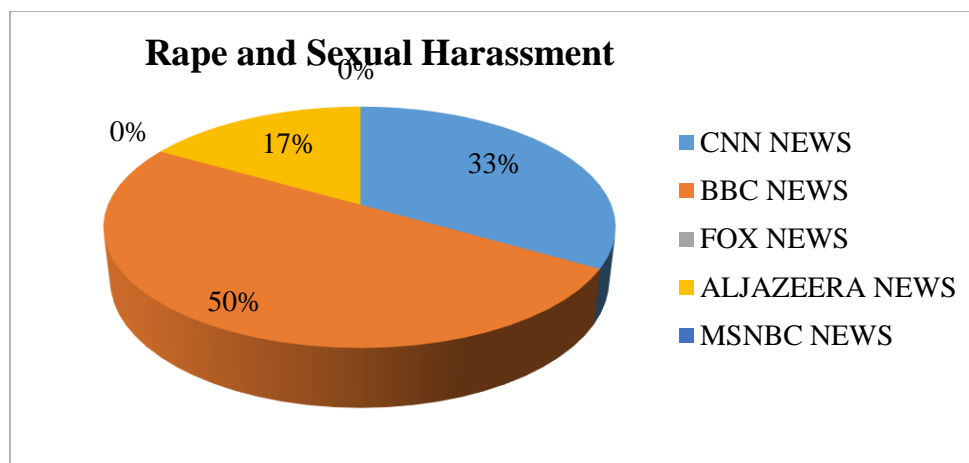
Table 4.10

*Rape and Sexual Harassment*

Rape and Sexual Harassment		
Data Source	Frequency of topics covered	Percentage
CNN NEWS	1	9%
BBC NEWS	0	0%
FOX NEWS	2	18%
ALJAZEERA NEWS	1	9%
MSNBC NEWS	7	64%

Table 4.10 gives a holistic idea about the frequency of global women issue of rape and sexual harassment in media discourse of television news channels. It shows that MSNBC stands first in line for giving the coverage to the topic of rape and sexual harassment in women for 7 times, while Fox news is at second place with giving the coverage 2 times, then comes CNN and Aljazeera for covering the issue only 1 time each whereas again BBC didn't give much consideration to this global women issue at all.

Similarly, the pie chart representation of the women issue of 'rape and sexual harassment' indicates the percentage of the coverage of issue in selected global news channels.



*Figure 4.10. Data for Rape and Sexual Harassment*

Figure 4.10 contributes to explanation of collected data on gender-based critical discourse analysis of global electronic media discourse where MSNBC comes first with 63 percent, Fox news comes second with 18 percent, Aljazeera and CNN covers 9 percent and BBC didn't give coverage to this global women issue at all.

Researcher chose another 'Prostitution and Paid Sex' as one of major global women issue for critical discourse analysis of collected data. This statistics of collected data showed the number of times this issue is discussed in particular electronic news channels. All the table talk shows/ panel discussions or interviews were selected from Jan 2010 to Dec 2014 only.

Following table gives a statistical interpretation of frequency of appearance and coverage for the issue of 'Prostitution and Paid Sex' in global electronic media:

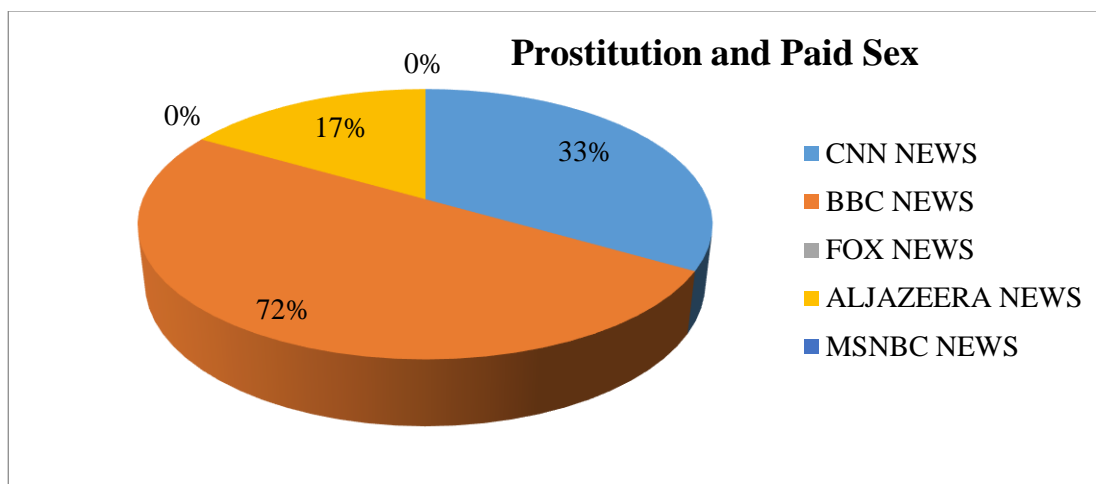
Table 4.11

*Prostitution and Paid Sex*

Data Source	Frequency of topics covered	Percentage
CNN NEWS	1	14%
BBC NEWS	5	72%
FOX NEWS	1	14%
ALJAZEERA NEWS	0	0%
MSNBC NEWS	0	0%

Table 4.11 gives a statistical data showing that this time BBC gave a maximum coverage to the global women issue of ‘Prostitution and Paid Sex’ with a frequency of 5, while Fox stood second with a frequency of 2 and CNN comes third with frequency of 1, and this time Aljazeera and MSNBC were the ones that didn’t give any coverage to this global women issue.

The pie chart below also gives a frequency of coverage in the form of percentages, where Aljazeera shows maximum coverage of 62 percent of entire issue while Fox gives second maximum coverage of 25 percent and CNN covers 12 percent of the entire topic while MSNBC and Aljazeera shared 0 percent in covering the issue of ‘Prostitution and Sex’.



*Figure 4.11. Data for Prostitution and Paid Sex*

Figure 4.11 gives a statistical explanation of the frequency of data coverage for the critical discourse analysis of 5 global television news channels selected for the present research.

Another global (specifically Asian as well as African women issue) women issue of ‘Women Education’ is carefully chosen to analyse data for gender-based critical discourse analysis of global electronic media discourse. For this purpose data was organized in the following table to show frequency of issue covered by the news channels. It should be considered that frequency of topic coverage in global electronic news channels is only from Dec 2010 to Jan 2014 and it might be a subject of change after this time period.

Frequency of topic coverage by selected global electronic news channels from Dec 2010 to Jan 2014, is shown in the following table:

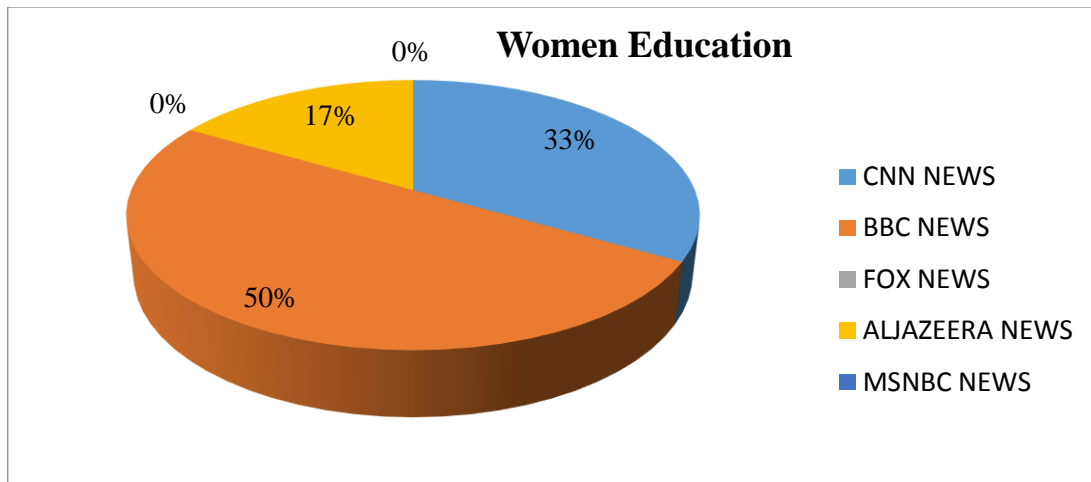
Table 4.12

*Women Education*

Women Education		
Data Source	Frequency of topic covered	Percentage
CNN NEWS	2	33%
BBC NEWS	3	50%
FOX NEWS	0	0%
ALJAZEERA NEWS	1	17%
MSNBC NEWS	0	0%

Table 4.12 gives an overall view of the occurrence of the issue of Women Education from Dec 2010 to Jan 2014 in selected new channels. This revealed that BBC news covered the issue of ‘Women Education’ for maximum number of times i.e. 3, CNN covered the issue twice and Aljazeera covered it once, while MSNBC didn’t give any coverage to this topic.

The pie chart representation of the frequency of the issue of Women Education to conduct a discourse analysis from Dec 2010 to Jan 2014 shows the percentage of coverage of this issue in individual news channel in the figure below:



*Figure 4.12. Data for Women Education*

Figure 4.12 gives a holistic statistical explanation of the percentage of appearance of Women education issue in selected channels from Dec 2010 to Jan 2014 only; where it is seen that Aljazeera is the global news channel that gives almost half of the overall coverage to this issue as compared to the other 4 television news selected channels. It also shows that CNN covers the 33 percent of the topic and Aljazeera covers 16 percent while MSNBC and Fox doesn't give any coverage.

The last global women issue selected for present research is 'Women rights and Their Violation'. While researcher systematically organized issue as per frequency of appearance in global electronic media, the following numbers were found:

Table 4.13

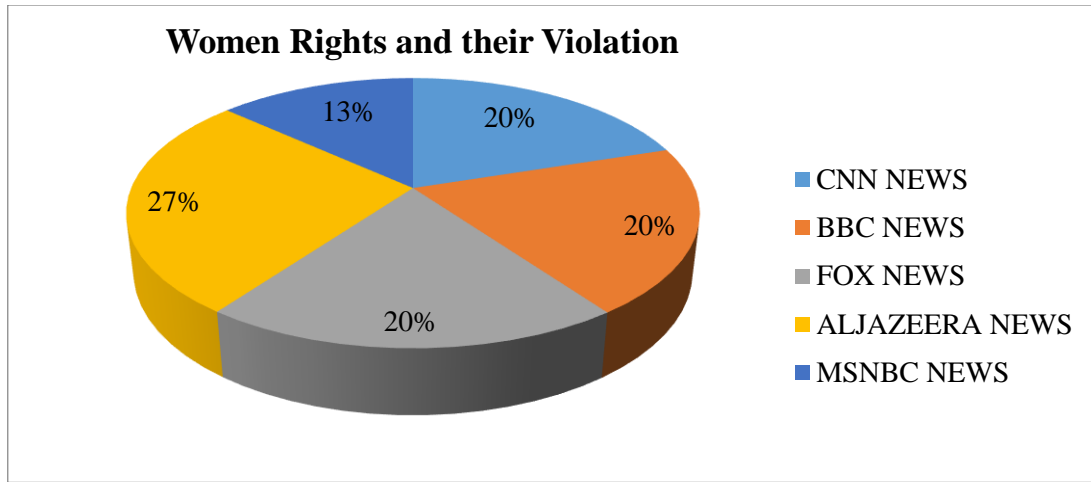
*Women Rights and their Violation*

Women Rights and their Violation		
Data Source	Frequency of topic covered	Percentage
CNN NEWS	3	20%
BBC NEWS	3	20%
FOX NEWS	3	20%
ALJAZEERA NEWS	4	27%
MSNBC NEWS	2	13%

Table 4.13 gives the frequency of coverage of ‘Women rights and Their Violation’ issue in media discourse, which reveals that overall this topic is covered 15 times in all of the selected news channels. When separately viewed, it was shown that Aljazeera gave maximum coverage to the issue of ‘Women rights and Their Violation’, Fox, BBC, and CNN were the second in number to give coverage to this issue while MSNBC stood last in terms of giving coverage to this topic for only twice.

The pie chart explains data coverage of the issue ‘Women rights and Their Violation’ from the time frame of Dec 2010 to Jan 2014 only, in terms of percentages below:





*Figure 4.13. Data for Women Rights and their Violation*

Figure 4.13 gives the figures of frequency of issue coverage in terms of percentages, from Dec 2010 to Jan 2014 time frame, which shows Aljazeera gives 26 percent coverage, CNN, BBC and Fox covered 20 percent which is same for all three of them while MSNBC stood last in covering with the 13 percent.

#### **4.3.4 Holistic Data of Research**

After selecting 6 major women issues from global electronic television media discourse from Dec 2010 to Jan 2014 only, researcher than selected 5 mostly viewed television English news channels from global media and arranged the collected data according to the subject and individual news channel in Appendix 1. The table includes:

- Topic of the talk show
- Data source
- Data type: Table Talk Show/ Panel Discussion / interview
- Length of the video
- Number of Participant
- Name of Participants

- Gender of Participants
- URL of the website (electronic source)

## 4.5 RESEARCH ETHICS

Although codes, policies, and principals are very significant and helpful, like any set of rules, they need extensive clarification. It was very crucial for researcher to learn how to interpret, assess, and apply various research rules and how to make decisions and to act in various situations in the present research. Most of major decisions consist of honest use of ethical rules. Researcher considered that there are many reasons why it is significant to follow the ethical customs and rules in research.

First, rules support the objectives of research, such as awareness, truth, and anticipation of error. Therefore, it was kept strictly in mind by the researcher that there should be no exclusion to produce, fabricate, or falsify research data because that supports truth and avoids inaccuracy.

Second, as research mostly includes a lot of support in different disciplines, ethical norms encourage principles that are important to collective work, such as reliance, responsibility, answerability, and impartiality. Therefore, many ethical norms in the current research, such as strategies for authorship, copyright procedures, data sharing rules, and confidentiality guidelines in peer evaluation, are aimed to safeguard scholarly assets and benefits while reassuring co-operation. Researcher considered the right of other researchers who wants to earn recognition for their contributions and do not want to have their concepts stolen or revealed too early.

Finally, many of the norms of present research promote a variety of other important moral and social values, such as social responsibility, human rights and compliance with the law. Researcher knew that ethical gaps in this research can considerably harm the community. For example, if researcher had fabricated data in this academic research it might give a wrong guideline to the future researchers.

Following is a general summary of some ethical principles that were considered during the current research:

*Honesty*

Researcher has tried to honestly record data, findings, approaches and techniques, and publication status. Researcher has not fictitiously invented, falsified, or misused data. She has not betrayed or cheated co-workers, media organizations, or the public.

*Objectivity*

The researcher has struggle hard to avoid prejudice in investigational procedure, data analysis, data explanation, peer review, decisions, writing, expert authentication, and other areas of this research where neutrality was needed or expected. She has avoided or minimized impartiality objectivity. Also researcher has not revealed subjective interests that might have influenced the current research.

*Integrity*

Researcher has kept her promises and contracts; she has worked with genuineness; made every effort for stability of thought and action.

*Carefulness*

Researcher has tried to avoid mistakes and carelessness; she has cautiously and critically inspected her own work. Kept good records of research events and accomplishments, such as data collection, research strategy, and communication with helpful peers.

*Openness*

Researcher has shared data, findings, notions, planning, tools, and resources and has tried to be open to positive criticism and innovative ideas.

*Respect for Intellectual Property*

During the present research it was considered important to respect and give honor to charters, copyrights, and other types of scholarly property. The researcher has not selected unpublished data, methods, or findings without consent unless they were open for public use or for academic purposes. In addition credit is given where credit was needed in the present study. Appropriate acknowledgement or recognition for all contributions to research was also provided and it was also the aim of the researcher not to plagiarize at any point in the present research.

*Responsible Publication*

Keeping in mind the ethics of research, the research was conducted where researcher's aim was to publish for the purpose of advancement in research and scholarship, not only to progress just in the researcher's own career. Researcher has also avoided inefficient and replicated publication.

*Respect for colleagues*

Researcher has respected all of her colleagues and treated them honestly.

*Social Responsibility*

Research project is a great responsibility therefore researcher has struggled to encourage and support social benefit and stop social damages through research, public education, and encouragement.

*Non-Discrimination*

Discrimination was avoided in the present study during data collection and interpretation on the basis of sex, race, origins, or other aspects that are not associated with their scientific competency and integrity.

*Competence*

Researcher has maintained and improved her own professional competence and proficiency through continued training and education.

*Legality*

The researcher has kept in mind and obeyed applicable laws and institutional and governmental policies in the present research.

Adapted from Shamoo A and Resnik D. (2009)

To summarize above mentioned ethics that were practiced in present research, the research has complied strictly with all prescribed policies, regulations and protocols necessary to meet the requirements of the National University of Modern Languages (NUML). For this purpose all the data that was gathered for present study was collected from the official / public websites that has the permission to copy and reproduce the data for educational use. Also data

collection method was purposive sampling and no prejudice against any race or gender was kept in mind during the collection of the sample population. Furthermore, proper acknowledgments are given to the other researchers whose works were included to get guidance during the present study.

After arranging entire data in the form of tables and charts, researcher developed a corpus of the all 60 table talk shows/ panel discussions and interviews for all 5 news channels (Section II). This corpus was helpful in the linguistic as well as the multimodal study of data for this research. In Chapter 5, researcher has analyzed collected data. Overall analysis and findings of all 60 table talk shows/ panel discussions and interviews collected from Dec 2010 to Jan 2014 is discussed in detail in the following chapter.

## **CHAPTER 5**

### **DATA ANALYSIS AND DESCRIPTION**

#### **5.0 OVERVIEW**

The aim of this section is to be informative rather than prescriptive and to reflect on some of the practices of media discourse in representing gender binaries in dealing with women issues. Also, there will be a discussion on features that CDA uses within its framework. For this purpose, Data analysis is divided into two parts: Linguistic analysis and multi-modal analysis.

For analysis of collected data, researcher has referred to all the theories that were triangulated at the beginning of the research in Chapter 3; they include Postmodern feminism, Media Analysis Model, Fairclough's intertextuality, feminist media theory, and Tan's multimodal discourse analysis model. Analysis was conducted on the basis of methodological framework of van Dijk's socio-cognitive model on two levels: 'us versus them' and at 'macro and micro level'.

The purpose of this chapter is not to analyze media discourse from a perspective of mass communication rather look into the media policies for representation of gender, to analyze the gender binaries that still exist in this era and to explore the rationale for the language (verbal and non-verbal) used by the media institutes and groups for representation of women issues globally. As this is a mixed method study of quantitative and qualitative research, thus a corpus of collected data was developed to analyze lexical choices and their frequency in macro and microanalysis and also in us versus them dichotomy.

In particular, data is analyzed using Socio cognitive model of van Dijk (1996) where a linguistic analysis is done. Selection of this model is used for the methodological framework where analysis was conducted on the basis of us vs. them as well as analysis at macro and micro level was also done on the collected data. Socio-cognitive model has the following features: consideration of the background of the discourse: study of individuals, political, past,

societal history of an issue and the people involved, association of power structures, and related issues; knowledge of Us versus Them and positive and negative views about these notions; and consideration of recognised features: syntactic structures and lexical choice, so that the combined beliefs are accentuated. Data analysis with van Dijk's model explains in detail the three levels for analysis of data in the current research. It shows that social order at the micro-level is responsible for spoken contact, discourse, language usage, and interaction. Authority, biasness, control, and inequality in a society and individuals are titles that are analyzed at macro-level of investigation. Hence, it is important for CDA to abridge the distance between macro and micro stages and hypothetically make a link between them. Research methodology also shows that it is hard to separate macro and micro levels in any analysis. In everyday interaction, the macro and micro levels (and intermediate meso level) comes together to create a unified whole.

In the current research, researcher has selected Socio cognitive model as methodological framework for qualitative analysis of the collected data with a different angle as well, which is: portrayal of positive things about self and portrayal of bad things about others, as well as de-emphasize negativity about self, on the contrary, emphasize negativity about others. Data in the current research is mainly analyzed considering that Socio-cognitive model gives emphasis to the necessity of analyzing the part of social cognition in building and changing the ideologies of social actors and social participants.

van Dijk's framework for analyses of media discourse was selected by researcher because at the production and response stage importance is given to analysis and description. According to van Dijk, production stage involves organizational and mass communicational skills practiced by newsmakers in order to play major roles for the production of media discourse that are associated with features of mass media. Other characteristics of van Dijk's analysis includes reception, investigating understanding, subtraction, and additions of facts and evidence.

Through this critical discourse analysis of global electronic media discourse on women issues, the researcher has tried to analyze who are the people responsible for production process in media discourse and are they responsible for portrayal of gender-based picture of issues through their discourse. Because power is related to controlling individuals from one group

over individuals of another group. This kind of authority and dominance is connected with cognition and action, in which 'mind control' process works in a certain way where the dominant group stops the freedom of others by controlling whatever is received and processed in their minds. Modern research says that mind control power is the strongest form of dominance which is practiced by manipulation and force along with a number of planned strategies to control the mindset of individuals according to ruling class' personal benefits.

Present research has also strived to analyze whether media discourse on women issues is representing a gender-biased of women on global media or not? Once analyzed, if language of media is used to manipulate the gender representation, and if power elites are using masses for their own benefit and to gain control over them, general masses, therefore, start finding more meanings hidden behind the language of media.

By using Halliday's Systemic grammatical resources, what the researcher was looking for in the current research for textual, interpersonal and ideational meanings, formed that were appearing regularly to oppose or accept these linguistic patterns. Hence the power relations were created from identification of cultural traditions from the regular appearance of certainty/uncertainty, where polarity and modality analysis was conducted. Likewise, an analysis of cohesion, which, among other things, needs a researcher to look at how 'pronouns' are used for a subject, shows that the 'reference structure' is not accurate. Above all the practice of these structures gave an insight into the hegemonic values and ideologies that one group is trying to impose on the other group in order to prove their superiority over the other group.

Similarly, for multimodal analysis in the current research, systemic model of Tan was selected in order to work on the framework where Tan has described the effects of camera angle, visual frame and camera movement (Tan, 2009). It was the aim of the researcher to examine that semiotic resources can be selected in multimodal analysis to include the following features: signs, music, background, and language, which are linked with the following sensual features: kinesthetic, optical, acoustic and auditory. On the other hand, Semiotic resources are referred as process of meaning-making that combines to build the reality of the society. Hence means is actually the 'medium' that helps in the creation of multimodal phenomena such as television, material event, and newspaper.



Tan's model of multimodal discourse analysis was selected in the current research because data for the present study consists of 60 talk shows and panel discussions from 5 global news channels. In order to get a detailed analysis to get the results for the research questions that were developed at the beginning of the research, it was necessary to combine text analysis with multimodal analysis. Tan's model of multimodal analysis was selected for one more reason in the present research because of gives more attention to the semantic developments that are dealt like semiotic choices in connection with multimodal features.

For this purpose, 60 panel discussions, table talk shows and interviews are selected through purposive sampling method from 5 global electronic media news channels. First step was to transcribe data for the present research (Section I). Secondly, the number of participants were recorded, the gender of participants and the length of talk show was also recorded. After that, the researcher listened to each talk show or panel discussion while taking screenshots of all the participants. The purpose of screenshots was to capture the gaze, verbal, para-verbal and non-verbal features of the participants. Screenshots were arranged in the tables, then came the linguistic choices used by particular participants in the table talk shows and panel discussion. Most significant phrases were recorded in the form of dialogues that explained the nature of talk taking place at that particular moment during the talk show or interview. There is a significant column at the bottom of the multimodal analysis tables that show the non-verbal and para-verbal features from the talk show and panel discussions.

Multimodal discourse analysis is used for the present study because it is introduced to refer in a discourse-oriented study of the creation of visual information in the formation of meaning along with the linguistic analysis. Although a lot of visually based research focuses on the image, this study tries to put light on the phenomenon of visual language as a communication practice.

In this research theoretical triangulation is used as per requirement of the nature of research because by combining various theories, researcher strived to work beyond the flaw or faults that single-theory studies have to face. The reason for triangulation in this study was to attain confirmation of findings through combination of various theoretical perspectives. The point at which the perspectives combine together is expected to produce reality in the present study.

After the collection of data as mentioned above, researcher then collected 12 news channels on 6 selected women issues from 5 global news channels from Dec2010 to Jan 1014 range only. Entire data was transcribed individually. After that, it was converted into word files. Then a computer software named AntConc 3.3.5 was used to develop a corpus of the entire data. This corpus was used to analyze the quantitative data in the present study (Section II).

This research has identified the role of linguistic choices in developing gendered discourse and to explore visual representation of female gender in global electronic media discourse. Also, analyzed the lexical choices and syntactic structures that construct a gendered discourse in electronic media.

Researcher wanted to look for features that were appearing regularly in a set pattern across the contradicting or accepting linguistic notions. Just like as in the regular forms of certainty or uncertainty where the polarity and modality analysis was responsible to create power hierarchies in a particular culture. Likewise, an analysis of cohesion, which, among other things, needs a researcher to look at how 'pronouns' are used for a subject, shows that the 'reference structure' is not accurate. Above all the practice of these structures give an insight into the hegemonic values and ideologies that one group is trying to impose on the other group in order to prove their superiority over the other group.

The researcher believes that in a particular society, language is the means of expressing reality and a specific ideology is hidden behind each and every utterance that is made by individuals in that society. Thus van Dijk's Socio cognitive model takes a stance that there is a requirement to investigate the role of social cognition in building and changing the ideologies of social actors and social participants.

Theoretical triangulation of multiple theories resulted in the form of the following main theoretical features for the framework of the present research. Researcher used main features from all the theories after theoretical triangulation is. From the theory of Postmodern Feminism patriarchy and discrimination on the basis of gender was used for analysis; from Media Analysis Model, the role of media in gender representation and role of media in construction of ideology were chosen; from the theory of Intertextuality, manifest intertextuality and Constitutive intertextuality or inter-discursivity were used; from Postmodern Feminist Media Theory the features used were The Representational Extermination of Females by the Media and Media's role in gender portrayal; and last but not the least from Multimodal Discourse Analysis the features selected were understanding meaning with the help of images, gesture, action, and sound and the role of signs in communication.

Although current research aims at the linguistic analysis of collected data (table talk shows/ Panel discussions and/or interviews), a multimodal analysis (Section III) is also conducted to get an in-depth understanding of the non-verbal features.

Therefore, there are four sections of this chapter: Transcription of data is presented in the first section; in the second section a Corpus of entire data is prepared; in the third section linguistic analysis of data is carried out; whereas in the last section a multimodal analysis is conducted to give an overall analysis of verbal as well as non-verbal features of media discourse in table talk shows/ panel discussions and/or interviews

## **5.1 DATA TRANSCRIPTION**

It was a very lengthy procedure to collect data from 60 talk shows, panel discussions and interviews in the very beginning. Due to the nature of present research, all the collected data was needed to be transcribed so that a linguistic discourse analysis could be conducted. Transcribed data is attached at the end of this thesis as Appendix I.

## **5.2 CORPUS OF TRANSCRIBED DATA**

After getting the entire data transcribed, the nature of present study demanded to form a corpus of this huge data which is to be used for linguistic analyses, so that it can be stored in

an electronic database and the data can be accessed easily by means of a computer. This Corpus text consists of thousands or millions of words and is made up of authentic (naturally occurring) spoken and written language. Researcher used AntConc 3.3.5 - a specialized software programme on computer to get the corpus of transcribed data. The corpus of entire 60 talk shows, panel discussions and/or interviews is attached at the end of the thesis as Appendix II.

### **5.3 LINGUISTIC ANALYSIS OF SEMANTIC DISCOURSE STRUCTURES**

Lexical items are analyzed for gender-based portrayal of women issues in collecting data for critical discourse analysis. It is believed that words are mirrors that convey norms generally in a context, and a finding is expressed by using words (e.g., 'leftist', 'pro-abortion'). There is also a notion that there are a lot of predicates that are used to express a belief (e.g. 'stereotype', 'sexy' etc.) some are rather selective items such as either accurately or truthfully (e.g. 'prostitute', 'housewife', 'nurse'), this depends on whether facts or beliefs are presupposed or presumed in the way they are used, as mentioned and explained above.

Nevertheless, in doing the critical discourse analysis for present research, the researcher has gone beyond the apparent analysis of lexical items. While conducting data analysis in current research, it is found that opinions can be communicated in a lot different complex ways during a communicative event: for example in, argumentation, syntactic structures, dialogue structures, semantic structures of consistency, graphical appointments and a lot more. The researcher has examined them very carefully by incorporating theories of ideological square; Postmodern Feminism, feminist Media theory, Harold Laswell's Media analysis model, Fairclough's intertextuality and Tan's multimodal analysis theory of discourse, and thereby focused particularly on the semantic discourse structures because the deep meaning of ideological discourse is hidden in these expressions (Dijk, 1993).

Ideologies are grounded in local meanings because most ideological beliefs are controlled by the individuals who are responsible to make a choice of selecting what proposals and lexical matters have to be consumed by the audiences. This includes the negative other-portrayal and positive self-portrayal (most of the time intricately combined) are attained basically through lexicalization.

It is under the hands of discourse to present or misrepresent actual meaning, just as it contains ideological grounding, present study has attempted to discuss the ideological beliefs on almost all the grounds of discourse, following are some examples:

### 5.3.1 Topics (Semantic Macrostructures)

Facts that are considered as most important in any conversation or text are actually considered as topics or in other words as semantic macrostructures; most of them are expressed with the idea to either represent the individual positively or to represent the other negatively. Thus macrostructures are ideologies that are the roots for the ideologies which are responsible for the rationality of the discourses.

The real meaning of an utterance is not controlled by the meaning of words and phrases rather discourse has vast meanings such as 'themes' and 'topics'. Hence these topics or macrostructures are responsible to portray the hidden meaning of an utterance and explain everything about discourse. Topics are represented by a proposition such as, 'Bogus war on women' or 'Do Arab men hate women?'; in general expressed by a single word 'anti-abortion', 'discrimination', 'prostitution', which are wide categories used in the collected data that outlines level of discourse with many diverse themes.

CNN No.9 Speaker 1-S1

Table. 5.1

*(Battle over Abortion Rights in TX - Leslie Marshall on Megyn Kelly's "America Live")*

<b>Introduction – The speaker announces that Texas bill is passed by a legislature where all men are making decisions about women</b>	
<b>EXTRACTS FROM THE TALK SHOW</b>	<b>MINUTES</b>
<b>The bill would put restrictions to late-term abortions.</b>	CNN no.9, 0:23
<b>The Republicans were pro-choice in Texas</b>	CNN no.9, 3:14
<b>I view her fighting for women's rights</b>	CNN no.9, 3:14

<b>Texas governor, Texas legislature is largely men on making this kind of a decision.</b>	CNN no.9, 3:19
<b>I have a problem with the government making a decision for myself.</b>	CNN no.9, 3:26

FOX News no. 5 Speaker 2- S2

Table5.2.

*Megyn Kyle (CNN host, anti-abortion supporter)*

<b>Introduction – The speaker announces that pro-abortion women are leftists, they are asking a law to kill their children as a fetus.</b>	
<b>EXTRACTS FROM THE TALK SHOW</b>	<b>MINUTES</b>
<b>They are going to tighten restrictions on abortion clinics.</b>	Fox no.5, 3:31
<b>Pro-choice folks say will severely narrow a woman's options if she wants to have an abortion</b>	Fox no.5, 3:34
<b>Women's rights will still be intact even if they lowered that the weeks from 26 to 20</b>	Fox no.5, 3:50
<b>This bill would preserve the ability to have an abortion if the mother's life is in danger.</b>	Fox no.5, 4:28
<b>The bill has sparked a series of protests.</b>	Fox no.5, 0:21

Above two tables indicate that ideological function of topics basically follow general principles of ideological square as data from this research paper also shows the same ideology behind topic selection by media houses. According to feminist Media Discourse, it is the goal of media to misrepresent or underrepresent women in the talk shows/ panel discussions. The selection of topics to discuss women issues in global electronic media in the collected data

reveals that the ideological functions of topics follow van Dijk's ideological square, which says that: if media wants to emphasize men's positive features or women's negative features, topicalizing this notion has to be the first step. Therefore, if media institutes want to give emphasis to male's negative side and female's positive side than they will have to de-topicalize this belief. In a society where power is not distributed equally among men and women, it means that topics that are related to women issues/feminism are not topicalized in the same manner as other general topics. For instance, in patriarchal society, this means that topics associated with feminism/ women issues are much less topicalized than those related to other issues related to men.

After comparing the global meaning of speaker one, S1 (Leslie Marshall) and speaker 2, S2 (Megyn Kyle); what's noticeable (Appendix I) is that the number of topics that both speeches share were nonetheless same:

- Late term abortion restrictions
- Abortion clinics restrictions in Texas
- Women's options to abort
- Texas legislature
- Texas governor
- Pro-choice folks
- Women's rights

As far as the representation is concerned which means the arrangement of these texts, it was found out that both of the communicative partners in this dialogue spoke almost on the same frameworks, but the second speaker-S2 gave relatively more time to Legislative bill in Texas, the key topic at the time of leftist folks asking to give women a choice to kill their unborn babies, whereas the speaker-S1 showed her patriotic beliefs more than once about America and gave all her opinion about what the pro-choice American women needs in their fight to anti-abortion Texas bill. Texas legislature and Texas governor being all men passing a bill on women and women's rights on their bodies are S1 speaker's topics to talk as they supplemented her depiction of S2 speakers such as a 'rightist' and 'anti-abortionist', thus S2

speaker responded with personal opinions however well-organized them to some extent in a different way than her rival.

Ideological Square consists of four basic features (van Dijk T. A., 1998) that are the basis of ideological square according to van Dijk: portrayal of positive self and negative other, and de-emphasis on negative self and positive other. As a legitimate practice, negative information about Us will not be topicalized in an ideologically polar text while negative information about them will definitely be topicalized. van Dijk describes that ideology is group-based hence individuals representing a particular societal group are the focus of these ideologies, as it is obvious that the CNN host Megyn Kyle's ideological views were basically the views of the channel she works for. If the host was supporting rightist anti-abortionists and was talking negatively about the 'Others' (women folks who are pro-abortionists) than this was not her individualized discourse rather it was the institutionalized discourse of the media institution itself. Similarly Laswell's Media Analysis Model also reveal that media use tactics to present a particular ideology according to its own interest, similarly, the ideological confrontation by the two speakers was the stance of their institutions and not their individual discourse.

### **5.3.2 Participants / Actors**

All discourses involve action and individuals need different description of actors. Therefore actors/participants can be understood as individuals or people in a group, as specific or unspecific, by family name or their first name, by their social status or link to other people etc. As present study deals with women representation and gender biases in media discourse, this can be seen in the examples provided. The general strategy of power control in discourse revolves around the concept of negative other-representation and positive self-representation. Emphasis on 'Others' might be not objective most of the time, as there are a lot of ways to spread negative vibes about women but in an objective equality-based discourse will represent women as the oppressed victim of the male subjugated society, patriarchy and in general of discrimination and prejudice in the world. Besides this characterization of THEM, in-group/out-group polarization alters the function of members of that group when individuals refer their own people as sufferers. It shows that representations are not objective all the times rather they have an element of rhetorical, argumentative and semantic features. Polarization



will typically reverse that role for in-group members when speakers describe 'our own' people as victims. That is, descriptions are never neutral, rather express opinions and beliefs on women portrayal they get the help of semantic, rhetorical and argumentative functions.

Propositions deal with individuals performing various roles in society and as recipients of the action. Analyzing actors or participants is important because discourses portraying dominant ideological beliefs is connected with us vs. them. Especially in gender-related discourses it is required to find out women portrayal as participants come in various appearances, as a group (we) or in association with other group (they), where they are marked according to their association with that particular in-group/ out-group depending on their profession, social status and role in a society.

For instance, following example shows various actors:

<b>BBC, talk show no. 2</b> <b>Should buying sex be illegal in the UK, as it is in Sweden, Norway, and Iceland?</b> <b>The actors belong to various groups.</b>	
<b>Name of actors (participants)</b>	
<b>Laura Kuenssberg</b>	The host, joined BBC News in 2000, beginning from BBC's North-East and Cumbria programmes and won a Royal Television Society award as home affairs correspondent.
<b>Laura Lee</b>	A sex worker and member of the International Union of Sex Workers.
<b>Dr. Belinda Brooks-Gordon</b>	An academic and author of the book The Price of Sex.
<b>Mary Honeyball</b>	A dour Labour politician (Harriet Harmen could be her cheery sister) who can usually be relied upon to talk utter nonsense, and doesn't disappoint here.
<b>Dorcas Erskine</b>	Member of The Poppy project

In the above example, Laura Kuenssberg is described as member of the (media) group called BBC, therefore all of her views and comments basically relates to the group practice of BBC news channel. Since the debate was on the legality of buying Sex in UK, the overall ideological strategy is that of the news channel group, thus it is the institutionalized discourse practice that the host Laura Kuenssberg is representing. Her comment shows her views as well

as the views of her institution that she belongs to and was currently representing in the talk show:

“Well Belinda, you also believe the rules should be relaxed to such an extent that sex business should pay tax, be formalized.”

(BBC no.2, 10:02, Laura Kuenssberg, host)

“...So we should treat it (sex) like any other business like selling bread, milk in shops.”

(BBC no.2, 10:26, Laura Kuenssberg, host)

“...But many of them make a choice for living.”

(BBC no.2, 10:44, Laura Kuenssberg, host)

‘Do you have a problem with the choice that they make?’

(BBC no.2, 11:22, Laura Kuenssberg, host)

Similarly, ideological strategy adopted in another talk show by another actor named Mary Honeyball, consists of negative other-representation and positive self-representation, as Mary Honeyball is a Labour Party politician and Labour Party is the one who proposed this bill, thus Honeyball is supporting ideology and strategy of her party, therefore her discourse is also the institutionalized discourse of her group Labour Party (Section III).

"...So you have to ask why those women working prostitution don't actually come forward and take advantage of what the state claims that they will give them."

(BBC no.2, 11:10, Mary Honeyball)

“And lots of them came from immigrant backgrounds.”

(BBC no.2, 12:33, Mary Honeyball)

Here also mentioning of those women' refers to 'them' while 'the state' refers to 'us' being positive enough to grant health and medical aid to the prostitute while representing sex workers as negative others because they don't consider the state as helping them.

Now, there is another participant who is there to support Honeyball, this actor is Dorcas Erskine. Dorcas Erskine works for The Poppy Project, which is an umbrella project funded by the Labour government, this is making her ideological strategy the same as Honeyball. The remarks of Dorcas Erskine make it very obvious:

"But Laura doesn't represent the vast majority of women in prostitution."

(BBC 2, 11:32, Dorcas Erskine)

"It's not actually us saying that it's actually the evidence that says."

(BBC 2, 11: Dorcas Erskine)

"... about our stance on prostitution that they did in the home office."

(BBC 2, 11:51, Dorcas Erskine)

According to van Dijk (1993), any discourse that has more authority over controlling the unequal and unjust ideologies is more tilted towards the subjugated and under-represented group or individuals and consider them as 'Them', which means they are making a connection with the members of the out-group by associating self with them. Homogenization is seemed to be in practice where the individual members of any group show their affiliations with the other group, although none of the individuals give the reference of their party, still, it can be seen that their utterances show the ideological beliefs of the other members of the in-group or out-groups as well. Thus, semantic reflections of out-group/ in-group associations can be seen in the hidden ideologies of any dominant group in society to show homogenized discursive practices of the in and out-group as a whole. Therefore, the actor description in this particular BBC talk show categorized the participants as members of groups or individuals, member

affiliations or group associations, as particular or ambiguous, according to status or relation with other people and so on.

### 5.2.3 Propositions

Propositions are selection of lexical choices that express the underlying –ve or +ve meaning. Propositions are responsible to control local discourse meaning: It is a beauty of discourse that a single utterance gives rise to multiple beliefs, such as or things that give one complete concept or ‘belief. Phrase and sentences are actually expressions of lexical terms as they cannot be represented individually in a discourse thus they are combined with propositions. Therefore how words appear in discourse does not give a true picture of beliefs such as pro-abortionist, unless the real meaning of the utterance along with the background is known to the listener or reader.

One complete utterance is not easy to comprehend because the semantic structure with slight variation in a proposition changes the meaning and brings a huge transformation between the proposition 'She is a pro-abortionist' and its reaction 'She is not a pro-abortionist', even if the hidden idea is obvious to some listeners still both of the propositions might be taken as different ways of representation of ideology.

Analysis of propositions is done while dividing them i.e. main predicate which is comprehended as an occurrence or action of semantic roles as to how they act as agents or actors in a proposition (Agent: Arab Men Hate Women- Aljazeera no.5). This proposition may be modified further by modalities such as was necessary (possible, unlikely etc.). Every single proposition can be changed with the help of another predicate: such as ' ‘terrified (women) and desperate (Arabs)'. All of the notions as mentioned above, give hidden beliefs and ideas. Therefore, selection of the word 'cold-blooded' instead of 'desperate' as a moderator for 'Arab Men' shows less negative belief arguing that it is the Arab culture for Arab men to treat women as their unequal partners and that they have no choice other than this.

Same implied meaning can be guessed from the choice of modalities in which the We-group has supposed the strategies in which necessity-modalities are used to bring a hindrance

in the negative actions of the ruling class members which belong from We-group (van Dijk T. A., 1988a) as in:

"...it's them versus us its men versus women its hate' (Aljazeera no. 5, 2:55).

The media representative Mehdi Hasan encounters Eltahawy on her opinions about the women and her status in Arab world by this implication to de-emphasize the negative actions of Arab men by using the lexical item 'hate' to be used against them-group of women.

Harold Laswell's Media Analysis Model also stress on the same notion that media has the tactics to change the beliefs of pupil by using angling techniques to slant an information in a way that the implied meaning changes just as the use of 'men versus women' and 'it's hate' unleash Mona Eltahawy as an overwhelming critique of women's rights in the Arab states, thus emphasizing the other-group negative things to reveal in-group positive things. Similarly, Feminist Media Theory suggests the same idea that media present women in a manner that shows patriarchy of men in society. Here the views of host, show the ideological strategies of the newsgroup, where women are talked about the way that makes them look negative by revealing the positive sides of men, as shown in the following utterance:

"...when you say that men hate women some might say to focus on that feeling is a cop-out because it enables you not to have a much more complex discussion about saying poverty, tyranny, ignorance, Jack of education." (Aljazeera no.5, 2:36 to 2:52)

In the above example, it is not only the concept involved in the proposition, but expression of beliefs is the responsibility of propositional structures too. If it is considered that negativity is related to the people who perform in the lead characters (i.e. the role of Mona Eltahawy as men hater), it means that instead of appearing in other roles, they must take the responsibility for these activities.

Additionally,

The way such propositions differ in the basic sentence structure of the sentence determines the de-emphasis of an individual, a group or an institute, as shown in passive constructions in the following utterances:

e.g.

- “Some of them were not forced to wear niqab”, or
- “Women (were) not forced”.

This shows how us group i.e. OUR people (Arab men) are portrayed to look like a homogenized group which are doing positive things, and the THEM group i.e. Other people (the oppressed group) tend to do negative things, and so on: THEIR people i.e. them-group/out-group are performing fewer good actions as compared to OUR people i.e. the us group/in-group. An all-inclusive approach was found by researcher in the present research in which the mental models are used to share the ideologies of groups and individuals. This homogenized strategy of polarization; negative the-group portrayal and positive us-group portrayal leads towards evaluative features which worked as a ground for van Dijk’s ideological square: emphasis is put on negative other portrayal and positive self-portrayal, de-emphasis is put on the negative self-portrayal and the positive other portrayal

For example,

Some propositions from FOX no. 4:

- “...Saudi men are violent by nature.” (17:41)
- “...government is suppressing the society.” (17:58)
- “...The weakest link is woman.” (17:55)
- “...Saudi Arabia portrays Islam as a religion that promotes violence.” (20:34)
- “...This is an absolute monarchy.” (21:27)
- “...US law enforcement has made history.” (22:08)
- “...Domestic violence is a universal issue.” (26:21)
- “...Saudi society is a very young society as far as education on human rights.” (27:38)

- “...I think its half media awareness campaign.” (29:39)
- “...Violent attacks by the militants.” (33:51)

Above examples show the practical changes in the approach of conceptual identity, which perform in almost all of the collective encounters and activities (such as in gender-prejudiced, chauvinist discourse), are specified in the choosing lexical choices which are responsible for negative and positive evaluations besides the organisation of particular propositions (as in active/ passive types). Where 'their' shows the out-group or them and their partners and 'our' shows the in-group or us.

### **5.3.4 Implications**

As it is already discussed in the present research mental models, which determine the concept of any event, are responsible for text production, and also for numerous reasons or the information which is already in the mind of an individual or a group, hence, in such models only a portion of the evidence is needed to be expressed in such a model. When needed, the rest of the information may be inferred or guessed by the recipient. This inferred information depends upon the mental models of the recipient or their socio-cultural knowledge. Therefore, all the information that is guessed or inferred in mental model but is not present substantially in the discursive situation is actually the hidden meaning in a communicative event.

It is not very common that beliefs are expressed straightforwardly in a proposition rather they are the hidden meanings which are left for the purpose of individual implications. Hypothetically, in other words when an implied or (expressed) proposition P is uttered, i.e. men dominate society, one or more propositions Q1 (women are dominated by men) and Q2 (women are not in charge) might be concluded from the given proposition P on the basis of context model. Therefore, in an interview about the Empowerment of Prostitution (as Belle de jour, Dr. Brooke Magnanti), the BBC host Katya Adler concludes as follows:

“Male dominance means that the society creates a pool of prostitutes by any means necessary so that men have what men need to stay on top to feel big



literally, metaphorically, in every way so she is saying that a prostitute cannot feel empowered, it is the man who is in charge.”

(BBC no.1, 0:25 to 0:39)

The first sentence implies the belief proposition which is exaggerated by society, while the preceding sentence gives the hidden implication that prostitutes don't have a lot of power and control, which must also be considered as an individual belief. This goes in accordance with Judith Butler's belief that certain gendered behaviors are natural, illustrating the ways that one's learned performance of gendered behavior (what we commonly associate with femininity and masculinity) is an act of sorts, a performance, one that is imposed upon us by normative heterosexuality. This shows that in 21<sup>st</sup> century, media representation still reinforces the binary view of gender relations.

Since society is man-made and as Harold Laswell's Media analysis theory supports that power play is revealed through the actions of dominant group for two main reasons; first to show their own dominance and second to lead down their opponents. (Lasswell, 1948), ruling elites are portrayed here as men, who are dominating our society to practice their beliefs and values. Human civilizations can be studied on the basis of their beliefs and ideologies and in the above example, it is proposed that values are not equally distributed in society. As it can be seen in the speech that individuals are intelligent enough to leave information implicit in a discourse so that a lot of meanings can be generated from a single utterance that helps to build up their positive image in front of the other members of the society. Hence the above example implicates that us-group comprises of men while prostitutes are on the them-group, which led the researcher to reveal the fact that ideological square of van Dijk works to reveal the implications of a proposition in discourse.

Researcher has found out that communicative partners in discourse are not supposed to utter every belief they want to say rather implications remain in most of the discourses and it is left on the perception of the listeners as to whatever meaning they want to infer from the utterance based on their shared knowledge and beliefs. In lots of researches on male patriarchy or gender-biases, implicitness is considered to deliver meaning in such a way that it gives an impression of biases. On the contrary, some utterances are left implicit only to show the

positive self-representation and to stay consistent with it. Similarly in another example, when the CNN host says that:

“We are trying to put women’s issues onto the political agenda here.” (CNN no.1, 1:32)

He is implying that maybe women issues are not part of the political agenda in their country or that they are generous enough to discuss women’s issues in their political debate. Thus identifying their own group as ‘us’ and women group as ‘them’. And this also supports the feminist media theory by showing what media is trying to get across but oppose or reject the message in its entirety.

### **5.3.5 Presuppositions**

Presupposition is considered a very special kind of semantic implication, where current proposition is understood as true no matter they are true or not. The reason why propositions are implied is that they are thought to be true or untrue depending upon the structure of a particular event. Presuppositions are actually guessed on any proposition which might be true or false; there are fifty percent chances of the presupposition to be true or not. Same is the issue in the last example where it is presupposed in the proposition about sex workers that "prostitutes" are under a false pretension that they are in charge of themselves, while it is indeed an exaggeration on part of them that they are empowering men.

In an another Aljazeera talk show, similar presuppositions arise when the Muslim Imam (male) talks on behalf of Muslim men about the title of the book “Why do Arab men hate women”, the speaker said his views about the author and the guest, Mona Eltahawy:

“I think we should stop being obsessed about the title ‘why they hate us’ I think it would have been ‘why do they oppress us’, this oppression and suppression come from a vacuum, it came from the misinterpretation of religious fervor.”

(Aljazeera no.5, 12:11 to 12:25)

Thus the speaker presupposes that men in the Arab culture are not the ones who are oppressing women rather it is the 'religious fervor' that should be considered being responsible for suppression of women, showing Butlerian binaries in this era. Here also the researcher has used van Dijk's ideological square's 'Us vs Them' theory to comprehend the presuppositions in particular discourse. Participant in discourse is considering him as Us while they (women) as them, According to Butler's theory, gender is essentially a performative repetition of acts associated with male or female. Consequently, the actions appropriate for men and women have been transmitted to produce a social atmosphere that both maintains and legitimizes a seemingly natural gender binary. Additionally, they are trying to use language structures in order to highlight the in-group qualities by saying we are not responsible for suppression rather it is supposedly, the religious fervor which might be considered responsible for the suppression of women, hence supposedly it is the out-group that is underestimating Arab men. The basic strategy used by participant is that he/she is presupposing ideas which are not acceptable for all the members of that group or out-group that's why the speaker has decided to hide the meaning under the proposition and is speaking through the back door. The above presupposition by Muslim Imam may not be true or may be true for all Arab men, therefore the presupposition is misleading in this case.

### **5.3.6 Level of Descriptions (Level of Details)**

The researcher then moved to study the sequences of propositions in discourse, while analyzing data it was found any given incident is open to interpretations at general or specific level (van Dijk, 1977). As the researcher used van Dijk's ideological square to this idea, it was observed that 'Their' bad actions and 'Our' good actions are essentially defined in detail where a number of propositions are created. On the contrary, a different notion goes in accordance with 'Our' bad acts and 'others' good acts, where a lot of vagueness and abstract and hazy terms are used to confuse the listeners. Following is an extract from data explaining the phenomenon of detailing our good acts and their bad acts while distancing from detail in terms of our bad acts and their good acts:

“US women's soccer team in lauding Hope Solo, she goes on trial in November for assaulting her sister, assaulting her nephew was interesting there was no

mention about that so we talked about domestic violence is a national issue should we not be questioning why Hope Solo is still playing the women's soccer team and Nike dropped Adrian Peterson.”

(MSNBC no.4, 0:53 to 1:10)

In this talk show, Roland Martin, the spokesperson for NFL soccer player Adrian Peterson, in order to defend his in-group, gives a detailed speech on the bad acts of female soccer player that she is also charged with domestic violence. The acts of domestic violence are summarized with the predicate 'assaulting' used twice to give more detailing to her acts and 'questioning' and also by the use of adjective 'lauding' used as an opponent as compared to her acts of violence. These are the negative ways that Hope Solo is described in detail thus conforming to the theory of performativity of gender which is a stylized repetition of acts, an imitation or miming of the dominant conventions of gender. Butler argues that the act that one does, the act that one performs is, in a sense, an act that's been going on before one arrived on the scene. While the details about dropping out of Adrian Peterson due to an act of domestic violence is not comprehensive at all rather it is left vague and just slightly touched without going into details of the act. This also goes in accordance to the Feminist media theory, where the theory says that while representing female issues, media tries to enhance only those details that go into the favor of the group they are supporting. Similarly, media tries to hide the information/ details that do not support their group.

Moreover, the mentioning of 'WE talked' and 'should WE not be questioning' as compared to 'SHE goes on trial' also goes in accordance with van Dijk's ideological square, where we represent the in-group and they are the out-group, similarly in the above talk show, the in-group is giving details of the out-groups bad acts while abstracting the in-group's bad acts.

Similarly, Harold Laswell's Media Analysis model suggests who is saying what to whom, if we look at the above speech from NFL spokesperson, then it is very obvious that whatever is said by him is what the NFL wants him to say in order to protect their male player's domestic violence acts. And the audience is the consumers this message is intended to reach.

Media analysis model says that it is very important to know who the consumer of the content is. As media plays an effective role in changing ideologies of masses, therefore whatever is said on media affects the ideological structure of the people (Lasswell, 1948). As in the above talk show, the negative comments of NFL spokesperson about Hope Solo (in detail) makes the masses think that the male players in NFL are not treated well as compared to the female NFL players.

### **5.3.7 Local Coherence**

Coherence is considered as one of the major semantic characteristics of textuality. It explains the qualities of a proposition 'in sequence' and also validates the reason for this sequencing and the reason for that particular chain of words appearing together instead of a random link of words. Therefore there is a reason for particular words coming in a sequence rather than a random order. Coherence can be either local or global depending on the nature of their appearance in a proposition. Topics in the above example define global coherence in relation to the topics from talk shows; a discourse or a fragment of discourse is universally intelligible when it consists of a topic.

Local coherence can be explained easily if we go back to the local meaning of discourse. Propositions are considered as coherent structures if they consist of sequence of events, acts or conditions which are connected to each other, such as by associations of interconnections. It is also believed that there is coherence in discourse if a model is part of that discourse. Therefore it is accentuated that coherence in discourse can be seen if an action is thought to be true or rationally true (van Dijk, 1981). Because of the fact that this sort of coherence discussed in relation to the referred facts thus referential coherence is the title given to it.

The other categories of coherence are famous for connections between propositions; it is believed that coherence is of two types namely-relative and referential which means it is described in relation with pieces of evidence in a model that is talked about.

For example:

“Women’s rights really are not comparable in Turkey to where they are in the West.”

(Aljazeera no.6, 7:27 to 7:30)

The above example is taken from a talk show where there's a debate over abortion and women's rights in Turkey. As coherence is organized according to ideologies (van Dijk, 2008) on the basis of mental models with which it is connected. The conditions of coherence for this discourse which explains the women’s rights in Turkey, therefore it is totally reliant on the model which is believed by an individual as a reason of such rights manipulation, representations that are believed to be less prejudiced or partially prejudiced. Hence, this type of coherence is comparative or relative in nature, and there is an ideological aspect related to this relativity as well; that women have given more rights in the West as compared to women in Turkey. There is a causal relation between facts F1 (there is no comparison of women rights between Turkey and the West) and F2 (women are given rights in the West), that explains why propositions P1 (Women in the West stand equal in rights with their men) and P2 (men in the West give equal rights to their women as compared to Turkey) are locally coherent. But it was also seen in the example that this type of model of an event or incident depends upon an individual’s belief and ideologies.

The above extract from talk show clarifies the conflict and association between Turkey and that shows a contrast between 'positive' acts of the West (having established the equal women rights) and cynicism in the West about positive acts in terms of women issues. This shows that Performativity is a complex concept that can be thought of as a language which functions as a form of social action and has the effect of change. This view of performativity reverses the idea that a person's identity is the source of their secondary actions (speech, gestures). In both circumstances, an involvement of beliefs and guesses can be seen, while a comparison of two is also obvious, as this sentence is a good example of an attempt in the favor of an approach to show positive self-attitude while the negative other attitude.

Coherence is defined relative to models. That is, roughly speaking, a sequence of sentences is coherent if a model can be constructed for it. This may involve causal or

conditional relations between the facts as represented by a model. In other words, coherence is both relative and referential. That is, it is defined according to the relations between facts in a model which is referred to or talked about.

As per van Dijk, models are a base for coherence; and models are responsible to create opinions, which sequentially might be socio-political, thus it is anticipated that beliefs and ideologies may be a part of coherence (van Dijk T. A., 1996).

Present study has analyzed comments of the host of the talk show called 'Inside Story; US 2012', he comments on women in these words:

“Those, many of those who are advocating for limiting choice see a woman simply as a carrier for baby with no other rights than reproduction.”

(Aljazeera no.11, 9:34-9:42)

If Aljazeera news makers believe, as many of them do, that women are not capable of taking control of their bodies in terms of reproduction or they should not be given a right to decide for their own reproductive rights, or that women don't have insufficient knowledge of the dangers in case of late-term abortion, or if they are actually committing a murder when they kill their baby in their own womb; they are all guesses but since some opinions are more than facts and are believed more than truth, hence they are the causal part of the these are all opinions, but since they are supposed to be 'true', they may play a role as the causal part of rationalizations, and therefore they are responsible to make the discourse in this example as a coherent whole at least from the ideological perspective of Aljazeera News Media team. On the contrary, opposition i.e. Liberals might favor to grant birth-control rights being provided to women, rather than to blame the women, on the contrary, consider them as sufferers, which results to be ideologically different in Ideological coherence of their descriptive discourse.

### 5.3.8 Semantic Moves (Disclaimers)

Positive self-representation and negative other-portrayal according to van Dijk's ideological square can be used in sentences and sentence sequences at the local level. Therefore, an approach might be expressed from a single clause, while a different approach is expressed in the next clause. This is a common phenomenon which is experienced in the local semantic moves that are named as disclaimers:

1. "I have nothing against women, but . . ."

(MSNBC no.6, 2:44)

Above sentence gives an example of an apparent denial in which apparently the speaker is using semantic structures which are giving the surface meaning of acceptance for women and the first clause is stressing on the tolerance level of the speaker, on the contrary the 'but' in next clause is giving a totally different idea as compared with the first clause.

2. "It is not very often that we see a woman killing the perpetrator in such a case, but..."

(Aljazeera no.5, 6:50).

Similarly, Apparent Concessions can also be seen in the identical gender-prejudiced pattern:

3. "I am not saying she deserved to be raped, but."

(CNN no.3, 2:66)

Or Apparent Empathy:

- "Of course Arab women have problems, but ..."

(Aljazeera no.6, 2:22)

Or

- "But, our society is changing rapidly..."

(Aljazeera no.5, 8:02)

Or



- “There is no reason the region is far from being a model of gender equality, but...”

(Aljazeera no.5, 0:15)

Or

- ‘The root of the problem is Arab men hate women, but...’

(Aljazeera no.5, 0:29)

And so on.

One of the major purposes of using local moves in discourse is only to achieve certain goals without showing the purpose of the ultimate goal of the conversation. Individuals use disclaimers to accomplish their opinions in a way that the conversational partners win dominance in a hidden way upon the other conversational partner unknowingly. Disclaimers are used as a strategic approach in order to avoid the label of biased, ignorant, and intolerant individual; and also to avoid the negative label of being dominant and powerful. Apparently, on the basis of other humanitarian ideologies, speakers may be persuaded, that one should not have anything against women and their rights (Billig, 2000). The following extract from Aljazeera no.5 explains the concept of disclaimers:

It enables you not to have a much more complex discussion about poverty, tyranny, ignorance, lack of education; you gloss over a Latin say it's them versus us, its women versus men, its hate.

(Aljazeera no.5, 2:45- 2:55)

At the end of the example, the researcher found two apparent concessions in which Arab men's attitudes toward women are hidden subordinate clauses (insubordinate but initial clause), while stress is put on criticism about the statements of the author, Mona Eltahawy (matching social issues vs. women rights). Such moves may also apply to other issues, such as when Lord Morrow and Laura Lee debate on the legality of prostitution on Nordic Model which is a new part of the bill which agreed to criminalize the buyers of sex, on BBC no.3 (Section I) as follows:

There are some prostitutes who have been born and reared in this country who are prosecuted because what they want to be and there are two consenting adults, one paying money and the other offering a service.

(BBC # 3, 3:40-3:50)

Here it is clear that the concerned part gives an explanation of the prosecution of prostitutes in the past, but government's beliefs are the major concern of the matter which says what government considers to be correct for the prostitutes. Researcher has also noted the style of the recommendation, namely the decision of passing a Bill named Nordic Model to criminalize the buyers of sex. The stress of media is in highlighting generally the prosecution of prostitutes and are responsible to show beliefs that are based on ideologies. van Dijk's us vs. them highlights the strategy of emphasizing on positive self and negative others in the same way where it is reflected from the use of semantic moves and disclaimers that male dominant members of media in this particular discourse consider prostitutes as an out-group as compared to themselves where they are the in-group with positive deeds and as the positive act holders (Van Dijk, 2001).

### **5.3.9 Modality**

Modality discusses speakers' attitudes or beliefs about the fact of a proposition uttered in a text (verbal or written). It also talks about the purpose of the utterance and the communicative partners' strategy towards that discourse.

Table5.3

*Modal Verbs used in talk shows and Panel Discussions*

	Low Politeness		Median Politeness		High Politeness	
Positive	Can	548	Will	334	Must	42
	May	91	Would	370	Ought to	5
	Could	132	Should	262	Has	404
	Might	56	Shall	1	Had	233
Negative	Did not	23	Won't	12	Must not	1
	Should not	21	Wouldn't	10	Cannot	48
	Could not	6	Wasn't	32	Might not	2
					May not	15

The above table gives a clear description of modal verbs used in the table talk shows, panel discussions and/ interviews collected as the data for the present research. It is obvious from the finds in the corpus made by the researcher individual's choices and approach are shown by the use of modal verbs in a discourse. As communicative events play a major role in defining ideology and power distribution in society therefore, modal verbs are used in a high volume in any discourse. They are easily differentiated from regular action words and can be recognized and comprehended because, during a discursive event, audience is not in a position to reflect...

Language is a powerful tool in society for expression of ideology and beliefs. Message delivering is the basic aim of any communicative event; after comprehending the intended message in a conversation, the other partner replies accordingly. It is a fact that language and political affairs are connected to each other, where language acts as a tool through which various individuals or homogenized groups practice dominant ideology, opinions, beliefs, etc.

The following examples 1 to 6 shows the use of high politeness Modal verb 'can not'. Like any other feature of language, modal verbs can also be studied from a practical angle because they are used to interpret various functions such as obligation, permission, ordering, request making etc.; they are also called a sub-class of auxiliary verbs in English Language.

For example:

1. We cannot accept in our country women imprisoned and deprived of all social life.

(CNN no.7, 1:10)

2. We cannot allow the opponents to continually weaken the fabric of our country.

(CNN no.4, 0:09)

3. See you cannot reduce Arab women to one.

(Aljazeera no.7, 14:43)

4. Others argue that women's lives cannot be improved in foreign intervention alone.

(Aljazeera no.2, 0:53)

5. I was told that women cannot speak for whatever reasons

(Aljazeera no.5, 11:51)

6. A prostitute cannot feel empowered, it is the man who is in charge.

(BBC no.1, 0:39)

7. You cannot criminalize the girls because a lot of them don't have a choice.

(CNN no.4, 10:02)

The use of cannot express that we are sure that something is not possible to happen. Just like as in example 3, the speaker Mona Eltahawy is making it sure that you, which is the out-group, cannot reduce the voices of women, she is using the modal verb 'cannot' to express her surety that her in-group will not let that happen to women. Since ideologies are group-

based, hence the speaker's use of 'cannot' is expressing the in-group belief of the women that they are adamant and will make it possible that men (out-group- does not reduce them to one. Similarly the use of 'I' and 'we' in these sentences shows the in-groups beliefs and the way they are insistent that they will not let it happen to women. This clearly shows the representation of gender binaries through the use of linguistic choices in media representation of gender.

Use of 'Can' as a modal verb is common to express declaration and interrogation; 'can' is used to express acceptance, ability, and possibility (Azar & Hagen, 2009) in a sentence. Above examples show how 'can' is used in text to show politeness especially when the discourse involves views about another individual or group where it is transparent what is the message that the speaker wants to convey in that discourse. For example:

8. So that they can go ahead and good decisions are based on that information.

(Aljazeera no.11, 9:15)

9. And it basically is giving the power of whether we can offer abortions in our state to the hospitals.

(Aljazeera no.12, 13:26)

Sentence no. 9 is an utterance in which a declaration is made that shows an act of request in indirect discourse, speaker's capability to cooperate is obvious from the illocutionary force in this communicative incident; 'Can' is used to express the capacity of Republican speaker for cooperation and as a parallel act this modal verb is also facilitating the other partner to cooperate with the other interlocutor during this particular discursive event. 'They' indicate the out-group, indicating women, which we are open to cooperate, so the women can go ahead and positive acts are grounded in the facts provided by them.

In CNN Table # 2 Megyn Kyle (CNN host, anti-abortion supporter) is utilizing her capability of cooperation with the use of "Can" declarative sentence to express the desire of anti-abortionists advocate the abortion clinics in harmony with the government to express their cooperation, as obvious from the political statement along with its historical background, the anti-abortionist here prompt their willingness to cooperate by requesting the pro-choice

activists. This request is expressed not in a straight forward manner, with the viewpoint of illocutionary force, selection of modal verb 'can' in this text is used to interpret the hidden expression of asking the other speaker to cooperate in the communicative act with the first speaker.

'Will' is the other modal verb examined in this study, according to Grice and his cooperative features in language, this modal express about the upcoming prospect in life, thus it is one of the frequent used modal to talk about making promises and requests (Grice, 1975). This modal is used mostly in declarative and interrogative utterances, but every time it comes in a question statement, it is understood that it is appearing to express future event or occurrences.

For example:

10. The burqa will not be welcomed on the territory of the French republic.

(CNN no.7, 1:06)

11. One out of every four women in America will experience domestic violence in their lifetime.

(CNN no.10, 1:36)

12. You are mine and you will do exactly what I tell you to do.

(CNN no.2, 4:31)

The modals 'cannot' and 'must' express present probability. We use must to express that we feel sure that something is true. Another modal verb that is analyzed in this research is 'Must', which shows necessity and obligation; this modal is also used to show self-reliance and supposition, and it is used in declarative and question statements.

For example:

13. We can, you know, prevent them from making their legal choices but we do believe they must be informed.

(BBC no.5, 17:57)

14. ... That the vast majority of women are trafficked for sexual exploitation and you must be aware of that.

(BBC#3, 10:46)

15. Any government which has a problem with education must take up that response.

(BBC#10, 11:23)

Sentence no. 13 is a good example of the use of act of request in the indirect speech where speaker is using 'must' to give the expression of cooperation, and asking the other partner politely in the form of a request to cooperate in the same way as he himself is cooperating in that particular discourse. Hence the statement is used to act in The way to win the purpose of ending the act of prostitution, and trying to clarify to the prostitutes that if prostitution needs to be continued than cooperation is what is needed from the sex workers so that everything is done legally in a straight forward manner; hence a request for collaboration is done in the above statement number 13. Here also the in-group is emphasizing on their good deeds by using 'we do believe' that 'they must be informed', where the embedded meaning implies that we being a good group of men and the policymakers have the obligation to inform 'them' the prostitutes of their rights and responsibilities. The use of us versus them (Ideological Square) here shows the group ideology of the us-group versus the negative acts of them-group by highlighting their own good and the other groups' bad acts.

Moreover, the role of media in promoting the positive beliefs about the out-group while expressing the opposite for the prostitutes can be seen here. As feminist media theory stress on the fact that media needs clarification in misrepresenting women and their issues. Feminist media theory (2000) also claims increasing importance of media representation of feminist issues: "The power relations of pornography, abortion, male violence, technology, and science have increasingly come to be seen not only in terms of social institutions and practices but also in terms of symbolic meanings, the formation of identities and deeply-rooted belief systems". (p.616) This also goes in accordance with the views of postmodern feminist, Judith Butler, who argued that gender, rather than being an essential quality following from biological sex, or an

inherent identity, is an *act* which grows out of, reinforces, and is reinforced by, societal norms and creates the illusion of binary sex.

The researcher also analyzed modal verbs 'may', 'might', 'could' and their negatives, in the collected data and found that these modal verbs are used to express probability in the present. For example:

16. Even if they are not having sexual relations for the purpose of enjoyment they might need birth control because they have a health issue.

(FOX no.1, 3:06)

17. We call it sexual misconduct may even be called sexual assault.

(MSNBC no.2, 1:48)

18 ...there was a stage in life where I could make that decision for myself.

(BBC no.6, 19:51)

The above statements show that the modal verbs 'may', 'could' or 'might' are used to say that it is *possible* that something will happen in the future or is happening now.

19. I wish you could talk to the women at the Bunny Ranch about this.

(Fox no.1, 5:04)

20. They might need birth control because they have a health issue.

(Fox no.1, 3:06)

21. ...so let's start with the basics where some women's rights, that they may not be aware of.

(Fox no.1, 0:50)

22. I could not be more to come alive many people print between consenting adults behind closed doors.

(BBC no.2, 15:17)

23. The feminist movement in this country promised woman once that they could have it all.

(CNN no.8, 0:05)



Halliday (1989) describes language as a link between situation and the words in the following words:

Language makes links between itself and the situation, and discourse becomes possible because the speaker or writer can produce a text and the listener or reader can recognize one (p. 3)

In other words, facts can be conveyed in a discourse according to Halliday (1971) as under:

It can also be implicated between the lines. Therefore, all discourses are agreements of explicit and implicit communication. (p.51)

The use of these modals show the power differentials between participants in communication. The researcher found that here modality is assumed in a more restricted sense as duality of certainty and power. Both differ in degrees and get recognized in almost any method, both linguistic and paralinguistic. But, even certainty or uncertainty of expression is taken to be a sign of power relations.

### **5.3.10 Tense**

Time of a clause is called a Tense. According to Halliday (1994) the tense is indicated in terms of present, past or future at the time of utterance in a sentence or statement; which in general terms is the sense of 'now' in relation to time. This includes the use of different tenses. The researcher has analyzed that the use of past and present tenses indicate an endeavor in updating the past and to make present acts rational to understand (Ghasemzadeh & Jafari, 2011). Grouping of past and present tense gives the impact of the assimilation of representational background in association with acts of present period. Current research analyzed tenses to show the connection of a present discursive event with the historical context through using past and present tense as a source of building an ideology.

Table 5.4

*Comparison of Tense of Sentences*

Total Talk Shows	Present		Simple Past	Simple Future
	Simple	Perfect		
<b>60</b>	3576	404	1392	335

Statistics of tenses make ground on which the researcher has analyzed and figured out that present simple tense is used continually in most of the conversations. The average of past tense shows 1392 occurrences hence it comes second in appearance in frequency; past tense is followed by future tense that has a frequency of 335. On the other hand, present perfect tense comes fourth in frequency and is used slightly less than simple future tense. It is not unusual that simple present tense ranks with top precedence since the participants are to present the women issues occurring from political, economic and global fields at present. Tenses make the individuals to create a closer bond between audiences and speakers and to easily accept strength of the statements in any conversation. Use of future tense is acceptable because it helps to convey the envisioned or predictable acts in coming time. It is a great help for the interlocutor with the use of tense, to work on their following plans or steps taken to help in ways to fix the issues related to women and the corresponding outcomes of their acts in future. This is how, the male members of the (in-group) are showing their objectives to fix issues of women (out-group) in future, their goals are communicated and simultaneously the viewer's self-assurance is produced by dreaming for the success of the future life with resolved issues related to women. It will be a predictable outcome followed by individuals or groups of individuals whatever is presented in media, because according to the reflections of Harold Laswell's media analysis model, and that's how the speaker's objective of looking for help is attained.

For example:

1. ... and what will happen when the US leaves?  
(Aljazeera no.2, 2:10)
2. They say it's a question of women's rights and you will lose the American public.  
(Aljazeera no.32, 7:10)
3. The five abortion clinics that will remain open in Texas are in Houston.  
(Aljazeera no.3, 3:58)
4. ...because both the customers and the consenting prostitutes will be asked to go to the police.  
(BBC no.3, 15:56)
5. ....and the women's lives will be more at risk and danger.  
(BBC no.3, 19:17)

The use of present and past tenses talk about past actions. Their utility can be seen in the public leaders (in-groups) that generally say the successes in support of ruling elites but apparently using words that show their acceptance and favor of the out-group, but the implied meaning play a role in shaping up the audience's ideologies according to the ruling elite's opinions.

For example,

1. ... Of course, red light area where she lived when she was convinced that she had to organize others.  
(CNN no.1, 15:17)
2. I went to convert to this ideology you were then told had to be a good Muslim woman.  
(CNN no.7, 8:19)
3. ... Because what that General just said that juries decision didn't matter.  
(MSNBC no.10, 0:35)
4. ... And they are doing it right so that others don't get sexually assaulted.

(MSNBC no.12, 5:46)

5. If they still have problems with their legal rights and with access to economic opportunity it's still going to be difficult for them.

(Aljazeera no.1, 4:15)

The above statements selected from the corpus of transcribed data shows that the participants used to present and past tenses to talk about achievements related to women issues in the previous elections or as a recollection of negative or positive actions of the past as a foundation or inspiration of the ruling elite's. This is how they attain their esteem from the contextual history which is exhibited and make their strategic actions rational and completely appropriate.

### **5.3.11 Personal Pronouns**

Almost all of the prominent personal pronouns were extracted from the corpus of all the table talk shows, panel discussions, and interviews. This is a research of effective mixture of quantitative and qualitative research approaches, therefore a corpus was used to get the quantitative analysis of the data. Original results of the corpus are attached as an appendix at the end of last chapter. Following results of personal pronouns used in table talk shows, panel discussions and interviews were shown in the table below:

Table5.5

*Comparison of Personal Pronouns*

Personal Pronouns		
		Frequency of Appearance
<b>First Person</b>	I (me)	3837
	We (us)	3151
<b>Second person</b>	You (you)	2788
<b>Third Person</b>	He (him)	486
	She (her)	544
	It (it)	2263
	They (them)	1221
Possessive Pronouns		
<b>My (mine)</b>		419
<b>Our (ours)</b>		299
<b>Your (yours)</b>		389
<b>His (his)</b>		170
<b>Her (hers)</b>		291
<b>Its (its)</b>		169
<b>Their (theirs)</b>		516

From the above table, the researcher analyzed the frequency of 'first person' pronouns; and that they are used more than any other pronouns. For example, the first-person pronoun 'we' is used to reducing the coldness that exists between audience and speaker, regardless of their dissimilarities in occupations, age, and social status etc. Since pronouns play an important role in establishing the beliefs of presenters. Use of singular or plural pronouns shows the speaker's perception in the direction of individualism and collectivism. Therefore this personal pronoun is used to bring both interlocutors at the same base, and therefore unconsciously creates closeness into the relationship of audience/ listeners; so that both groups start sharing same ideology and beliefs.

The table also shows that the frequency of plural pronouns is less as compared to personal pronouns. The high usage of these first-person pronouns opens a lot of considerations for the researcher. Similarly, the use of 3rd person plural high frequency (1221) demonstrates the authority of collectivism on individualism. High occurrence of singular pronouns gives the insight that language closeness of participants is an approach used by media unconsciously to get the audience closer to the participants. Therefore, plural pronouns frequency indicates the pressure of collectivism on viewers. The analysis shows that the pronoun 'We' is used by speakers as acts of ideological dominance. The control of collectivism on individualism (van Dijk, 1996) is clear from the appearance of high percentage of the pronoun 'we'. Furthermore high number of occurrence of 'we' shows position and honor. In contrast, the standard percentage of I as a pronoun depicts the familiarity and understanding of language use and to get interlocutors closer to the beliefs of the self. Furthermore the in-group of ruling elites showed their responsibility toward women around the globe (Friedan, 1963). This refers to the notion of van Dijk and his 'us versus them' theory, in which we (us-group) is supposed to highlight their good acts and the them-group's bad acts are highlighted to promote the ideologies and beliefs of them.

### **5.3.12 Application of Action Sentences**

It was also found that wide-ranging use of action verbs in interviews and panel discussions are helpful as action statements are the settlement, disparity, pleasurable, and disagreeable judgments. The verbs for example:

‘honor’, ‘state’, ‘promise’, ‘recommend’, ‘say’, ‘proud’ are action verbs used frequently.

Action sentences are thought to be rational opinions of ideological discourse, for the reason that due to the application of these verbs the speaker gets listener’s attention toward the events of the conversation.

For example:

1. But now the governor is fighting back...

(Fox news no.5, 0:08)

2. Women I know are helpless, hopeless creatures, whose only goal in life is to have the government provides for their birth control pills.

(Fox news no.5, 0:25)

The above sentences are extracts from Governor Huckabee’s speech and discussions on women birth control rights. The use of action verb fighting back in first sentence relates to his defensive strategy, in which he becomes the submissive one to protect himself from ‘other’ (female protestors attack) on his speech. Similarly, use of action verb ‘provide’ by him in his speech is used as destroying the image of opposite gender. Here he is acting as ‘us’ for the in-group i.e. male gender while ‘they’ the out-group are women, ‘hopeless’ and ‘helpless creatures’. As vanDijk’s ideological square explains (van Dijk, 1991) that one needs to portray negative other and positive self-representation with the purpose of glorifying themselves.

Appearance of high percentage of action verbs can be understood as significant and more general approaches of consumers for ideological act. These ideological beliefs carried by action verbs can be considered to fascinate listeners and to attract them in a particular conversation or a discursive act. Analysis in the present research showed that during the usage of action verbs ‘proud’, and ‘advice’ with standard percentage are inclined significantly in the direction of utility as a source of ideological belief. At the description level, a high percentage of action verbs is taken as a more noteworthy approach at the level of description. Such verbs can give a desired direction to the ideology in media discourse.

### 5.3.13 Activation / Passivation

The researcher further analyzed activation/passivation dichotomy and found that social actors are representatives of the dynamic forces in the discursive acts. In the process of activation, social actors are perceived as the forceful and powerful forces at the time of happening. Passivation is said to occur when social actors are depicted as doing an action. On the other hand subjection and beneficialisation Passivation are other characteristics of Passivation. In any discursive event, 'Subjected social actors' are the objects, while 'beneficialised social actors' are the beneficiaries of this action. Following are the examples of motivated, subjected, and beneficialised persons, in that order.

1. US State Department calls the act of selling sex inherently demeaning.

(Fox no.3, 2:08)

The above sentence shows that although US State Department is calling and blaming the business of sex selling inherently demeaning, there is actually no one to be stood responsible for this demeaning act of selling sex. This is an indirect statement from 'them' or the in-group to deny the act of selling sex for the in-group or them because through this statement media is actually trying to project the positive self-representation of us while projecting the negative self-representation of them by characterizing selling sex as a demeaning act.

The following examples also give the same impression in terms of passivation of a statement where no one is addressed clearly but a lot is been said which goes in accordance with the ideological square and Harold Laswell's Media Analysis theory. Laswell says that media has designed ways such as angulation, subtraction, addition, and slanting etc. in which a slight unconscious change in the meaning can get a different message to the audiences.

2. Human beings are no better than stuff slavery.

(Fox no.3, 3:13)



3. A prostitute cannot feel empowered, it is the man who is in charge.

(BBC no.1, 0:39)

Similarly, this passive sentence is building up the ideology of public and audiences very unconsciously that even when a woman is being used by the male gender still she is not the one who is in charge of herself. Here the Postmodern feminist media theory is useful to explain this phenomenon of suppression of women by the male gender where Cameron says that (Cameron, 1989) bias has educated people that women are not suitable for politics.

This also shows that a 'negative other representation' (of female gender) leads to the 'positive self- representation' (of male-gender) by saying that during an act of selling sex, a prostitute the out-group 'them' cannot feel empowered, it is the man, the in-group 'us' (van Dijk T. A., 1996) that is in charge of the woman.

Role of media in building up the ideology of people about women, particularly prostitutes is also very obvious in the above passive sentence. It is obvious from the example above that media is playing an important role to set up gender-biased identity of the prostitutes (Lasswell, 1948), by highlighting the idea of men in charge of the female during the act of prostitution.

The similar ideologies that are transferred by media in their gender-biased portrayal of women can be seen in the following examples from the collected data:

4. Women between the age of 20 and 24 are at a higher risk.

(CNN no.10, 1:33)

5. Arab women are still largely absent from the country.

(Aljazeera no.7, 0:30)

6. Germany is bringing in new Turkish workers.

(BBC no.3, 2:18)

7. One out of every four women in America will experience domestic violence in the lifetime.

(CNN no.10, 1:33)

8. They can't leave right now.

(CNN no.10, 2:55)

9. They want the abuse to stop.

(CNN no.10, 3:00)

10. They were deprived of their legitimate rights.

(BBC no.10, 4:33)

In sentence no. 10, the use of adjective 'legitimate' is excluding the doer of the act i.e., the group or organization responsible for legalizing human rights. In accordance with Harold Laswell's Media analysis model one essential feature is to figure out the involvement of ruling elites in media are responsible to regulate what is supposed to be suppressed or excluded or who is going to be included accordingly to fit into their dominant ideology beliefs and objectives. Thus the above statements provide evidence that suppression can be expressed in different ways and one of the ways to show suppression in discourse is the use of 'agentless passive voice'.

#### **5.3.14 Inclusion / Exclusion**

The data in present study is also analyzed through exclusion/inclusion dichotomy. Definition of exclusion shows that it is a central feature of Critical discourse analysis (Kress & Van Leeuwen, 1996) which is divided into two subgroups: total and partial elimination. The first subcategory according to Kress and Leeuwen (1996), leaves no traces in the representation, excluding both the social actors and their activities. (p.111) Thus, it is better for various implied versions of the same incident or discourse that comparisons are done in diverse sources. Incomplete elimination is divided into two subcategories: According to Kress and Leeuwen (1996):

Suppression in which there is no reference to the social actor(s) in question anywhere in the text, and exclusion where the individual who is excluded in a specific discourse adds later in another part of the statement.(p.45)

This is an example where the discourse agrees to declare the member liable for a particular act and the participating members are not entirely excluded rather they are de-

highlighted into the background. There are many ways to recognize overpowering, for example, through nominalizations and process nouns, non-finite clauses including infinite clauses, and also through some adjectives. Illustrations for more types of dominance through exclusion or inclusion are shown below:

1. They still have problems with their legal rights.

(Aljazeera no.3, 4:15)

In the above instance, adjective 'legal' has appeared excluding the doer of the act which is groups or institutions that are responsible to legalize the rights.

2. The number of people who don't want government intruding into the decision.

(Aljazeera no.33, 6:08)

3. The lot on chair has come under the hammer.

(BBC no.6, 5:39)

4. Financial crisis ever want to come off that way.

(Aljazeera no.8, 36:53)

In the above example, crisis is shown as a nominalized form, not including the doer of the action.

5. They are dependent on these men.

(Aljazeera no.4, 15:36)

6. Men are violent by nature.

(Aljazeera no.4, 17:55)

Here again, the phenomenon of inclusion and exclusion refers to the role of media in shaping up the ideologies of public where us-group becomes the ruling elites who make the decision of how to represent what news in which manner and for whom (Lasswell, 1948). As in statement no. 5, the inclusion of the adjective 'dependent' which is used for women to show

indirectly that women are under men and cannot make decisions dependently because they (them) are dependent on men (us). This us-group comprise of the ones whose prime role is surveillance and to control the power distribution in a society (van Dijk, 1981). They survey the administrative situation of states altogether and associates the reaction of the complete state to the surroundings and finally transfers some specific forms of answers from the older to the younger generation (Laswell, 1935). The way in which 'adjective- violent' is used in statement no. 6 also indicates what representation of men, on the whole, media wants to convey to the public, because Laswell has given two types of sign professionals: the exploiters and the managers. In this case, media is playing the role of manipulators while public is the handlers because they are the target of the manipulators.

### **5.3.15 Polarization**

When two or more groups come together with opposite interests that's when ideologies are created especially while there is a social rivalry, and in events of power struggle. Conversationally and cognitively these type of disagreement can be understood by various kinds of polarization, as shown by 'Us' and 'Them' in the pronoun pair. During the analysis in the present study, it was established that the general approach of ideology discourse is to stress on 'Their' bad acts and 'Our' good acts which are a type of polarization which has to be used semantically in comparisons.

In current data of gendered-media discourse, for instance, a number of statements and stories were found that are structured by this form of contrast. For example:

1. Well they are the right wing and I oppose them.  
(BBC no.12, 7:03)
2. The new constitution doesn't have an equality clause, however, implementation of those laws have to look at women in the broader context.  
(Aljazeera no.1, 2:34)
3. More than a quarter of seats are reserved for them but at the same time many women are being raped, tortured and killed.  
(Aljazeera no.2, 0:43)

This type of recurring discursive distinction which is obvious from the analysis of the above statements that possibly also the underlined/ implied beliefs and ideas are portrayed in polarized expressions, labeling in-groups vs. out-groups. As obvious from statement no. 1 discursive contrast is shown by saying they are the right wing which means we are the left wing and that I have a different contrastive opinion than what they have. And that because they are the right wing (they are not correct) and us being the left group are the ones in the right direction.

Similarly, statement no. 2 goes in accordance with Feminist media theory by using the un-known doer who is responsible for the new constitution, and who didn't do very well (emphasizing their bad actions) but we will do the good act of implementing those laws (emphasizing our good acts). Here media is slanting the facts by excluding the doer intentionally from the passive sentence, to indirectly blame someone who made the constitution and then giving a contrastive statement, but still, we will implement the law for the betterment of women (Laswell, 1927). Therefore, passing on the ideology of the media institution to the public in an indirect contrastive manner

It was analyzed by the researcher that a few semantic strategies in talk shows, panel discussions and/ or interviews about 'Others representation' are as governing as presence of polarized perceptions, and the categorical splitting up of individuals in the out-group (them) and the in-group (us). This acclaims that discussions about gender themes are cautiously observed by fundamental social representations which are beliefs and ideologies of individuals and organizations instead of portrayals of distinct occasions and individuals of society. For example:

4.       Conservatives always say they want fewer abortions progress is great we can all agree on that so there's a whole list of things that we know reduce the need for abortions in America.

(CNN no.4, 10:28)

In the above statement, polarization is applied to 'not good' sub-classes of out-group (them), such as in the example of friends and supporters on one side and Conservative party

members as a homogenized us-group on the other side. Here it was analyzed that polarization is linguistically improved when communicated as a vibrant dissimilarity, such as, by certifying features of Us and Them which are semantically opposite to each other.

Here is another similar example from the collected data:

5. One thing that we know and this is where I see this guy like Queen Anne Frank packet is where we try to split between people who do say I personally believe abortion is a moron.

(CNN #4, 13:37, Ilyse Hogue, President of pro-choice America)

In the above statement no. 5, the participant even when announcing her leftist views on pro-abortion and positive representation of the in-group, hardly ever skip the chance to dissimilarity with the rival's strategy, as obvious in the 'pro-abortion war' vs. 'anti-abortion war', which is an evidence of the belief that negative other-portrayal can't always be detached from the positive self-portrayal. Use of 'we' by speaker in this example, refer to her homogenized group (the us-group) requesting what we are doing for abortion rights is the best plan for women in America.

### **5.3.16 Hedging and Vagueness**

Combination of clarity and vagueness is a very strong ideological approach. It was found in the collected talk shows, panel discussions and or interviews that it is absolutely in the hands of speaker how vague an answer to a straight inquiry they are providing. Media also plays a vital role in supporting this idea of hedging and vagueness so that an unconscious message is being delivered to the viewers through the use of vague linguistic choices. Following examples are selected by the researcher from the present data to analyze the use of hedging and vagueness in the table talk shows, interviews and or panel discussions.

For example:

- Use of 'sex crime' instead of 'rape'.
- Use of 'sexual assault' instead of 'rape'.

- Use of 'popular discontent' or 'resentment' instead of 'gender biases'
- Use of 'murder' instead of 'abortion'
- Use of 'whore' or 'slut' instead of 'woman' or 'girl'
- Use of 'prostitute' instead of 'sex-worker'

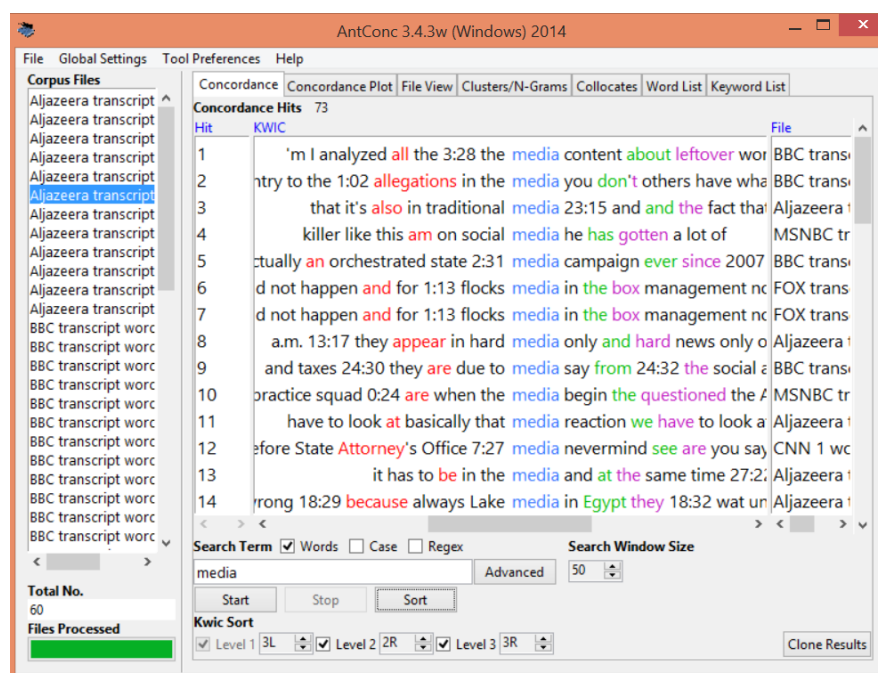
It was analyzed by studying the data that as the renowned model of 'diplomatic language' demonstrates, hedging and vagueness are used when the interlocutors in a communicative event are not sure of the precise answer to a question and still want to hide their ignorance as in the above examples. It was also analyzed that for political reasons some discourse partners use hedging, for example when particular declarations are contextually incorrect (Tong, 1989). Media representatives might be in conflict with gender equivalence but may use hedging in her discourse because she might be blamed on gender prejudiced assertiveness or ideology.

Therefore, as ruling elites are the ones responsible to decide about the power distribution among males and females in the society, similarly for a heinous crime like 'rape' the politically corrected vague expression 'sexual assault' or 'sex crime' is used to lower down the extent of hatred for the man involved in this crime. It again supports van Dijk's us versus them dichotomy where the in-group is de-emphasizing the bad actions of us by using the technique of hedging and vagueness.

### **5.3.17 Evidentiality**

Interlocutors have to carry the responsibility of their utterances. Therefore, they are required to provide evidence of their belief if they express a fact; getting involved in a dialogue with other participants who challenge it. After analyzing data in the present research, it was found that each category, situation, and framework has its personal assessment benchmark for what is worthy, adequate or corrupt 'evidence'. In modern-day culture, media is a projecting benchmark of evidentiality, for example, 'I have seen it on television' is a rather powerful argument in conversation.

It was found, in discourse about women issues on global electronic media discourse, most knowledge is taken from media. For example:



*Results of KWIC search of 'Media' evidentiality*

1. I think media campaign would be a very effective picture.  
(Aljazeera no.4, 12:46)
2. We need to change the mindset and media is the most powerful way to do it.  
(Aljazeera no.34, 15:45)
3. .... and media plays a major role in shaping the stereotypes of women.  
(Aljazeera no.6, 7:40)
4. ... Here International media saying all the time that the people don't want to educate their children and girls.  
(BBC no.8, 5:22)
5. ...again reliving that in the media day after day.  
(CNN no.10, 3:43)
6. But finally media highlighted the sexual harassment.



(Aljazeera no.10, 11:50)

The above statements after analysis show that an essential part of evidentiality practices, used by individuals are created by 'media information'. Media implications might be prejudiced, therefore 'evidence' is also considered ideologically subjective. A few common ideological biases as expressed by media include statement no. 1, "I think media campaign would be a very effective picture." (Aljazeera no.4, 12:46).

Since talk shows indeed provide the efforts in favor of women issues, even with the irrelevant information, reporting and careful responsiveness in the is thus created by the public; while the information about negative actions of out-groups make these news matters extra significant. Therefore, media is essentially providing the reference of its research on various topics and providing the proof of its authenticity and reliability by giving strong evidence, as shown in the above examples. This was also found in the corpus analysis of all the table talk shows, panel discussions and/ or interviews, where the KWIC (Keyword in context) search showed the evidence that talk shows, panel discussions and/ or interviews use as an authentic reference against the out-group i.e. women.

Statements in discourse are more reliable when speakers give some confirmation for their understanding and opinions. For example:

7. Actually it doesn't work quite like that in Germany, there are about 40,000 women who work in prostitution across Germany.

(BBC no.2, 10:48)

8. So you have to ask why those women working prostitution don't actually come forward and take the advantage of what the State claims that they will give them.

(BBC no.2, 11:10)

9. It's not just US saying, it's actually the evidence that says.

(BBC no.2, 14:40)

10. I'm not speaking from research from many papers, I'm speaking from 20 years of on the ground absolute experience in the sex industry.

(BBC no.2, 13:35)

11. We have been having these debates since the Supreme Court decided 41 years ago.

(CNN no.4, 1:08)

12. ...which is defined by All-China Women's Federation.

(BBC no.7, 2:38)

13. I found out that China's State Council in 2007 said that...

(BBC no.7, 2:47)

14. Most scholars say it's more than African practice.

(Aljazeera no.5, 5:08)

15. Unless the Democrats and particularly the government comes in to rescue them.

(Fox no.5, 3:52)

16. Recipient of the US government 2009 International Women Award.

(Aljazeera no.2, 1:09)

The analysis of above statements also shows that people try to put weightage to their argument by giving proof of their evidentiality hence mentioning 'reliable spokesperson, institutes and authentic organizations'.

Such as

- the evidence of 'Germany' in statement number 7;

- the evidence of 'State' in statement number 8;
- the evidence of 'US' statement number 9;
- the evidence of '20 years' in statement number 10;
- the evidence of 'Supreme Court' and '41 years' in statement number 11;
- the evidence of 'All-China Women's Federation' in statement number 12;
- the evidence of 'China's State Council' and '2007' in statement number 13;
- the evidence of 'more scholars' in statement number 14;
- the evidence of 'Democrats' and 'government' in statement number 15;
- the evidence of 'US government 2009 International Women Award' in statement number 8.

The above examples show that especially in talk shows in which negative beliefs about women and their issues are considered as prejudiced, 'evidentiality' is an essential change to express impartiality, trustworthiness, and reliability.

It was found during the analysis of data that when causes are in reality being quoted, evidentially becomes a part of INTERTEXTUALITY.

## **5.4 INTERTEXTUALITY**

In this section, the intertextual practices in global electronic media discourse are analyzed. To conduct a macro-analysis of collected data, Fairclough's perspective on intertextuality (Fairclough, 1992) is adopted as a ground to investigate the intertextual features in the talk shows, panel discussions and/ or interviews on gender-based issues in global electronic media discourse.

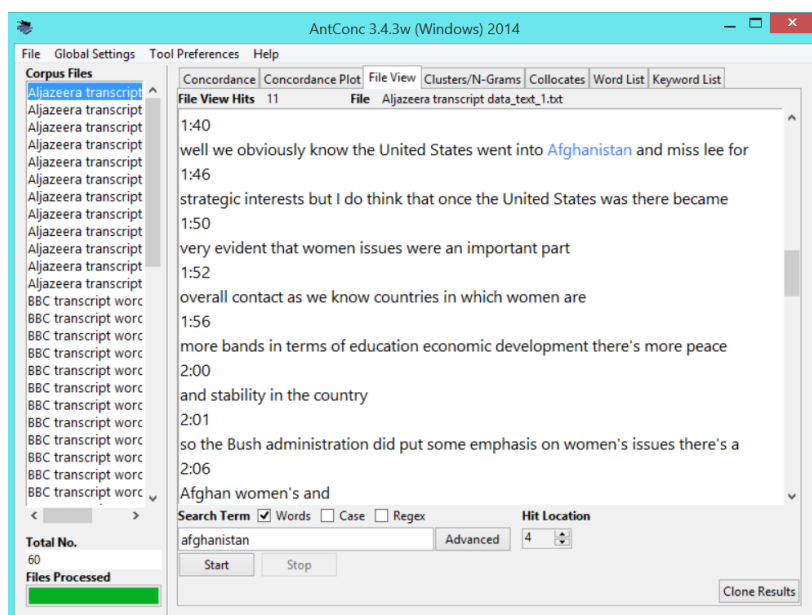
The aim of research for this section of the chapter was to investigate on participants of table talk show, panel discussions and/ or interviews and find out how they draw on other sources in their personal conversation; how other features are included in their statements; what kind of sources are used by the speakers/ participants; what is the reason for the speakers to use these sources; and how are the speakers positioned as interlocutors in connection with other sources to create their own sentences in a discourse.

Fairclough's Intertextuality is used as a framework adapted for this research (Fairclough, 1992); thus to study the intertextual features of speakers in this study this framework was used.

As per Fairclough, intertextuality points to how texts can transform prior texts and restructure existing conventions (genres, discourses) to generate new ones (Fairclough, 1992).

During the analysis of talk shows/ panel discussions on women issues in global electronic media discourse that intertextuality deals with production of texts as produced in relation to historical discourse and how contexts are helpful to produce the dominant agreements in creating new discourses.

For example:



*Screenshot of Aljazeera # 1, KWIC result*

Transcript of Aljazeera #1 KWIC search from the corpus:

Well we obviously know that the United States went into Afghanistan and mislead for strategic interests but you do think that once the United States was there it became very evident that women issues were an important part of contact. As we know countries in which women have more bans in terms of education, economic development, there's more peace and stability in the country. So the Bush administration did put some emphasis on women's issues of Afghan women and children Relief Act that was passed and you know yet we've got the UN Assistance Mission in Afghanistan issued a report last year saying, 'the current reality is women are denied their most fundamental human rights'.

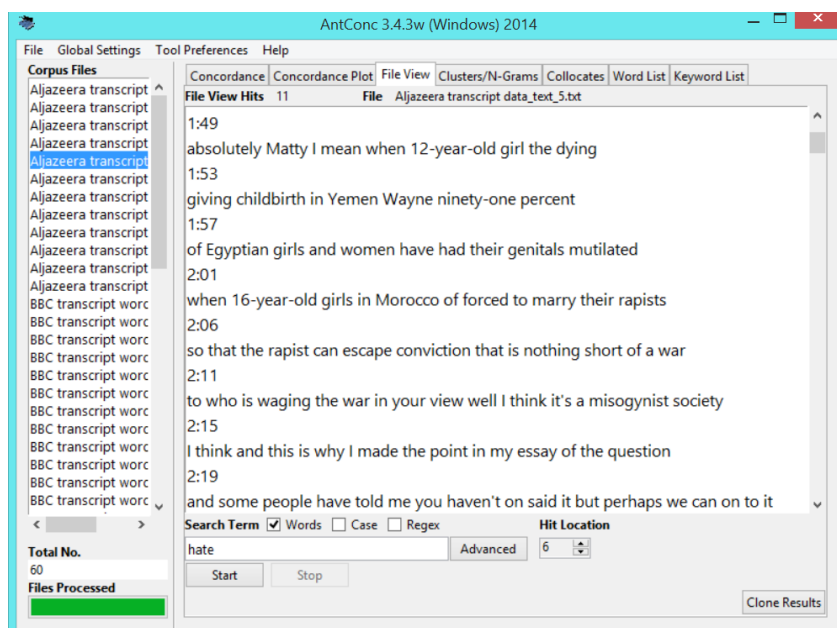
(Aljazeerano.1, 1:40 to 2:17)

In the above example, Riz Khan (the Aljazeera host) starts the speech with logical sequencing, 'well we know' which shows he wants to make the audience and other participants his partner in whatever he believes about the topic. One of the uses of intertextuality in Riz Khan's statement is to combine the casual style of speech with the political realm. The speaker makes use of an informal style; he starts for example, by narrating the story of US invasion in Afghanistan and its effects on women there. In the above quotation, Riz Khan imports a quotation from UN Assistance Mission in Afghanistan, this serves to link the ordinary/customary discourse of the speech to the great big research done by the UN Assistance Mission in Afghanistan.

The use of passive sentence without the doer's name, ask for the analysis of the activation/passivation form, that helps to inform readers about Afghan women that in the most generally portrayed social actor, Afghan females are less activated than passivated. Passivation occurs in relation to domination and stresses, thus giving force to the helpfulness of agreements

in contrast to them and ‘denied their most fundamental human rights’ and also in relation to any compromise with the US (permanent members of the UN Security Council).

Another statement was selected for the intertextual analysis, where no direct or indirect statements are used by the speaker but just some explanations to exemplify the circumstances. Some of the sentences are shown in the screenshot from the corpus of selected data, Aljazeera no.5, and line no.1:49 to 2:19:



*Screenshot of KWIC result of Aljazeera no.5, line no.1:49 to 2:19*

Transcript of the same KWIC search is as under:

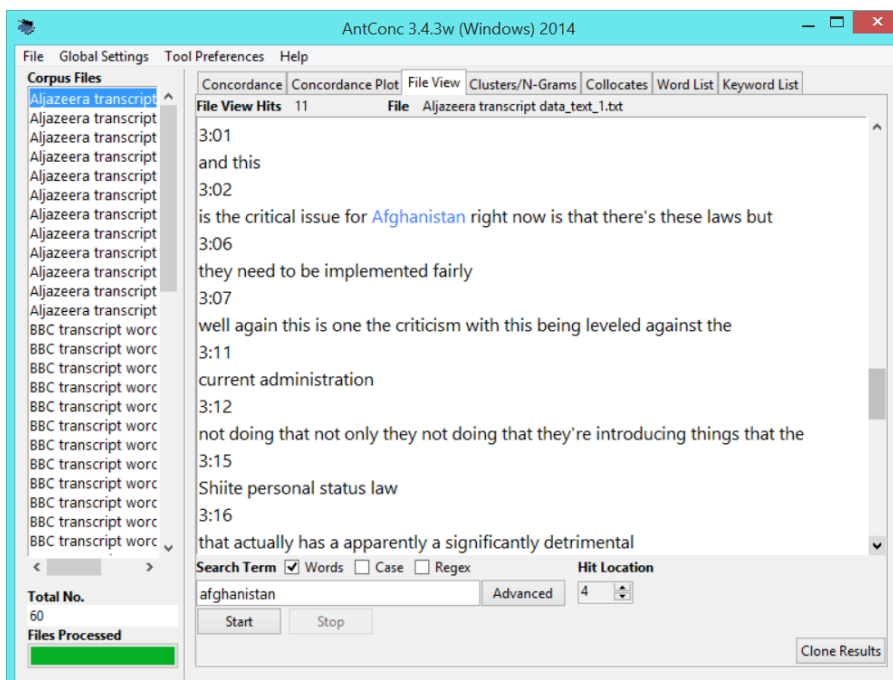
...absolutely Matty, I mean when a 12-year-old, the dying girl giving childbirth in Yemen and ninety-one percent of Egyptian girls and women have had their genitals mutilated; when 16-year-old girls in Morocco are forced to marry their rapists so that the rapist can escape sentence, that is nothing short of a war. Look who is waging the war in your view. Well, I think it's a misogynist society. I

think and this is why I made the point in my essay of the question and some people have told me you haven't said it but perhaps we can on it...

(Aljazeera no.5, 1:49 to 2:19)

In this example, the presenter primarily integrated external references to assimilate into the script instead of injecting them as direct quotations. It is observed that these external references are all recognized however, from undisclosed contexts. The presenter seems to feature these references in general to few anonymous and non-specific organisations. They in turn are utilized as indication to demonstrate what women concerns really are and what the dominant social order has done to this gender. Furthermore, the presenter does not use language or show any signs to point towards confirmation from the outer references. The result of utilizing these references as a proof is to create a space amongst speaker and the speech she creates and to avoid some personal accountability for what is uttered. None of the organizations are attached with these sources but are assumed as the source of widely spread data to create the context of the disagreement of the speech. Towards the conclusion of the statement, the presenter closes the speech by giving a solid suggestion, as shown in the above speech i.e. "and this is why I made the point of question in my essay", resulting in the construction of a productive argument.

The evidence and use of intertextuality are also very much obvious in another example from Aljazeera #1, 3:01 to 3:16, which is as under:



*Screenshot of KWIC search from (Aljazeera #1, 3:01 to 3:16)*

Transcript of Aljazeera no.1, 3:01 to 3:16 is as under:

...and this is the critical issue for Afghanistan right now is that there's these laws but they need to be implemented fairly well again. This is one the criticism with this being leveled against the current administration, not doing that, not only that they are not doing that, they are introducing things that the Shiite personal status law, that actually has apparently a significant detrimental...

In the above statement, the speaker is avoiding direct remarks on the USA and its activities, where the phrase 'current administration' is used to implicitly refer to the USA (Bush administration at that time), and how it is thought to act under the UN contract and in collaboration with other countries. Mentioning another external source 'Shiite personal Status Law', also shows the reason for intertextual inquiry which gives permission to get the 'bigger picture' of all the implied meanings in a text, let it be verbal or non-verbal, according to what the hidden meaning and how a connection is made with other implied meanings held in the



social order as surrounding a specific text. This is how USA's evasion in Afghanistan is indirectly considered to be fatal for Afghan women according to the media analyst because still, the law enforcement needs to be done.

The intertextuality pattern analyzed here seems to be publishing socially recognized conventional forms of meaning that are portrayed in contradiction of the larger contextual history of the possibility of all the perceptions that could be apprehended in this specific statement:

1. It wasn't because the people came in and said, 'you know you need a target.

(BBC NO.12, 23:10)

2. The other hospital has come out publically and said, 'they don't perform abortions in their hospital

(Aljazeera NO.12, 13:55)

3. And she said, '59 percent people felt that sex should be an option and women should be free to choose', and then it was repeated when the results were repeated.

(BBC NO.4, 4:08)

The above statements refer to Fairclough's discourse presentation which is a type of intertextuality in which portions of specific texts are further added into a text and are normally highlighted with strategies like reporting clauses (Fairclough, 1992). The above-used reporting clauses are expressing the purpose of 'the reporter's link between the report and the discourse in which the report is embedded (Semino & Short, 2004).

Discourse representations in media discourse show the subject matter of the news (Fairclough, 1995) i.e. depictions of sayings of the 'newsworthy' people. Referring to Harold Laswell's Media analysis model, communication for powerful elites is a way of not only to put up with their power but also to destabilize that of their competitors. This also goes in accordance to van Dijk's us versus them ideology, where ruling elites are the ones responsible for the production and distribution of what they want to be consumed by public, therefore the

references of texts used for the purpose of intertextuality, also express their ideologies and beliefs. The reporting clauses that are used to perform intertextual function in the above statements also carry the ideologies of the news-makers and not the individual person responsible for that particular utterance. There is a triangulation of principles of power, prosperity, and authority (Laswell, 1927) as well as power misrepresentation as the leading dangers to effectual communication to the societal groups. It is a fact that power misrepresentation happens when the themes of communication are intentionally attuned to display an ideology and belief.

In short, it was analyzed that the use of reporting clause or quotation marks (as per Fairclough) allows objectivity about the topic where the speaker uses a number of external sources to form a type of public discourse, from which the speaker attempts to keep a distance. The speaker positions himself or herself outside this public discourse as its presenter, not as a participant within it. In this text, the speaker seems to be 'the presenter' of the statement rather than 'responsible' for the statement. The speaker presents subject matter by including different external sources and create suggestions at the end, performing the social resolution of portrayals in a particular social context. Few positions adopted by the discourse producers express their stance in the verbal or non-verbal discourse.

## 5.5 MULTIMODAL ANALYSIS OF COLLECTED DATA

Following Harold Laswell's Media Analysis Model as one of the theory in theoretical triangulation, the data was analyzed considering the following:

### Example:

<b>MSNBC NEWS #5 – Congresswoman Jackie Speier discusses the dramatic rise in sexual assault and rape in the military reported in a new Pentagon report.</b>	
<b>Who</b>	Congresswoman Jackie Speier
<b>What</b>	a dramatic rise in sexual assault and rape in the military

<b>Channel</b>	MSNBC NEWS (Television medium)
<b>Whom</b>	Public
<b>Effect</b>	Alert the people of Lawlessness in the Army.

The above categorization of Laswell's media analysis model for CNN news #5 talk show on Malala Yusefzai, explains in detail the who, what, which channel, for whom and with what effect parts of the theory. The lexical choices made by the participants and the channel representative (in the form of the host of the talk show) are collected and analyzed by the researcher in the current research to find out the phenomena of gender-based discourse in global electronic media discourse in postfeminist era.

<b>CNN# 3- Shabana Basij-Rasikh on CNN with Christina Amanpour discussing inspiration from Malala</b>	
<b>Who</b>	Shabana Basij-Rasikh
<b>What</b>	Fighting to educate women
<b>Channel</b>	CNN (Television medium)
<b>Whom</b>	Public
<b>Effect</b>	Women feel the need to fight with the system for their right to education

Similarly, the above classification of CNN news no.3 table talk show under Laswell's media analysis model shows who said what to whom on which channel with what effect. It is very obvious that the target is public and specifically women among public as per Butlerian belief in gender binaries, where the philosopher called upon society to create “gender trouble”

by disrupting the binary view of sex, gender, and sexuality. Key to her argument is that gender is not an essential, biologically determined quality or an inherent identity, but is repeatedly performed, based on, and reinforced by, societal norms. This repeated performance of gender is also performative, that is, it creates the idea of gender itself, as well as the illusion of two natural, essential sexes. In other words, rather than being women or men, individuals act as women and men, thereby creating the categories of women and men. Moreover, they face clear negative consequences if they fail to do their gender right.

Similarly, who says what, also matters a lot because, in a table talk show, as the host is basically representing ideologies of the media institute that he/she is representing. Therefore, the views or questions by the host absolutely shows the agenda of that particular news channel. In the above case, the way Shabana Basij-Rasikh is personified shows CNN news channel's policy that was given in the form of the agenda or directions for the host where to take the talk show while interviewing the Afghan guest. But a promising thing and the reason why the researcher selected table talk shows, panel discussions and/or interviews is that in most of the shows a couple of people are sitting in audiences representing the general public. This audience, when asking questions from the guest or the host, are totally unbiased and does not reflect the ideologies of the decision makers from the media institute rather their questions can change the entire direction of the set agenda of the media institute.

As the present research has interplay with dominance, power, ideology in gender relations, the data is analysed by considering that no matter what the discourse is, it has the same strategy in general: to portray the negative them and positive self, and to hide the negative self and positive them (van Dijk, 1993). This is the basis of 'conceptual square' that is also called 'Ideological square'. This concept is used for the analysis of discourse practices in the feminist media discourse of the talk shows, panel discussions and/ or interviews from global electronic media discourse. From each of the categories, the researcher has classified each category doing one or more stages of examination, then they are briefly summarized by providing description, and wherever it was necessary, some aspects of philosophy are repeated, than the researcher has indicated what ideological functions it may have. The analytical categories are discussed by the researcher in order to clarify the discourse structures and their ideological based properties.

A multimodal analytic framework is also used to contribute to a discourse-oriented study of the visual information in the present study. Multimodal analysis of global electronic media discourse, an emerging area of discourse studies, is proposed as a valuable contribution to the current study. Considering the Kinetic features, speech and cinematography it was analyzed that modality as a very different semiotic system permits to go further than superficial peculiarities, for example, media or formatting, to a more multifaceted acceptance of how an approach of communication impacts the contextualized give-and-take of meaning in discourse. Tan highlights this, by stating different communicative modes possess different materiality (Tan, 2009). To express the meaning of various multimodal features, apart from linguistic (macro and micro) analysis, from a corpus of collected data of women issues in global electronic media discourse, this research has organized each talk show/panel discussion into a separate table. A comprehensive description of multimodal features are presented in the tables and thus are not repeated here. These tables give an overall picture of the multimodal features discussed in research methodology. A brief descriptive multimodal analysis of these tables is discussed in this part.

Tan's systemic model (Tan, 2009) for gaze, camera angle and kinetic features, camera positions, and graphical frame are used to analyze data, and the details are provided in research methodology section of the current research.

For example, the multimodal analysis of Mike Huckabee in table Fox #5 shows how Huckabee uses a variety of multimodal features to inter-semiotically deviate the topic of discourse. It was analysed that the ever-changing nature of the area of discourse is a distinctive quality of talk shows and panel discussions and it is very much likely to perceive how a number of multimodal resources are adopted by the participants successfully as they work socially and personally both ways to bring modification in the area of discourse, as shown in these resources which include 'clause grammar' (adverse conjunction 'but'); gesture (waving his hand in a 'wait on' posture, which in turn starts a chain of sign movements to give emphasis on the points he wanted to make; body position in front of camera frame, first, leaning forward and then sitting back in his chair as he wants to stress on his arguments on the subject of birth control and new law associated with it); and social and personal deixis such as Vocative 'Huckabee' showing solidarity with women on the issue of birth control rights of women. This is followed by the gesture where Huckabee continues speaking as he sits back and then engages successively with

the studio audience and Megyn Kelly through 'gaze' and 'angled body posture' while expanding his hand gesture somehow. This refers to Leeuwen's notion of multimodal analysis (Van Leeuwen, 2005) according to which multimodal analysis is concerned with "the way people use semiotic 'resources' both to produce communicative artifacts and events and to interpret them ... in the context of specific social situations and practices".

Similarly in another interview/ panel discussion with Mona Eltahawy from the host, Mehdi Hassan in Aljazeera NO.5 (Topic: Do Arab Men Hate Women), Mona Eltahawy (the guest), very shortly but indirectly consist of the spectator carrying a traditional body position/attitude in which both hands are upstretched and palms are facing towards the outside to additionally involve the audience/ viewers. Formerly giving her thoughtfulness and responsiveness to the panelists, the host, Mehdi Hassan, and the live studio audience. Mona Eltahawy's confused reaction in focusing on her 'gaze and facial expressions' is a center of the investigation itself; she does not produce any other main semiotic indication, rather she is obviously aware of her political opponent's strategy. It was analyzed that the screenshot is positioned as a semiotic resource for Mona Eltahawy in addition to her shot at that moment, giving rise to 'dialogic context' between Mehdi Hassan and her; irrespective of the circumstance that Mehdi Hassan was responsible to ask the questions being the interviewer.

A lot of other chances to show the functioning of multimodal resources work inter-semiotically in order to reach the goals of the individuals involved, along with the camera persons who are advised by the producers to use camera shots according to a particular strategy in order to construct a channel of communication between the contributors of the show and its participants. Such as in a discussion/ talk show on 'War on Abortion Rights' (CNN NO.4), the Newt Gingrich (anti-abortionist) and Sally Kohn (pro-abortionist) engages in a critical dialogue about 'War on Abortion Rights' government's initiative, the camera view changes to include Ilyse Hogue (pro-abortionist writer), who is raising her eyebrows, lick her lips, nod her head, and move her head from one side to another, gestures, captured by camera shots, completely re-contextualises conversation of Ilyse Hogue (Appendix I) of which at this stage is not 'verbally' apart.

As referred by Laswell's media analysis model (Laswell, Lerner & Pool, 1952) :

Content analysis operates on the view that verbal behavior is a form of human behavior, that the flow of symbols is a part of the flow of events, and that the communication process is an aspect of the historical process ... content analysis is a technique which aims at describing, with optimum objectivity, precision, and generality, what is said on a given subject in a given place at a given time (p.55).

The cinematography resources in the multimodal analysis are also analyzed in the current research. All these various features give a variety of meaning to linguistic expressions. Here 'camera angle' and 'size of frame' were analyzed to get more meaning out of talk shows/ panel discussions.

The concept of semiotic resource in discourse is critical.

Kress and Van Leeuwen (2001) explains it's originated in the work of Michael Halliday who argued that the grammar of a language is not a code, not a set of rules for producing correct sentences, but a 'resource for making meanings'.

For instance, when The 'camera angle position' of the discussion/ talk shows was analyzed from the horizontal perspective (Appendix), for the purpose of this research it was found that oblique and detached as well as frontal and involved camera angling was selected by the producers of the shows. It is a fact that front angle is a sign of involvement (Kress & van Leeuwen, 2001) while oblique angle signals detachment (Young, 2006). It was analyzed that medium, close-up or long shots were done intentionally to demonstrate social detachment among viewers and participants; (high, low, aerial, eye-level etc.) camera angles were taken to give participants' expressions a sense of power; and frames show inclusion and exclusion of features in the screenshot, empty spaces, and margins. This is illustrated from the following examples:

In the talk show/ discussion in BBC NO.1 table, Nolan Lee in Frame 1, is shot at the 'frontal camera angle' which shows involvement with the viewers. His size of frame is 'medium shot' that shows the human body from the waist up and also express his social

distance from the viewer and characters involved in the conversation (Baldry & Thibault, 2006). This shows his perspective being a host of the show, although what media is trying to show is that Nolan Lee is neutral in his perspective and debate about the Nordic Proposal (a Bill on Legality of Prostitution) but his verbal language is very different than what his media producer is trying to show when he used clause grammar (adversive conjunction 'but')

... but the vast majority of prostitutes are not trafficked...

(BBC no.1, 4:22)

Similarly in Frame 3, Lord Maurice, who is also in the favor of legality of prostitution Bill, is shot at 'frontal camera angle' and his frame size is 'medium-close-up', this indicates that media wants to show viewers that the concept/ideology of Lord Maurice is close to what general public should understand and form and thus his less social distancing from the viewers is used as a media technique to build the same ideology and beliefs of whatever the controlling elites of media institute want to be communicated (Lasswell, 1927). This refers to feminist media theory (Cameron, 1990) which says that representation of women is done in such a way in the electronic media that it builds a different misrepresented ideology among the viewers.

The importance of visuals or pictures used as a studio background was also analyzed in the present research. The images in background have a crucial impact in building up the ideology of the viewers, it also says more than what can be said in words. For example:



<b>Topic of Talk Show</b>	<b>Data Source</b>	<b>Picture in the Background</b>	<b>Implied meaning</b>
<b>Inequality Gap Between Men and Women in China</b>	BBC # 7	Chinese women on the streets in Beijing	Women in China are suffering due to inequality gap between the two genders
<b>Women Education in Pakistan</b>	BBC #8	Pakistani men in cultural dress standing in thousands with their back towards the cameraman when the picture was shot	Men are the rule-makers and rulers in Pakistan, and it has become a part of culture to not send women to school for education
<b>Libyan Woman's Rape claim</b>	CNN #6	Depressed, sad and crying Arab women, all covered up in Burqa and hijab on the streets of Libya	Arab women are not happy with the way they are being treated with Arab men and the law made by the men
<b>The Village Voice Prostitution Ad Biz</b>	CNN #9	A dark black background	Currently, it seems that the future of prostitution in terms of legality and rights for prostitutes is not clear and doesn't seem very bright
<b>Women's Rights to Birth Control</b>	Fox #6	Picture of American Parliament House	Democrats versus Liberals- the debate on contraception medicine to be paid by State is a State issue on the whole
<b>Woman Stoned to Death in Pakistan</b>	MSNBC #3	White House	America is concerned with deteriorating human rights situation in Pakistan
<b>Afghanistan Women's Issues</b>	Aljazeera #1	Hundreds of Afghan Women in their cultural dress with veils covering their heads	The world community is worried about the issues Afghan women are facing due to violation of human rights

In, CDA, media is considered as significant communal space (Wodak & Busch, 2004) where media discourse is considered as a stage for power struggle. Above discussion shows that the collaboration of semiotic selections in multimodal occurrences grants a chance to semantic developments in media discourse as the meaning of different resources are included

and combined in kinetic features and speech, as analyzed in detail in the tables under. The following charts provide a holistic interpretation and organization of all the 60 talk shows, panel discussions and interviews from 5 global electronic media news channels.

## **CHAPTER 6**

### **CONCLUSION**

#### **6.0 OVERVIEW**

In line with the research objectives of this research the researcher has used critical discourse analysis to explore gender-based issues, gender binaries, associations/practice of power, and media discourse role in establishing dominant ideologies for the representation of women issues in postfeminist era. The focus of this dissertation is to provide insights into the role of the media in representing gender issues. This research is conducted to identify the representation of women in global electronic media discourse by conducting a visual and linguistic analysis of television global news channels. A detailed review of relevant literature guided the researcher to identify the research gap and thus frame research questions. After collecting data from global television news channels, transcribing the verbal discourse, developing a corpus, selecting appropriate framework for analysis of collected data, data interpretation, and data analysis; the researcher has come to the following conclusions.

This chapter provides an in-depth analysis of discussions and findings from collected data, for this purpose the researcher used quantitative and qualitative research methods to analyze facts related to women issues in global electronic television media discourse.

Researcher collected 60 table talk shows/ panel discussions and interviews based on a list of women issues selected to carry on a study of global media discourse in relation to objectives of present research. For this purpose, the researcher selected data on 6 major global women issues from 5 television news channels from January 2010 to December 2014. Each table talk show/ panel discussion and interview was an open and free discussion. The objective was to understand the participant's point of view and information for the purpose of unbiased and valid data assemblage and interpretation and investigation help to go in the direction of the results and conclusions of study.

This helped researcher to explore deeper into the subject; and also provided an opportunity to the researcher to restate the questions for the purpose of explaining the subject and context. These tables talk shows/ panel discussions and interviews not only provided an in-depth inquiry of, and understanding into, the questions and subject but also helped in creating reliability, dependability, and conformability of the results.

To evaluate extent of the problem, researcher made some research questions and objectives to find out the answers and conclusions at the end of the current study. This research is conducted in order to answer the research questions that were formulated at the start of the study: Which lexical choices and syntactic structures are used to construct a gendered discourse in electronic media? By what means visual representation in electronic media contribute to produce gendered discourse? And lastly, how gender representation through media positioning of female subjects (re)construct feminist identity in global electronic media discourse?

During the effort to recognize how gender binaries are represented in media discourse in postfeminist era, the researcher has tried to put her best efforts in order to investigate female gender representation in media channels on gender based issues. Current study has used the methodological framework that has been a central impact in constructing a critique on feminist media. Above all, van Dijk's (1995) Socio-cognitive model has been an inspiration to analyze central questions in this research, which comprehend queries of how gender based issues are represented and manifested in media discourse and how the media portrays gender binaries in verbal and non-verbal discourse. This was the major reason that initiated the researcher to study and investigate the linguistic varieties and non-verbal multimodal diversities of male and female genders as being characteristic of the engendering status of females in international news networks (c.f. Chapter 1.1). It is important to state that van Dijk formulated a theory that initiates the procedure to construct meaning that is bounded between its creators and contributors, established upon a constant type of approach of us versus them. In addition to that, wherever the meaning is investigated on macro and micro stages in order to pull out the deep meaning from the linguistic varieties utilized by the participants (c.f. Chapter 3.2).

According to the postmodern feminist media theory media, is a part of a battle where the definition of sexual orientation is uncovered to a never ending

rambling battle and arrangement (c.f. Chapter 3.9). The significance on the differing qualities of talk and ambiguities within the creation of meaning has been a central component in this research, because it appears how a diverse sign of sexual orientation can show up within the foundation of a male-dominated world of media. In this manner, the researcher has centered on adaptability of media talk, clashes and inconsistencies inside its overwhelming representations. Utilizing this approach, women's sexual orientation representation can be seen to challenge built up social codes and winning definitions of women, which might contribute to distort women's part and status in society. A central issue in this research has been how female sexual orientation is spoken to in electronic media talk by media institutes and subsequently portray overwhelming philosophies.

In an endeavor to recognize how genders are displayed in media talk of TV table talk shows and panel discussions, which play a part in deciding belief systems of a globalized world unknowingly and where overwhelming belief systems are produced, researcher found it noteworthy on both customary and prevailing discourses. Because table talk shows, panel discussions and interviews take place within the social space, creating topics of open mindfulness i.e. political and social problems, they therefore include groups of onlookers within the system of regular routine, which is required within the development of public identities and in interfacing philosophies and power relations. Thus, gender relations are generally utilized in these table conversations panel dialogues to give the impression that gender depiction brings an unseen pressure that emerges within the discourses.

Additionally, researcher has given importance to the coverage of prominent women's issues globally, i.e. at the forefront of women's war for gender equality. Data covered talk shows, panel discussions and interviews on women issues which reflects researcher's interest in showing representation of female gender in global electronic media discourse. Biased representation of gender as portrayed in mass media may allow for new considerations, insights, and opinions in society.

Finally, nature of this study has made researcher to pay more attention to explanatory methods of investigation that can discuss conflicts in the production of gender portrayal in media discourse and vague procedure of fabrication of hidden meaning (c.f. Chapter 3.3). The

researcher selected linguistic analysis along with a multimodal analysis as a suitable methodological approach for an ideologically focused analysis. Linguistic analysis forms a base for analyzing stylistic norms of conversational behavior across genres of dialogic interactions. What makes it an ideal choice in present study is the fact that it has the ability to represent how reasoning processes and conceptual development are displayed through language as well.

In the current research, researcher has integrated visual images into notions of discourse and has moved towards extensive multimodal investigation. This extension of CDA into visual semiotics explains that language is only one semiotic means out of many and that various forms of representations (linguistic and non-linguistic) makes the construction of discourse possible.

For example, while political and ideological views of media organizations are shown in the selection of vocabularies (e.g. ‘rape’ vs. ‘sexual assault’) and various grammatical structures (e.g. active vs. passive), visual constructions (e.g. camera angle, gaze and hand-gestures) in the form of images in the same way can express ideological meanings. Therefore, in the present research, multimodal Discourse Analysis has additionally helped the researcher to find out how images, photographs, and gestures (non-verbal features of discourse) also work together to produce meanings conversed by a non-verbal discourse, which are more implied or indirect than verbal language.

The tools that the researcher has utilized in the present research to study the choices of visual features as well as lexical and grammatical choices in language, played a significant role in reaching towards the conclusion of present research. The study investigates a linguistic and visual inventory of the ways that represent gender in media discourse and some of the ideological effects that media has on society.

Following is the conclusion of the results of the analysis in this thesis.

## **6.1 CRITICAL DISCUSSION**

Influence from feminist and gender theories and methodologies shown in Chapter 2 and 3 of present research is in many ways connected to the shift of focus in the late 1990s in media and gender studies in the direction of circumstances and performances of everyday life, followed by the emphasis on how connections of globalization and local culture forms these

practices put forward by postcolonial theory and fourth wave feminism. The present critical discourse analysis on gender-based issues have tried to show how this development took place step by step, how it continued and what sort of contribution is made by this study focusing on gender binaries and the role of media in the entire process of forming an identity. However, there is always some room of expansion in all the researches, there is also a great deal of room for future research development on contributions and insights from feminist and gender theories and methodologies in the present research.

Another insight from present study was revealed from study of intertextuality (Fairclough's Intertextuality) in panel discussions and interviews. As found by researcher after investigating gender-based issues, that in order to reveal recurrent patterns of inequality, domination, and subjugation within the complex structures of intertextual contexts, present study started out from a choice of certain asymmetry of power. A few features from van Dijk's Socio cognitive model are selected to highlight hierarchical structures in media discourse where dominant male ideologies are practiced. The researcher examined the social power of media discourse in gender-based themes in more universal terms. It is found that his power is not limited only to the effect of media on groups of individuals in society rather it encompasses voice of media inside the broader structure of the governmental, social, traditional or financial power organizations of society. This suggests that 'mind control' by media (as stated in Laswell's Media Analysis Model, 1940) must be predominantly effective when media consumers are unaware of the features or the consequences of this type of authority and when they change their opinions and beliefs of their will power, as when they accept media discourse as true or journalistic beliefs as authentic or valid. Socio-cognitive Model of van Dijk is very accommodating and supportive in interpretation after analyzing data that this kind of investigation of social power and its symbolic scope needs to go above a normal social or political approach to power relations. It is also found that this kind of study includes an investigation into the cognitive representations, containing social understandings such as beliefs, shared by consumers or audiences. If a layman is able to understand clearly such cognitive representations to characteristics of media discourse, significant understanding about the power of media can be understood.

It is taken note amid the investigation that media has continuously had a gigantic effect on the social order. Media networks and institutes are reflected to be the

major components of present day life, whereas gender is "the center" of individuals' characters. The media which encompass numerous diverse pictures of males and females, in addition to numerous identities about men and women, has a critical effect on the formation of identities. At the same time, the mass media impact the groups of audiences. It is confirmed after investigation of information in present research that mass media have improved the illustration of gender based roles and added a subjective biasness in this depiction. Use of slanting technique is one of the viable apparatuses in media that influences the reality of genders. Nowadays media is said to have a negative impact on the recognition of gender roles within the society because the use of techniques in the use of depicting gender roles have increased and individuals have started utilizing media in depiction of biased women issues, whereas this predisposition is driving to gender based discrimination and partialities.

Moreover, it isn't a mystery that in many circumstances, the portrayal of both genders is imbalanced and recognized gender-associated labels which dominated within the the social order of the 21st century era. Men have continuously taken the prevailing status in society as compared to women. The advancement of such a partial side of gender roles initiated the production of women's subordination. Within the conversation no.3 of MSNBC "Does Ladies Truly Stress about Wife Beating", females are described as powerless and incapable objects. Similarly, in the panel discussion no. 4 of MSNBC "Trust Solo Residential Savagery", there's a strong illustration of the connections between men and women and the portrayal of women in the 21st century. At the same time, Hope Solo talks about gender divisions where women are anticipated to carry out the roles of a perfect traditional wives. During the same panel discussion, Hope, who is the central character, is denied to be considered having a moralistic character since this actually is not around securing anybody or discouraging awful individuals, it's almost pushing a gender war and condemning all females as unreasonable and foolish. Thus, it signifies that media has portrayed females as cunning, irrational objects who are judged for their unfaithfulness showing binaries in the 21st century. On the other hand, men are blessed in a sense that they not judged for betrayal and cheating. It verifies the statement that gender roles portrays in mass media creates a biased opinion of identities of male and females.



It was also found from analysis in chapter 5 that a major technique in which media misrepresent reality is in under-representing female gender. Role of media in representation of women as suppressed beings and males as sexual antagonists and dominant objects is shown in almost all the talk shows and panel discussions on women issues. Typically, females are shown dependent on men even if they are working as sex workers, to win men's affection. Often, men are debated in relation to compelling women into sexual actions and/or physically molesting them. Similarly, violence (either physical or psychological) against women is also exempted in a number of interviews and panel discussions. It was analyzed from collected data that incidents of rape, especially associate rapes, are not highlighted and debated as power-driven abuse of women instead they are also being considered and talked as severely sexual happenings. This is one of the examples of how media portrays immoderations and long-established ideologies of masculinity as violent and femininity as submissive. Another side of media in debating on rape issues is that it makes masculine ferocity to look sexy. In doing so, media tries to create an atmosphere where women are portrayed according to the wish of ruling elites' ideologies about women.

In addition, it is also found that the portrayal of men and women in media have a silent negative impact on society. Researcher has concluded gender roles in media in a way that representation of gender roles in media is closely connected with sex and harm. Even though gender is shown as equal entity in all these talk shows and panel discussions but the linguistic choices, camera angling, lighting effects, and other multimodal effects change the overall effect of gender representation according to the policy of media houses. This results in the portrayal of women roles where automatic harm is provided particularly to women. It is found from results that such portrayal is harmful. Moreover, they also cultivate the sense of low-esteem, humiliation and even inferiority in women who consider media representation as the ideals represented in media. It is clearly established from the data analysis that the way in which sex, gender roles, and women are depicted in media representations, they are actually responsible to shape the way most people in society, including women themselves, think about sex and gender roles which shows gender binaries even in the 21<sup>st</sup> century.

Researcher also found out that media portrayals are the techniques in which the media represents certain experiences, communities, groups, ideas, or themes from a firm ideological perspective. Thus, in place of studying media demonstrations as just a reflection or a mirror to

‘gender-based reality’ the researcher has observed how media portrayals work to (re)-present’ or to reasonably construct a totally different reality in representation of women issues.

Thus to analyze media portrayals comprise of construing the creation of new methods of comprehending reality. Researcher debates, this method is dissimilar from more old-fashioned beliefs of media portrayal studies as ‘distortions’ of realism. This notion of ‘distorted portrayal admits that there is ‘fixed’ implication related to some outside ‘reality’ against which media discourse is also either ‘fixed’ to that ‘reality’.

On the other hand, implication of that outward ‘reality’ is part of media construction. Media discourse is not only outside or surface ways of portraying reality. They are responsible to create the implications of representativeness as in the present research it can be clearly seen that reality about women representation is only an external reality, media is more concerned to show what media elites want to represent as an internal reality.

It is evident that the most powerful means in the world responsible for construction, alteration or propagation of society’s beliefs about an event, incident or issue to another group of society is media. It is working in two directions, i.e. perceptibly and unintentionally: making sure which problems are more important, how to organize those themes, who to be exposed as affected by these subject matters, and, steadily, giving personal understandings on the subject matter under debate.

A majority of media outlets are possessed by corporations controlled by white heterosexual males, a number of minorities (females) are represented in ways that spread negative stereotypes – this happens if they are given an opportunity to represent at least. The analysis in chapter 5 shows that no matter, how much progress is made by females on the path of equal opportunity, still they practice both distortion and de-emphasis in electronic media discourse.

It is analysed that when in serious women issue talk shows, women are not given the opportunity to participate as spokesperson, a message is sent to the world that men are more qualified and able humans among the two genders who have a strong opinion or belief about the world while women can’t show themselves as having strong opinions on serious subject matters

This is actually a degrading attitude for women suggesting they are not capable of making decisions on their own; it also demoralize females and make them believe they are not equal to men in mental abilities which brings their moral down as well. Having such a media atmosphere, it's not at all unanticipated to find that only seventeen percent member of Congress seats are occupied by female politicians while the rest goes to men, irrespective of the statistic that they represent over 50% of the U.S. the social order (Census Bureau U.S. 2005).

Researcher found many valuable and noticeable interpretations from this interdisciplinary research. It is found that Feminist researchers have shown the dominance of male gender in mass media (Feminist Media Theory), even in the modern world of 21<sup>st</sup> century, regardless of the noteworthy achievements in the occupation of female correspondents and program hosts in the media and a slow recognition of a few efforts of the feminist movement. Regardless of these achievements in socioeconomic conditions and ideological successes, women are considered as minorities in the media industry where most media personnel are men, and females are given not equal access to decision-making media positions because they are considered as less reliable, and therefore less quoted and given less importance as news subjects.

Analysis of data in current research shows how gender can be a valued lens for showing persistent and frequent structures that shape up the way individuals convey and represent dominant identities in interaction with hidden symbolic resources distributed through media, as well as how and when complicated web of intertextual contexts help to empower them in the discourse. The selection of Feminist Media Theory and Laswell's Media Analysis Model helped to analyze the and this indicates that media wants to show consumers that the concept/ideology of media institutions is close to what general public should understand and must form as well and thus media's mind control technique is used as a media practice to build the same ideology and beliefs of whatever the controlling elites of media institute want to communicate(Lasswell, 1927). This refers to feminist media theory (Cameron, 1990) which says that the representation of women is done in such a way in electronic media that it builds a different misrepresented ideology among the viewers.

The importance of visuals or pictures used as a studio background is also analyzed in the present research with the help of Tan's Multimodal Analysis Theory. The images/pictures, music, light effects and colors used in background has a decisive impact in building up the mindset of the viewers, it also says more than what can be said in words and this is the beauty of non-verbal discourse. As this research shows that in media organizations, things don't just happen rather they are bound to happen according to how ruling media elites wants things to happen and what impact to leave on the audiences.

The question of power, ultimately, link with challenges concerning the role and ideals of the researcher. Researcher has attempted to take seriously the ideas and goals of gender studies in contributing to empowerment and advocacy of women in particular as they are marginalized by media institutions and social hierarchies. Thus the purpose of bringing gender into the studies of media and discourse analysis is not only meant to be a challenge for how the researcher in this study analyzed the interplay between gender and media in the contemporary world, but also how researcher has given a full contribution to the roles played by gender and media in social transformation by analyzing the linguistic choices of individual participants in the discourse.

Adaptation of a new theoretical framework has found that although the figures of females employed in media have been increasing globally, the top spots (executives, chief editors, producers, and publishers) are male-dominated even. Feminist media theory draws attention to the same issue that the degree of female involvement in media also has concerns for what is being portrayed as media subject matter: female media specialists are thought to present women's attitudes and beliefs than their male colleagues. Despite past acknowledgments of the importance of Butler's work by social theorists, to the researcher's knowledge, little research within social component has directly drawn on Butler's ideas of gender binaries. This is despite the fact that there are identifiable similarities in broad theoretical ideas espoused by many researchers with an interest in gender and Butler's ideas. Thus, in the present research, the researcher has argued that there is great value in endorsing the notion of gender performativity and binaries. While socio-cognitive perspectives on gender have been concerned primarily with the origin and perpetuation of gender stereotypes, Butler's work is more political in her explicit call to create gender concern. The nature of this work is perhaps one reason why many researchers have been reluctant to build on and integrate Butler's

ideas in their work – but, the researcher has argued, it is indeed one of the reasons they should. Combining these two perspectives seems potentially fruitful, bringing together Butler's theorizing and her call for social and political change with established social cognition theory in feminist media discourse studies.

This recognition is needed that not all females working in the media knows gendering as a process that this approach is crucial in representing female concerns and ideologies, and for males, it is not an uncontrollable task to effectively work on gender-based subject matters. However, present research from 60 table talk shows, panel discussions, and interviews reveal that there is a very huge difference between male and female media attitudes towards gender-based issues.

This thesis talks about the troubling facts of gender disputes in media practice (with the help of Media Analysis Model, Postfeminism and Feminist Media Theory) and the use of language to show dominant male ideology (and gender binaries) in production and consumption with the use of language choices made by participants in table talk shows, panel discussions, and interviews. When looking at media producers, the use of language reveals the suppression of females in global media. The most debatable gender concern is domination of men in media organizations. The use of Postmodern Feminism, Laswell's Media Analysis Model and feminist media discourse; to formulate theoretical framework helped in identifying this dominant male ideology in terms of linguistic perspective. The treatment of women in media through the use of linguistic choices is a very important gender-based issue that the researcher tried to analyze in the current research. It was revealed that most of the table talk shows and panel discussions in which women issues are talked about are being hosted by male specialists; therefore the linguistic choices used by the male hosts towards a feminine issue make it go in the favor of male hegemony, proving the existence of gender binaries even in the postfeminist era.

Discourse representations in media discourse communicate for a major part of what news is basically about i.e. portrayals of 'newsworthy' people's beliefs and ideologies (Fairclough, 1995). Referring to Harold Laswell's Media analysis model, decision-making elites use language not only to practice their personal power but also to challenge that of their opponents. This also goes in accordance to van Dijk's us versus them ideology, where ruling

elites are the ones responsible for the production and distribution of what they want to be consumed by public, therefore the references of texts used for the purpose of intertextuality, also express their ideologies and beliefs. The reporting clauses that are used to perform an intertextual function in the above statements also carry the ideologies of the news-makers and not the individual person responsible for that particular utterance. Efficient communication is hindered when the community starts linking the standards of wealth, respect and power; (Laswell, 1927) hence power misrepresentation takes place when the themes of discourse are intentionally tilted to attain a set ideology.

A number of researches are conducted on the media portrayal of women as objects or things, but none of the research is directed to analyze the role of media discourse in global media on gender-based issues where language is used as a major factor. To the best of researcher's knowledge, present research is a pioneering study that focuses on the role of language use on gender-based issues, which helps to create a dominant ideology of men in global electronic media discourse. It reveals the media tactics with the use of Laswell's Media Analysis Model to show how verbal and non-verbal language is used to distort the female image in front of consumers. Tan's multimodal Analysis Model also played the same role in theoretical triangulation where, a complete multimodal analysis of all 60 panel discussions, table talk shows, and interviews was conducted (Appendix I) in order to reveal the effect of camera angle, light effect and background images and music effect in the portrayal of dominant male ideology in non-verbal linguistic choices adopted by male and female participants in global media discourse.

This interdisciplinary research gives an insight into the role of linguistic/non-linguistic choices while portraying gender-based issues in media discourse to reveal the role of media in forming hegemonic male ideology. Critical discussion in present research is based on main research topic that has come up throughout this thesis and is divided into four parts. In the first part, researcher is concerned with role of media in representing gender role; in the second part researcher is concerned with how gender representations have been embedded in the discourse – in table talk shows, panel discussions, and interviews – focusing on gender, power, and ideology, with emphasis on construction of gender. How media positioning of female subject contributes to particular construction of gender in global media is main focus in third part of

discussion. Finally, what gender-based linguistic choices are used in discursive practices in media discourse is a central issue in this discussion.

When analyzed the role of media in forming a gender-based identity, it is established that gender is a basic element of how we think about our identities while media is a fundamental component of life nowadays. With media highlighting so many talk shows, documentaries and panel discussions on women, and notions about men and women nowadays, it is not strange that these representations will not have any effect on the sense of identity of a common viewer. Although it cannot be said that people get directly influenced with whatever is shown by media, still it can be assumed that people do imitate or even copy their identities from media. For example, with the help of Feminist Media Theory and postfeminism, it is found that comparison of females versus males as biological conceptions disagrees to figure out that it is by birth that gender is considered as social construction, apparent from how people do gendered social acts. Thus it is observed that the binary view of sex, gender, and sexuality is a notion created by the society. Key to the argument is that gender is not an indispensable, biologically determined feature or a natural characteristics, but is repeatedly accomplished, based on, and strengthened by, societal norms. This repeated performance of gender is also performative, that is, it creates the idea of gender itself, as well as the illusion of two natural, essential sexes. In other words, rather than being women or men, individuals act as women and men, thereby creating the categories of women and men. Moreover, they face clear negative consequences if they fail to do their gender right. Individuals who are called males biologically may conceive 'female' social acts, on the contrary, individuals that are biological 'females' might act masculine' social activities. Thus, gendered media portrayals play a vital role in a sense that they are fundamental to societies outlining their beliefs.

It is not possible to measure the role of media in forming the identities of common men however in this research, an attempt was made to find out the relative influence of media in gender-based discourse. It seems familiar that as media presents general public to ordinary gender-based discourse; it is also found during and after the analysis that the power of media is enormous and stronger over the audiences.

The strains and ambiguities in media production of women issues are acknowledged and echoed in media discourse, which can no longer be seen as a consistent entity carrying

singular meaning. Discourses were characterized as ‘multi-meaning’ i.e. carrying incongruous, split, and plural meanings. Probability of plural meanings has raised the question of whether a media discourse can be thought of empowering in so far as it gives females a chance for symbolic acknowledgment of their own social subservience.

It is found out that different types of techniques are used to present reality in a number of ways such as close-ups of appearances in a panel discussion/ table talk shows/ interviews highlight the prominence on the importance of messages transferred in nonverbal cues. Researcher debates gendering of techniques played a vital role to portray gender in different ways:

Table 6.1: Semiotic Elements of Media

<b>Semiotic Elements</b>	<b>Feminine</b>	<b>Masculine</b>
<b>Camera Angles</b>	Close-ups: private space soft-focus Top-down shot: small stature	Long & wide shots: public space Regular focus bottom-up shot: large stature
<b>Colour</b>	Secondary, soft pastels	Primary, dark, metallic
<b>Pacing</b>	Slow	Fast
<b>Lighting</b>	Soft, subdued, intimate	Bright, glaring, public
<b>Sound</b>	Soft sounds, slow music	Hard sounds, fast music

An in-depth analysis of 60-panel discussions/ table talk shows/ interviews reveals that camera angles, gaze, pacing, background music etc. have represented the reality of gender representation in a silent desired way by in a media discourse. The analysis in chapter 5 makes it clear that women can be prosperous politicians, executives, and consultants, an example of these successful women can be Sarah Palin, Hillary Clinton, or the political women (c.f.



chapter 4). Nonetheless, these mass media-secured stereotypes have deep influences on prosperous females. It is seen during a table talk show that it was tried a number of times to expose Hillary Clinton to mocking from male participants arguing about her that Ms. Clinton is good if she is a sandwich maker for them. Similarly, Sarah Palin (in a panel discussion) was tokenized and degraded by the McCain movement and commented by political men as a beautiful face instead of a bright spokesperson. A number of female in renowned positions are thought to have political positions wrongly, due to their masculinity or femininity and what the media informs about voter women. Thus, language, as a tool of dominant culture, and the biological science, is also cited as perpetuating the binary ideal of gender. Because these binary choices in gender are explicitly tied to the sex of an individual, those individual expressions or performances of gender that are non-normative or deviant from cultural gender expectations for a particular sex can be particularly problematizing for the dominant culture of gender. When an individual's performance of gender is dissimilar with cultural beliefs considering their sexed body, there is a direct challenge to gender norms through their performance. Gender norms, how we communicate our gender identity, and how we communicate from a situated moment of gender identification touch upon issues of agency, representation, epistemology, power, and performance. Thus it was analyzed that media misrepresentations and unjustified representations give a negative and long term influence on the representation of women participation in society.

To analyse the research question stating, how the media positioning of female subject contribute to the particular construction of gender in global media discourse, there are a few factors of subjective portrayal that are pointed out in this progression: the figure of females that appeared as spokesperson, reporters and professionals, the occurrence of women acting as topics of stories, and the themes, linguistic choices and attitudes chosen to be publicised in table talk show/ panel discussions and interviews. Each of these factors bring some findings to the researcher during multimodal and linguistic analysis; hence the information gathered gives some information on the biased construction of gender in the media discourse. Therefore, a major discussion in this research has been if the media discourse on women issues can be analyzed to show an honest and intricate representation that offers the acknowledgment of subjugated positions and therefore, portrays the dominant gender ideology that continues to dominate women.

The analysis in this thesis also shows the focus on women as a source of moral decay in media discourse. Analysis in Chapter 5 shows that when women are represented as prostitutes, they were not only given more attention than any of the other topics within the same category (female offenders), but male customers are absent in the discourse and thereby not made responsible for their actions. The widespread and one-sided portrayal of women as prostitutes can be seen as a result of a male-dominated culture, which consequently contributing to the restraint and sexual control of women. The analysis further shows that the talk shows concerned with prostitution drew on a commercial discourse where women were discussed as being causing harm to society, portraying the dominant ideology of male dominance.

Moreover, study of table talk shows, panel discussions and interviews in Chapter 5 affirmed that female gender is portrayed to show the ethical deterioration in civilization as a result of the choices made by them for their immoral conduct, whereas men's commitment to similar circumstance is not even analyzed. The discussion on women issues about sex workers showed connections to prostitution, which is already entangled with an old conventional set of discourse along with a system of representation of societal degeneration. Overwhelming one-sided attention on women issues brought about a culture which favored the implied meaning that women are the only individuals out of the two genders to be at fault for ethical corruption and for deluding men, which suggested that women ought to be held accountable for the rise in assault and sexual harassment. This resulted in the media positioning of female subject for the distortion of women, wherein a dialog related to sexual attack endeavor by a male is diminished and it is reflected that the plausibility that assault and sexual abuse are an issue of prevailing gender. Similarly, power relations are not considered of utmost importance and the matter isn't considered as an issue of great threat to male gender and to their societal hierarchy as well.

Language and choice of vocabulary used to portray women are one of the major focuses of analysis for the present research. A critical discourse analysis of verbal as well as the non-verbal language of the media discourse is conducted in the present study to reveal van Dijk's CDA approach that considers media discourse as an organizational exercise that involves news creation and news distribution. This method is used along with the theoretical paradigm of critical discourse analysis because it is linked with doing analysis of public discourse that

focuses on appreciating the hidden and implicit ideology behind linguistic choices in public discourse used by the participants. This analysis is conducted to analyze the notion of Fairclough (1995) that connections between the use of language and the exercise of power are often not clear to people, yet appear on closer examination to be vitally important to the workings of power.

The researcher's concern in this study is the analysis of panel discussions, table talk shows, and interviews, which are discourse of a kind. Interviews, talk shows and panel discussions dealing with the representation of gender according to the mindset of media elites. How realities should appear are shown with the help of a variety of linguistic choices that are used to give a slant to the actual reality in a way that it becomes the mindset of the audiences too. It is interpreted with the help of theoretical framework adopted for analysis, that it is the job of news-makers to produce a model of representation, grounded in further mediated discourses and beliefs, depicting their own beliefs and attitudes. Starting from choosing how news is selected to be reported, a lot of decisions have to be made; this is where the point of biases and objectivity falls in news selection as decisions have to be made that can't be personal and prejudice-free. Thus, words with pictures help to develop our opinions and ideological beliefs about the women represented in media. The terms in which the world think about women as portrayed by media, in turn, affects decision-making and ideologies.

Realities are constructed on schematic and linguistic selection of words. A specific incident might be mentioned either as rape or a sexual assault; a woman can be either perceived as a prostitute or a sex worker by a diverse group of people because of ideological dissimilarities.

Thus according to van Dijk (1988) it was revealed during the analysis, whether media discourse selects 'terrorist' or 'freedom fighter' to talk about the same person is, not so much a question of semantics as an indirect expression of implied but associated values incorporated in shared-world meanings.

It is the linguistic portrayal and representation of media in referential terminology to portray gender however, their ideology ask them to talk about a particular issue than what they truly are. Therefore, it is analyzed that linguistic choices used for women portrayal are slightly

angled and twisted by media in such an unconscious way that they become responsible for producing dominant ideologies in discursive practices.

Moreover, it was a great finding from the analysis in chapter 5 that with regards to clausal constructions, media discursive practices show the effect of syntactical depictions such as nominalizations and passive voices on some rational ideologies based on ideological philosophies. van Dijk's us vs. them ideology played a vital role in analyzing the media practices of male dominant ideology where power relations were manipulated verbally/non-verbally to portray the gendered-biased representation of media leaders. And the ways in which portrayal of the different genders is created by media to provide a specific image of that gender which becomes a concrete reference to the social order. Those representations are responsible to persuade the general public's awareness of gender-based issues through the lens of media discourse.

Linguistic choices used in media discourse on women issues show choices on how the institute want an issue to be determined ideologically. It is analyzed in one of talk show on the issue of 'rape and sexual assault' where the anchor person decided to consider (rape) action with Agency, i.e., 'A twenty years old man raped a woman', or an event 'woman was sexually assaulted' or a state 'She is raped'. All of the above discourses mention the same event but with dissimilar stages of semantic quantities. The use of either active or passive voice, or of nominalizations in feminist media discourse implies how media wants the facts to be delivered, assumed and understood. It is found by the researcher that choices of clausal and lexical features in media discourse on feminist issues lead to form the ideologies and misrepresentations about women in a way that dominant elites want to be formed. It was also seen that it is not a big deal for media to switch the 'positive image' into a 'negative image' by using various media techniques to practice media organization's ideology because the meaning of a linguistic expression can be dealt in terms of its association with extra-linguistic reality. This fact is unknown to almost half of the population that the meaning of a word is associated with other words surrounding that particular word. Hence, the use of semantic representations (synonym, antonyms, hyponyms etc.) in discussing women issues by media is generating hidden power relations and patriarchal ideologies that are difficult to realize because ideological claims are often propagated implicitly rather explicitly, covertly instead of overtly;

and they frequently need to be recovered from the presuppositions of a discourse rather than from its surface statement.

Researcher's exploration of gender based issues and linguistic choices to show any subjugation in media discourse show that in no other way are women more highlighted than in association with gender-based abuse and sexual harassment (c.f. Chapter 5.5). The study also reveals that portrayal of females as targets of men's engagements, controls where female is perceived as individual who is raped, victimized, mistreated, and so on. With the purpose of finding out the linguistic and non-linguistic choices used by media in talk shows, panel discussions and interviews, the researcher intended to study gender-based discourse in global news. It is observed that gender identity is necessarily prior to any other identity and that persons only become intelligible through becoming gendered in conformity with recognizable standards of gender intelligibility.

Besides the above-mentioned facts, it was also revealed after the analysis that there are certain gender-related inequalities in presence and control in media. Majority of panel discussions, table talk shows, and interviews reveal the fundamental inequality in the frequency of appearance of men and women in mass media. Just as the present study shows media houses portray more men than women, and more men are given the leading roles. Which means that control of the creation and production of media images is also in male hands though it is shown that women are making substantial gains. In addition, women are less represented in other forms of media. The research proved the fact that women are dramatically underrepresented through the use of linguistic as well as non-linguistic features in many talk shows and panel discussions because no matter more women are shown over the screen but the media house owners are still majority men. Thus, the dynamics relating to gender are similar to those found in the discussion of race. It means that in most cases, women do not hold the positions of control and they are less featured in media products.

However, it is found that the media portrayal of genders reflect and reproduce a whole set of changing gender roles. It is also found that television camera shots are more likely to feature women's entire bodies while more often showing men in close-ups of only their faces. It means that producers prefer to portray men as more dominant than women. As a rule, they are portrayed as more powerful and more successful. Through the use of linguistic choices as

well as non-linguistic choices, men in the media are portrayed to occupy high-status positions, initiate action and act from the basis of rational mind as opposed to emotions. As a rule, they are found in the world of business and their lives are organized around problem-solving situations.

The main finding in this thesis is that dominant discourse of gender in media (television news channels) represents a biased picture of women while discussing women issues. Therefore, the analysis in chapter 5 demonstrated that in no other way are women equally represented in news discourse than in relation to gender violence, sexual abuse and being deprived of basic human rights. In other words, majority of talk shows and panel discussions positioned women in some kind of relationship with men, which is of a violent or sexual character (voluntarily or by force). Conflicts in gender construction are obvious when investigating the various levels in discourse by getting reference from poststructuralist feminist media theory and post feminism.

While talk shows and panel discussions in present study are concerned with what happens to whom, discourse is how an issue is told by media institutes and participants who are the carriers of media institutes. In analyzing texts, researcher used features from model developed in Chapter 3.3, which linked discourse practices to socio-cognitive model (a link between discourse, society, and cognition) and to areas of action. Overall, these features presented a holistic picture of the prevailing representation of women, the role of media in the gender-discourse and relations of power, and dominance.

It is shown in the present research that no matter female gender in certain areas of society is depicted as the equal partners; still, male gender is thought to be better leaders, the reason being their sex only. Media's prejudiced and discriminatory descriptions of women are considered as one of the impressive tools to carry the blame for women subjugation and suppression. In the past 4 or 5 decades since the advent of first wave feminism, women have made great efforts towards equal opportunity but it is challenging to justly achieve it until the media really want to take liability for the role it plays in portraying public view of women in global media discourse.

A holistic conclusion from an analysis of representations of women in mass media is that dominant discourse represented by media results in giving a biased portrayal of gender-

related issues. Representations of women in media discourse appears to be incoherent, offering multiple ideological meanings because words are a mirror of any society which works as a carrier of the belief and attitude of the press and ruling elites; therefore becomes responsible to establish and propagate dominant ideologies among societies unconsciously. In this analysis, it is therefore concluded that women involved in feminist media discourse are misrepresented in electronic media (either verbal and non-verbal discourse) and that these misrepresentations occur due to the control of ruling elites as policymakers for the purpose of controlling women by dominating the media discourse, and as the researcher maintains that any feature of social practice can be worded in many different ways thus suggesting that these different semantic structures are responsible to give rise to various altered discourses.

As a result, media creates limitations between male and female illustrations while forming their individual identities. By itself media is considered as a mediator for revolution which is responsible to create gender ethics and shapes, which are used to compare between the already prevailing ethics and distorted social opinions towards women and their role in civilization. Because media is the forefront in the setting the opinion and ideology for gender depiction, it does not only echoes social actions as they are happening, however it also carries a position in manipulating gender relations and descriptions of social representativeness as well as reality and is consequently liable for endorsing and shaping societal ideologies and opinions. At the same time, in a culture that designates binaries for gendered identities on three different fronts, it can still be difficult for an individual to identify or be understood in a way other than at least one of the culturally prescribed binaries. In gendering, these three binaries include: the biological binary of male/female, the social and cultural binary of man/woman, and the linguistic binary that allows for the above mentioned, communications, or identifiers. These binaries are problematic for many reasons, not the least of which is that they do not allow for the recognition and acceptance of gender performativity. A gendered identity simply cannot be understood without considering and being constructed by the biological, cultural, and linguistic binary choices that are available.

## 6.2 RESEARCH FINDINGS

Findings in current research are discussed in two parts: 1. Linguistic and Semiotic findings which were led by Microanalysis- 2. Thematic Findings which were led by Macro analysis. Researcher has discussed in detail all these findings to elaborate her contribution to the research process.

### 6.2.1 Linguistic and Semiotic Findings

Since current research is on ideology, power relations and discursivity in discourse therefore, it has been analyzed as there is an implied, hidden or embedded implication in each expression and strong power behind each conversation in revealing the identity of media organisation instigators and ideology producers.

Critical discourse analysis, in the current research has been used to analyze the crucial idea which made ways to the development of prevailing belief system, control power relations, and mastery inside media space, and imbalance among sexual orientations. It is also found that the foremost fundamental perspective where control and domination are worked out within the life of individuals is media where media is an unequivocal space and public is exposed to different belief systems which impact and influence their thoughts as a specific ideology is implemented on them in their existence. For instance, the author analyzed the table talk shows, panel discussions and interviews on women issues in international media discourse while utilizing van Dijk's ideological square to examine the Us vs them philosophy between two opposite genders. The analysis showed a positive picture of males as they were classified as 'sociable' and 'friendly' whereas the women were categorized as 'rebellious' and 'antagonist' which depicted a negative philosophy. Deep study uncovered a one-sided picture of women in order to depict diverse ethical opinion.

It is also found that discourse in media is a social practice, as language becomes a part of social process. The language used in table talk shows, panel discussions, and interviews reflects both genders' social ideology and social status; thus men possess more power than the women in society. The research shows, gender performance is far more than the idea of gender display; there is also a communicative reflexivity to performance. The communication of a gender or a gender identity involves not just a performance, but also a reception, understanding,



or interpretation of the performance. At the same time, performing gender does not imply the possibility of an opposite: an undoing of gender. It is seen that gender is always there as a cultural social construct in which each of us is situated. As a result, doing gender, it has to be is a continual, situated event marked by other performances, and reactions to performances. "Doing gender" is multi-dimensional and is not necessarily constricted by binaries. Through the selection of gendered linguistic choices for women in media discourse, an ideology is created portraying the image of females 'out-group' while men remain in the 'in-group'. On the other hand, the phrases which are used to portray men are grand, which are associated with positive us-presentation.

Moreover, the dominant ideology in global electronic media discourse on women issues through discourse structure are also found out by the author during this research. In defining the ideological structures, the presupposition notion is engaged which lead to an explicit ideological construction which can be illustrated through the phrase: "...why can't women control their libido". The phrase signifies a negative notion about women and their personality. In addition, a different inclination in which ideology can be (re)constructed is by the use of repetitive verbal and non-verbal discourse in talk shows, panel discussions, and interviews. Hence, it leads to the perception that the way a text is created is shaped and molded by the discourse.

The language of panel discussions, talk shows and interviews is also analyzed along with the approaches used in media to exploit women. This study explains that the discourse constructed in global electronic media creates the power to blindfold the thoughts of the common individuals or the listeners of international news in determining and then transferring a positive ideological position but most of the time individuals are not able to comprehend the implied negativity hidden behind such discourse. For instance, in one of talk show, the TV host uses tempting arguments using implied adjectives such as 'underprivileged women', 'poor women', 'unfortunate women' and 'pitiable women' to create attractive ideologies for the public. Similarly, by using these adjectives to describe women, this conviction is constructed that females are disadvantaged, unfortunate and deprived creature among the two genders and that they deserve pity from all. Thus, while conveying negative philosophies the ideology underneath the discourse holds the authority to influence and control the depiction of women.

Similarly, the author investigated the hidden ideology through semiotic analysis of global electronic media discourse in table talk shows, panel discussions, and interviews. In the study, the women issues are examined revealing certain ideologies which are buried from the viewers. In this case, the policymakers behind the screens (which are the ruling elites owning media institutions) practiced the power of discourse by revealing the ideologies when women issues are discussed. In order to help common people understand the negative nature of females, several ideologies are revealed: a). Arab women hate men b). women should not have control over birth control rights c) prostitution is a profession by choice. These negative ideologies “emphasized their bad things” and “de-emphasized their good things” (van Dijk, 1998).

In the same way, author also analyzed media discourse using the perspective of ideological manipulation and power relations. These table talk shows, panel discussions, and interviews are formulated to promote negative them while positive us strategy. Media discourse target a specific group of audience through discourse such as "why Arab women hate men" (Title of Mona Altahawy book). Through this phrase, presupposition takes place as the audience assume that all Arab women hate men that's why there is a gender negative portrayal in Arab media. Therefore, it is patent that media newsmakers have created an unstable and biased discourse which has manipulated the individuals implicitly.

Similarly, by utilizing van Dijk's ideological square the author studied dominant male ideologies in global electronic media. It is perceived that ideologies are responsible for putting emphasis on the good and bad to represent a positive opinion and to de-emphasize the good and bad to represent pessimism. The researcher has studied the connection between language and ideology in table talk shows, panel discussions, and interviews to discover gender based discourse in women issues. The analysis reveals the misapprehension on how a subject is perceived by the society. One best example which can be portrayed considering this phenomena is by analyzing the dialogue of a host, "how women have been corrupted". This line assumes that females are dishonoured and in order to recognize dishonesty in women an individual has to agree with the ideology that exploitation is prevalent among women. The portrayal of women in the media is closely tied to our ideas about social success and social status. Generally, women are perceived as having less social status. Hence women and their views are seen as less important. Or to be even more correct, women often do not see

themselves as important or as having high status. For instance, it sometimes happens that when the program maker has found a female expert or spokesperson, she defers to a male colleague who she thinks has higher status or more interesting views on the subject. This is just one of the many reasons why women are not portrayed and interviewed as often as men. It is a complicated process which involves both the program makers and their subjects. Therefore, an unfavorable light upon women gender is cast through the negative ideological depiction which results in the construction of stereotypes.

### **6.2.2 Thematic Findings**

The researcher has found out that power is often connected with the act of governing and restraining the contributions of the less influential contributors in the social order as this generally happens amongst the powerful and the incapable. In real, the less powerful individual (in our scenario-women) are asked not to participate or opine from discussing or assessing on political topics, their personal social concerns and about rationality of any incident. It is also observed that ideology has the power to blindfold serious political discourse analysts by using different techniques to impose an ideology. In addition, it is observed that positive self-representation and negative other-representation approaches are repeatedly used where the biased group is represented as the negative other-representation as these groups are subjugated by the governing individuals which owns the power of positive self-depiction.

It is established that binaries still exist and that is what the researcher has looked into this analysis through visual representation in media discourse. To change gender portrayal will take decades. The fact is that the reality of men and women in this world is still far more varied than the images we see on television. Change in the way we see men and women in media discourse must come first and foremost from journalists and news makers. The process of change is in need of new incentive recurrently so as to keep the gender issue alive. It is found that media portrayals contribute to the maintenance of asymmetrical gender relations-suggesting appropriate behaviors and encouraging stereotypes. It was also found that the influence of media is also strong on the formation of ideologies, the development of self-concepts, social perceptions, and social values.

It is also established that media reflect dominant societal values in a symbolic manner and that women are subject to symbolic annihilation in the media through processes of condemnation, trivialization, and absence.

Furthermore, the author has investigated the ideas and power of media through discourse in table talk shows, panel discussions, and interviews which influence society and their beliefs directly as well as indirectly. It is believed that a certain form of ideology is enacted to enable common people of society to believe and trust in a certain ideology entirely. An example depicted through this study is mentioning of women by different names such as 'prostitute', 'bitch', 'slut' etc. The ideology here is that if a woman is indulged into certain profession than the dominant group (men) have the right to call them by these names and that it is right to use these names for these women. These ideologies hold the power to attract common people of society as these words are capable of changing one's thoughts. Thus, it is revealed that the word used to call certain women (who are considered to be rebellious to the social norms of society by male group) manipulates consumers vigorously.

Additionally, this research is carried out to explore the ideological transformations and differences in discourse amongst two opposite genders while discussing women issues in global electronic media utilizing van Dijk's ideological framework: macro-approaches which are positive self-representation and negative other-representation. The results revealed various challenging philosophies in data as offensive verbal and non-verbal expressions were used in introducing innumerable negative beliefs in contrast to one another. Consequently, it is discovered that in gender representation by media, partiality seemed to be one of the central ideology, as it was seen as a norm that the most powerful holds a positive ideology while the less powerful is supposed to have a negative ideology.

Likewise, in determining the concealed intentions of the social actors in the eyes of society it is also observed that the use of CDA also supports. Keeping this perspective, a few implied ideological stands can be comprehended, one instance is figured out in the course of the interview session where the office-bearer avoided and skipped dialogues deliberately while he did not want to answer some concerns pointed out by the woman antagonist. This type of skipping issues could put his position down because it seem to either expose himself, a mystery he did not need to reveal or deliberately jumped to

another topic to redirect attention of the group of audience. Subsequently it can be defined that separated from the developed belief systems, the discussion is controlled by the ruling individual which blindfolded the gathering of people from further questions in the same direction. This made the conversation to be untrustworthy because it conceals ideological associations and connections which have a tendency to act as a shadow within the power relations. In this technique, a destructive discourse feature was connected to the female gender as their destructive highlight.

Similarly, the author studied the occurrence of ideology in a selection of table talk shows, panel discussions, and interviews that exposes the unspoken ideological terminologies and prejudices while power is applied. As a final point, it was established that media shows a substantial part in the construction, creation and invention of opinions, chauvinism, supremacy, and subjugation over the social perception as it tends to marginalize others and misapprehend any incident. Just by examining the verbal and non-verbal expressions used in talk shows and panel discussions could unfold the power relations and the association beyond sentences. The exploration of this study, in the same way, supports the focal concepts of critical discourse analysis which believes that authority, discrimination, control, and power are established through language where they can be defined, construed, and illuminated (Wodak, 2001). Moreover, the study shows the substantial subject, that is, discourse signifying Us versus Them, which is depicted over the discourse of table talk shows, interviews and panel discussions. The dominant ideologies are presented through verbal and non-verbal linguistic choices when interlocutors utilize different approaches to accomplish their objectives. Social identity or prominence is established through linguistic varieties (Wodak, 2012), presenting individuals who have extra power, authority, and dominance than his or her opponent. To put in other words, the foundations of authority, hegemony, and discrimination are explained through the discourse of the gender based issues (van Dijk, 1998) as discussed in table talk shows, interviews and panel discussions, mainly the application of constructive assessment of Us and destructive expressions unfolding Them.

### **6.3 RESEARCH CONTRIBUTION**

This study does not intend to give a black and white picture of the world, and researcher never intended to assert that the assumption is totally precise because individuals and groups

classify and recognize structures and phenomena in a different way. However, the researcher is confident that present study is an important scholarly contribution in a sense that it gives a new perception to the individuals of society about gender based ideology and how they are re(presented), construed and understood, and how media in an extensive chain of discursive semantic moments influence perception of gender as male and female, and what make societies ideologically to re-think about the change in their perceptions to act when gender-bias is exhibited through media.

The researcher feels gratified to state that this is a significant research contribution to gender-based literature in feminist global media discourse studies because it is a pioneering effort related to discourse studies in global media gender-based issues (as evident in 6.2.1 in Thematic Findings). Thus, the researcher has analyzed gender-based discursive practices in reconstructing feminine identity in global media discourse, explored visual representation of female gender in global electronic media discourse and identified the role of linguistic choices in developing gendered discourse studies.

Study of the past literature shows that a small number of researches in the past have considered corpus-based discourse analysis of media discourse in gender-based issues as a result, researcher has adapted a new and different theoretical framework for this research. This is one of the significant contributions in the existing literature of discourse studies because researcher has provided a new lens to view gender-based issues in global media discourse (as evident in Linguistic and Semantic Findings). Furthermore, none of the graphs, charts or diagrams are developed by the researcher; an important contribution to providing new and novice graphs, tables and diagrams that will add to the existing knowledge of literature and will provide a new scope to new researchers particularly in the critical discourse analysis area.

It was the aim of researcher to study how gender-based issues are portrayed in Media and how dominant male ideologies are formed by more specifically looking at gender representation in the global news channels. In this thesis researcher has covered the most significant areas regarding the representation of gender-based issues in media, resulting in the formation of dominant power hierarchical structures in society; by doing so researcher has felt she has accomplished to fill the small gap mentioned in the literature review, and thus also fulfilled the aim of this thesis to analyze how gender representation through media positioning of female subjects (re)construct feminist identity in global electronic media discourse.

This research adds several contributions to the academic and other institutes and organizations for understanding the role of media in representation of gender-based ideologies in electronic media discourse. At the same time, it not only fills in research gap but also provides a major stepping stone and new trend for future researchers. This research sign posts the discourse for women, and above women in electronic media. Distinctiveness of this study is that it identifies role of media and the linguistic choices used as a tool to portray gender-based discourse in electronic media at the same time. The discussion below will provide a summary of these contributions:

Critical discourse analysis of global electronic media to understand gender-based representation of females in women issues has not been dealt with in research and literature in an objective manner. This research seeks to fill this gap with an in-depth analysis of global electronic TV news channels where major women issues are discussed and talked about in table talk shows and panel discussions.

- This research provides a new theoretical framework with the help of theory triangulation of the four theories: Media Analysis Model, Feminist Media theory, Intertextuality, and Postmodern Feminism, this model is not previously used as a mixed theoretical framework in literature and research in an objective manner.
- By analyzing the lexical choices and syntactic structures that construct a gendered discourse in electronic media discourse, the research provides an in-depth understanding of quantitative approach used to analyze media discourse. This is done by developing a corpus of entire data. The use of computer program AntConc version 3.3.5 make it a reliable statistical tool to get desired information in statistics for analysis of data.
- This research provides a comprehensive understanding of the use of mixed analytical tool that is, linguistic analysis along with multimodal analysis identifying the role of linguistic choices in developing gendered discourse and by exploring the visual representation of female gender in global electronic media discourse. This understanding helps in making data more rational and reliable.

- This research provides a practical insight into CDA as a holistic mannerby exploring the lexical choices and syntactic structures that construct a gendered discourse in electronic media. It also provides an opportunity to further debate and expand the knowledge in this field.

This research contributes a theoretical framework that is designed as a practical tool for gender studies practitioners to develop and organize gender-based linguistic analysis by considering all the important elements that are needed for the successful outcome of gender-based linguistic analysis of media discourse. Following are a brief summary of the major practical contributions of this research:

- This work can be regarded as a guide to the identification of key issues related to gender and media studies in critical discourse analysis of electronic media discourse.
- This research has generated important information on the formation and representation of gender-based identities as well as how power relations are formed and represented in a verbal and non-verbal language in media discourse by identifying the role of linguistic choices in developing gendered discourse.
- Present research also provides a systematic approach that examines the multimodal features as well as the linguistic features to examine the media's role in gender-based discourse analysis by exploring visual representation of female gender in global electronic media discourse.
- The information in this research provides an opportunity to examine institutionalized practices instead of individualized practices in order to find out the influence of media in gender-based portrayal of women issues in global media discourse by analyzing gender representation through media positioning of female subjects to (re)construct feminist identity in global electronic media discourse.



## 6.4 RECOMMENDATIONS

There is always some room of expansion in all the researches, there is a lot of scope for research expansion on the contributions and insights from feminist and gender theories and methodologies in the current research. Researcher has tried to address the gender-based issues in global media discourse in order to provide some recommendations as well for future researchers.

At the beginning of 21<sup>st</sup> century, many of the issues raised in the formation of the research are of language, media and gender remain crucial, changes within the complexities of the world politics and emerging global societies have also brought fresh challenges. Building on the insights of recent work in sociolinguistics, gender and media studies, researcher has outlined a small number of propensities in this research that highlight new challenges for future researchers.

Researcher has argued that 'new visibility' of selection of multimodality in gendered media analysis, primarily in global context, to a large degree, is pushed by new forms and actors of society that occur outside the control of ruling elites and media institutions and in relation to new opportunities of market and media. This means that methods of media have 'symbolic marketplace' work for the power of ruling elites to enforce male authority and dominance as well as control hierarchical structure of gender, sexuality, power, and ideology. On the other side, neoliberal political discourses and the elites of capitalist class give different systems of power control. How to analyze the potentials of 'digital and social media' for greater support with relation to construction, distribution, and use of mediated stories of gender and language is a big part of this challenge. Another area is concerned with the interpretation of the probability for work in contemporary media values offered by post-feminist perspectives.

These issues are part of a broader challenge to engage further in developing theories and concepts for analyzing intersections between media, language and gender building on specific contributions of feminist and gender theories in the present research. One of the issues discussed by researcher in the present research is that forming a dialogue between the need for the expansion of theoretical frameworks used for stabilities and networking across researches, and the impact on diversity and complication. While facing this fact, researchers in language, gender and media can learn from several theories in gender studies. One such example is the

analysis of gender in queer theory as accomplished in a variety of potentials and norms imposed by social, historical and cultural bonds. The focus on the stability as well as instability in these theories can help for critical analysis on the link between variables of gender, sexuality, and identity, and how the use of media help or shape up the working of language and gendered subjectivities.

Furthermore, the issue of power and dominance links to challenges regarding role and ethics of the researcher in current research. Thus, bringing gender into media and language studies is not only thought-provoking for how we evaluate and draw a link between gender and language in the modern-day world, but also how future researchers can contribute to roles of gender and language in political and social revolutions.

Researcher takes this research as a foundation which will lead to numerous future research opportunities, including:

1. It is suggested that a similar framework can be developed and used by future researchers for the review and analysis of media discourse because this is pioneering research on gender-based issues and no one has ever used this theoretical framework before to conduct research.
2. It is also recommended that along with the global women issues as selected in the present research, there is an opportunity to carry on further research in any specific region-related issues of women such as Asian women issues, African women issues, North American women issues, Arab women issues etc. using the same methodological and theoretical framework used by the researcher.
3. Data can be gathered over a period of time on the workability and utility of the proposed analytical framework; further research can be conducted on it and outcomes to make this framework more comprehensive and functional.

4. In the present research data is gathered from the time period dated Jan 2010 to Dec 2014 only. Further researches can be conducted using a different time frame depending upon the socio-political conditions of the global world.
5. Based on the outcome of this research, further research can be conducted on Asian women issues as this research took global women issues as data.
6. This is pioneering research on gender-based issues in global media discourse where a visual analysis is conducted along with linguistic analysis on data to reveal multimodal features. Visual analysis is also conducted to find the importance of non-verbal features in forming dominant ideologies. Further researches can be conducted to work on the importance of non-verbal features practiced by media in giving a silent message to the consumers.
7. It is recommended for the future researchers to work on various multimodal features, to continue studies on other features which are a part of multimodal analysis in critical discourse analysis.
8. Future researches can be conducted on paralinguistic features of any discourse because in current research both verbal and non-verbal features were combined to give a holistic critical discourse analysis of data.
9. Other potential research areas include a paralinguistic analysis in addition to the linguistic analysis of other gender-based issues to determine the role of media in cultural context.
10. Further opportunities include inclusion of socio-cultural aspects within linguistic analysis.
11. Further research might be conducted on regional issues, religious issues, social issues, socio-cultural issues of women in media discourse.

12. Future research could be conducted on transgender bias issues in media, as again not a lot is done in this area.
13. Also, some research might be done on Muslim women issues, African, women issues, or women at specific age issues related to media discourse study.
14. It is further recommended any future research may be conducted on the outcomes and findings based on the utility of this framework and to make it more comprehensive and significant.

Above all, researcher has provided a new lens to conduct a critical discourse analysis of media discourse on women issues; this is one of the greatest contributions to the existing literature because none of the existing theory was sufficient enough to answer the research questions that were formulated at the beginning of the research. As stated above this research will be a foundation for future research opportunities, however, the advantages and advancement of this research will be limited until the dissemination of research is evident in both public and private institutions and organizations.

This research is a founding effort on the proposed topic. There is further scope for future researchers to expand on the multimodal analysis that the researcher conducted in the present research. As the main realm of the present research was Critical discourse analysis, therefore there is a lot of scopes to take this research further where multimodal analysis of data is conducted (Appendix I). As multimodal analysis is a new area to explore, not many studies are done and there is a lot to work on it for future researchers.

Researcher's aims to disseminate information further through research articles in professional journals; and present research work in seminars, conferences, and workshops. It is anticipated that interaction with seminars will provide more insight information for future researches.

Insights from research conducted so far and the growing awareness of the perspectives and issues raised by feminist, gender and media studies show that we have come further on the way toward researching these critical issues, but also that there is still a lot to be accomplished

in this direction. It is researcher's hope that this study may encourage researchers from various disciplines, backgrounds, including digital humanities, cultural studies and digital sociology to carry on this significant effort to a further step.

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## **APPENDICES**

**APPENDIX I -       TRANSCRIPTS OF TABLE TALK SHOWS  
PANEL DISCUSSIONS AND INTERVIEWS**

**APPENDIX II -       CORPUS OF TRANSCRIBED DATA**

**APPENDIX III -     MULTIMODAL ANALYSIS**

## **APPENDIX I**

### **TRANSCRIPTS OF TABLE TALK SHOWS PANEL DISCUSSIONS AND INTERVIEWS**

TRANSCRIPTS OF TABLE TALK SHOWS  
PANEL DISCUSSIONS AND INTERVIEWS

1. Aljazeera
2. Fox News
3. BBC News
4. CNN
5. MSNBC



# Transcription of Data

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# BBC 1: Prostitution was Empowering

[https://www.youtube.com/watch?v= Tt72-7iWkQ](https://www.youtube.com/watch?v=Tt72-7iWkQ)

Apr 14, 2013

As Belle de Jour, Dr Brooke Magnanti achieved global notoriety for years, writing a blog about her sexual encounters as a high-class escort girl working in London. Now, after revealing herself to be an expert research scientist and no longer engaged in prostitution she is calling for prostitution to be decriminalised. She tells HARDtalk's Katya Adler she found the escort work empowering and would do it again.

## Transcription:

0:00

**well yeah empower you to prostitution empower you yeah**

0:03

I felt that it did would you go back to its I'm

0:07

I would do it again I think I'm possibly a tiny bit

0:11

to folded over wait for the city workers doing then

0:14

by if I could go back in time if I got in the totter sweetback

0:18

to 2003 I would make that choice again well

0:21

ed feminist writer Andrea at work in for example

0:25

I'm she said male dominance means that the society creates a pool prostitutes

0:30

by any means necessary

:30

by any means necessary

0:31

so that men have what men need to stay on top

0:35

to feel big literally metaphorically in every way so she saying that

0:39

a prostitute cannot feel empowered it is the man who is in charge

0:43

be my main objection to feminists like intro to work in his

0:47

they come at it from are a very a point of view that assumes that all

0:52

prostitution is

0:53

over women for the pleasures man and really when you look at prostitution

0:57

worldwide

0:57

that isn't the case there are a lot of trans men and women in prostitution

1:01

their love men in prostitution there are a lot of female clients with this is

1:06

something even

1:06

even well-known feminist Julie bindle has written about

1:10

the market for male prostitutes in developing countries for wealthy white

1:14

women to go

1:15

if she wants to criticize the power structure that allows this to happen

1:20

I see that as a valid criticism but painting entirely is the oppression of

1:24

women by men

1:25

is just out of step with the reality of the business okay we'll come from

1:29

feminist 222 scientists what about scientists have taken the anti

1:32

prostitution

1:33

approach a based on my research such as and Melissa

1:36

folly an American clinical psychologist for example

1:40

she says all prostitution causes harm whether it's being sold to one's family

1:44

to a brothel

1:44

being sexually abused in one's family running away from home

1:48

at or whether one is in college and needs to pay for next semester's tuition

1:52

Melissa Farley has had an enormous hold over

1:55

lot of opinions to do with prostitution a lot of policy

---

1:59  
 we have to remember that this is a researcher who's not only criticized  
 2:03  
 by her own colleagues but her testimony was all but disregarded when she gave  
 2:08  
 testimony in Canada regarding the recent brothel cases for instance  
 2:12  
 she unfortunately has the tendency to take  
 2:16  
 a very small self-selected group of people that she interviews  
 2:19  
 up for instance one of one of her studies was a study  
 2:24  
 love up prostitutes in brothels in Nevada with who are known to have  
 2:28  
 problems because the legal situation for them so difficult she then takes a  
 2:32  
 conclusions from that study  
 2:34  
 and expense it to mean all prostitute gives me know but she's hardly alone  
 2:38  
 neither months feminist no scientist in saying that prostitution is harmful  
 2:42  
 to those who perform it nor months a government's at welcome as a result  
 2:46  
 she does have and outsize influence because she does get everywhere  
 2:50  
 and she behaved let's let's move on from from individual scientific  
 2:54  
 if if you well and look at governments I'm who  
 2:57  
 look too bad I'm prostitution criminalize a prostitution  
 3:01  
 France's minister for women the Jets valuable  
 3:04  
 s I'm has declared this June she wants to ban prostitution altogether  
 3:08  
 yeah last year the French National Assembly passed a resolution  
 3:11  
 saying its objective was a society without prostitution and clients have  
 3:16  
 sex workers face prison  
 3:17  
 and a half live European countries not just in Britain but also Sweden  
 3:20  
 no way Iceland as well so that's not actually the case in Britain at the

---

3:25

moment but

3:25

there are consultations going forward in Ireland and Scotland

3:28

which would criminalize people who buy sex at the moment what's criminalized

3:33

would be things like running a brothel

3:35

are managing your pimping someone

3:38

and solicitation which actually puts the women more risk

3:42

but to go back to France specifically I find it very interesting

3:46

that they would like to have a society without prostitution

3:50

as far as we know that's never existed in human history

3:54

some interested to know if they feel that banning prostitution is going to

3:58

achieve that

3:59

how on earth this prohibition going to move that forward

4:02

I would really like them to take a step back and consider

4:06

what are the circumstances under which prostitution exist

4:09

making criminals out of people the at the tail end if

4:13

a number of decisions surely isn't going to help anyone

---

# Transcription of Data

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# Aljazeera 1: Afghanistan Women's Issues

[https://www.youtube.com/results?search\\_query=Al+Jazeera+Afghanistan+Women%27s+Issues+April+2010](https://www.youtube.com/results?search_query=Al+Jazeera+Afghanistan+Women%27s+Issues+April+2010)

**Jun 30, 2010**

Mariam Atash Nawabi, an attorney and social entrepreneur, has contributed to many humanitarian and charitable activities. She serves on the Board of Directors of Nooristan Foundation, which promotes education in rural areas of Afghanistan

## **Transcription:**

English (Automatic Captions)

0:03

oMG have been the target of suspected gas attacks

0:06

about 30 students were taken to hospital in the northern Kunduz province of the

0:10

losing consciousness or vomiting

0:12

about six kills also needed treatment in the capital Kabul

0:16

at least three similar incidents have taken place in girls schools in those

0:20

two cities

0:20

in recent weeks good

0:24

I was going to leave the class when I saw black clothes man on his eyes were

**0:28**

**visible**

0:28

he put some drugs on our table and then he left my teacher climbed out of the

0:33

window to check on his baby in the baby was unconscious as well

0:36

let's take a closer look at the current status of girls and women

0:41

in Afghanistan according to the UN Development Fund for women

0:45

female literacy rate now stands at 16 percent

0:48

compared with 47 percent men Afghanistan has the second highest maternal

0:53

mortality rate in the world

0:55

second only to Sierra Leone the average life expectancy  
1:00  
have an Afghan woman is 44 years domestic violence is also widespread  
1:05  
one UN survey and 87 percent about gun women face  
1:09  
physical or psychological abuse from their husbands  
1:13  
Mariana lobby is the vice president of the numerous Tom foundation a nonprofit  
1:18  
organization working  
1:20  
on charitable and education projects in rural Afghanistan  
1:23  
and she joins me now live from a binding california thank you for being with us  
1:27  
this makes pretty grim reading and it tends to  
1:31  
highlight what President Bush said had been a massive increase in the  
1:35  
lives OVA improvement rather the lives of women of God somewhat what's been  
1:39  
your experience  
1:40  
well we obviously know the United States went into Afghanistan and miss lee for  
1:46  
strategic interests but I do think that once the United States was there became  
1:50  
very evident that women issues were an important part  
1:52  
overall contact as we know countries in which women are  
1:56  
more bands in terms of education economic development there's more peace  
2:00  
and stability in the country  
2:01  
so the Bush administration did put some emphasis on women's issues there's a  
2:06  
Afghan women's and  
2:07  
children's Relief Act that was passed and you know there was  
2:10  
on yet schools and education and yet we've got the UN Assistance Mission in  
2:15  
Afghanistan issued a report last year saying  
2:17

---



the current reality is women are denied their most fundamental human rights

2:22

yes this is true

2:25

Afghanistan have you know traditionally in the past that with the

2:28

progressive Islamic country and it had ratified international treaties and

2:32

conventions the new constitution

2:34

don't have an equality clause however if implementation of those laws we have to

2:39

look at women in the broader context if there's

2:41

little security not affect women and women are

2:45

be a greater victims of violence when there is corruption

2:48

in for example the police or the judiciary system there's nowhere for

2:52

women to turn

2:53

so that's where the state must come and and provide the right but Afghan women

2:57

and other Afghan people deserve in terms up there with the right before the law

3:01

and this

3:02

is the critical issue for Afghanistan right now is that there's these laws but

3:06

they need to be implemented fairly

3:07

well again this is one the criticism with this being leveled against the

3:11

current administration

3:12

not doing that not only they not doing that they're introducing things that the

3:15

Shiite personal status law

3:16

that actually has a apparently a significantly detrimental

3:20

affect on the role of women in society under a a democratic administration and

3:24

President Obama it seems as if the condom

3:27

---

Bush commitment the 18 slipping would you agree with that

3:30

I actually don't agree with that

3:33

I think there are issue with in Afghanistan that need to be dealt with

3:37

obviously there's different views

3:38

on how women's rights to play out in society

3:42

but its obvious that it Afghan women themselves who want these rights were

3:45

pressing for them

3:46

and there's a lot of support within the man as well but they need

3:50

the state institutions to enforce them and actually under the Obama

3:53

administration there's a new position for global women's

3:56

issues ambassador under President Under Secretary Clinton

4:00

and that ambassador verveer and there's been more grants that have been awarded

4:03

to help

4:04

Afghan women led ngos on the ground so this

4:08

is a positive step in the right direction to give Afghan women

4:11

themselves the resources

4:12

but again within the context I'll the society

4:15

if they still have problems with their legal rights and with access to

4:20

economic opportunity it's still going to be difficult for them to really

4:23

I'll be able to fully capture those right Ram Navami

4:27

California thank you thank you very much the son of the former Philippines

4:33

President Corazon Aquino

4:35

appears to be headed for a landslide victory in the presidential elections

4:39

---

for the ride eighty percent of the vote now counted Benigno Aquino has a little  
4:43

over forty percent

4:44

his closest challenger Jersey Estrada has just

4:47

25

---

# Transcription of Data

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# MSNBC 1: Addressing Sexual Harassment in the Workplace

<https://www.youtube.com/watch?v=leKh4sWp1T4>

**Dec 9, 2011**

For more info, please visit: <http://www.openforum.com/yourbusiness>

Each week MSNBC's Your Business features experts to share their secrets for improving your business. This week, we talk to Kim Zoller, a business protocol and professionalism expert, about how to anticipate inappropriate situations as the time for holiday parties approaches. Sexual harassment is serious business, and there are steps that entrepreneurs can take to stop the problem from happening at their small business.

## **Transcription:**

English (Automatic Captions)

0:00

at that time of year when coworkers get together at holiday parties

0:04

but regardless of how large or small your company is there should be some

0:08

limits set on how

0:09

inappropriate actions could affect employees or their positions here to

0:12

guide us on how to handle sexual harassment and small businesses can

0:16

zoeller

0:16

---

he is the founder and president image dynamics a group dedicated to business

0:21

protocol and professionalism in the workplace Thank You Can Can

0:24

nice to be with the data thank you how you deal with this

0:28

let's just say I am the owner of a small business and I have a group

0:32

have you know three people who the 25 years old

0:36

they not only work for me they're great great friends in their personal like

0:40

it's fine for them to joke around with each other and take inappropriate things

0:44

but to sit down with them and say okay that's fine outside the minute you step

0:47

through this door

0:48

you gotta stop it's a really good idea to have conversations with your group

0:53

I'm so I think that's when you mention that it's a it's

0:56

the perfect thing to do with poll people and say this is what we eat that's what

1:01

we do in our business

1:02

I'm if people get together where they really start dating

1:06

I would have a love contract so that it can come back

1:09

I'm where someone's done something inappropriate and

---

1:12

that it having a conversation with people is israeli

1:16

it's important so maybe make people feel uncomfortable

1:20

but it's a good idea okay so for somebody who hasn't done this early on

1:24

and they're about to have their holiday party and they know there's gonna be

1:27

drinking there and everyone's gonna get

1:28

a little bit boisterous do you really sick did I mention someone

1:32

have a conversation with the staff at a time is that a bit awkward at No yeah

1:36

absolutely

1:37

poll everyone and they were having our holiday party and

1:40

this is what could happen and this is what has happened at other companies

1:44

I don't want that happening here and add this is what's appropriate behavior

1:49

would have a great time

1:50

but let's not forget that even though its social

1:54

a work event is a work event and just important to remind everyone that

1:59

especially people who are

2:01

---

in their twenties who really haven't had a position where they haven't been in a

2:05

very corporate environment

2:06

don't know what is a hundred percent appropriate yep

2:10

I think that that's a great idea and that's a great way to say it a somewhat

2:13

casually but getting your message across pretty yesterday Lee

2:17

and then finally and you talk a little bit about social media and what's okay

2:21

to post and what's not okay to post

2:23

yet so social media that the main thing

2:27

I think and businesses that you have to I have two pages like on facebook you

2:32

gotta work

2:32

and you got a social and people are people down

2:35

always realize that everything that they pose is number one out there for

2:39

everyone

2:40

number to have you put a fun joke are you say something and innuendo

2:45

at two about a coworker on on a poster and anything on Twitter and Facebook and

2:50

whatever you're new to

---



2:52

and that could really turn around and multiple comment

2:55

like that could turn into sexual harassment so it's best just to keep

3:00

things

3:01

and very clear what is social one is work

3:04

and for the small business owner they really don't winds

3:07

that line crossed ultimately because it could come back and hurt their business

3:12

playwright lookin zoeller thank you so much great advice for the holidays and

3:15

actually for all year round

3:17

thanks so much for having me

---

# Transcription of Data

---



# CNN 1: HEROES Special Programme on CNN-IBN

[https://www.youtube.com/watch?v=Hp82Qw\\_aZXg](https://www.youtube.com/watch?v=Hp82Qw_aZXg)

**Mar 18, 2014**

Kiran Bedi, Sairee Chahal and Virendra (Sam) Singh on the CNN IBN show with Suhasini Haider discussing women education and empowerment in India

## **Transcription:**

0:00

I following 5.0 it's the sound of the country's Georgia

0:08

clamoring for an education in this interpretation on a final shares fam

0:14

saying his views

0:15

unusual but effective methods to give them one

0:18

I'm not be education missed I'm not a social worker

0:22

but I know how to attack pro-business is true much that it almost there so you

0:27

may parents have got their

0:28

---

a business proposition but every day that a girl went to school he would put

0:33

10 rupees in her bank account

0:33

10 rupees in her bank account

0:35

if she crossed 75 percent attendance he would give her a psycho

0:39

and if she finished school he would build a family a toilet

0:43

in 15 years thing can claim to have educated more than 1000 girls

0:48

but it's just one drop in an Ocean Ave literacy for the country's women

0:53

india has the world's largest population of non school going girls

0:57

sixty-two percent nearly two in three or four literate than

1:01

all-girls just about half a vignette goals can read

1:05

versus 34 something does boys

1:10

a safe and avoid just hold annual educate the boy them to go to school

1:15

year

1:15

educator family maybe even a community yet whether it's going to clear off all

---

1:19

building up korea the inequality between go them boys in India

1:23

Cup steep hello and welcome to the power of 49 I jog OT initiative for women

1:28

in association with network18 ahead of elections 2014

1:32

we're trying to get women's issues onto the political agenda here

1:36

on the part of 49 each week we brought you those

1:39

issues but we also talk about solutions and this week we discussed

1:43

education and employment where a privilege to have in our studios today

1:47

can maybe the hearth in young womens IPS office I should distinguish us out

1:53

at the fairness officer a founding member also be in your against

1:56

corruption campaign

1:58

and is a force known for how many fuss also in our store during just saw his

2:02

story

2:02

then nothing or something and he is known the founder of the five got up by

2:06

---

Gabi

2:07

Educational Trust I'm a piece to have a nice to your site each ahead she is the

2:11

founder

2:12

what school she does she hero someone who's inspiring women to find a walk

2:16

family balances

2:18

we're all going to be joined on the shoreline and I like advice you the

2:21

country and a

2:21

HS me feat India the first Indian woman to graduate from Harvard Business School

2:26

she leaves a trail ever since and we will also help from act-up

2:29

be shaped by 10 with now a powerful voice phone calls

2:33

education let's start something

2:36

with that story of yours you make it look really easy

2:40

but that can you appease in for each girl when she goes to school

2:43

I'll give her a cycle I when she across as a certain amount of attendance bill

---

2:48

the toilet for a home

2:50

it sounds very easy why doesn't it work in all over India

2:53

over it if it will work anywhere you want to work here

2:57

what you have to see see I'm industry guy I'll

3:01

I have learned that if the leader WAM beam

3:04

to go to the moon what do you want to go to the beach

3:08

you have to understand maybe the

3:11

wrote to the moon gold wire Beach so

3:14

you have to find out what is the beach for that community

3:18

yet to incentivize yeah so what question

3:21

a every mother said how is she going to get mad it

3:24

that then repeated not magic it then repeated that

3:28

when she will come to a complete the program hit our mom

3:32

---

will have forty thousand rupees in our Benfica alright

3:35

in Fenton my thing is one of the main issues back %uh kidding baby as we look

3:39

at

3:40

action points thing that politicians really are able to commit to things

3:44

out that not only are are want are something we want but something that I

3:48

walk about

3:49

what would you say that for girls education I

3:52

since I work with children a look good good YouTube a first priority for good

3:56

as security

3:57

how does he see kill herself to go to school then install send pic

4:01

good because they feel the good like get he's on the way

4:05

their security number one what there is another

4:09

which we haven't mentioned you get that look like it like you give them a bike

4:13

let security so late what if there's no water the house was picked as the one

---



4:17

important

4:18

top club is another thing which is emerging if you drink

4:21

supporting the mother is the labor force right she's at work

4:25

but you got people turn the a just on the doctor

4:28

stays back to mind the children like the whole

4:31

to remember the important that not just a thought it not just don't like

4:35

its security right you looking at overall government

4:38

order expected to governance and if so interrelated for

4:42

all the ministries a joke company provided the partnership somebody

4:46

like this cooling somebody provide the infrastructure somebody provide the

4:49

budget think the only candidate

4:51

I in the end its all about governance sick

4:54

I've noticed many children not going mean really have to go back

4:58

---

and convince the parents say hot I'm good looks pretty good

5:02

that's what got what they want the government to conduct the government

5:05

must a comment that responsibility they would you agree

5:07

I think it's the government's job to put the cream ok simply

5:10

it's not gonna be running the program's biked up

5:14

transportation commuting and not really a june eleventh Benjamin drop our to

5:18

work force later on because commute to become longer than

5:21

honesty but they become on could live for so it's very difficult for young

5:24

mothers to step up for long

5:25

always same with frameworks broadband internet I think broadband internet with

5:30

chain to favor of

5:31

education and employment for women in this country because it will bring

5:35

access to them it also evoked a lot of other challenges

5:38

let's look at the basic trust basic says sheep

---

5:41

did this Court at the good pizza kilgore

5:45

and the bed is willing to set all the other things that have been

5:48

add-on alright %uh something you of course have to pay for each of these

5:53

goes out of your savings out of

5:54

donations in beirut for the government that

5:57

no let me tell you %uh belief I have

6:01

that the government anywhere in the war

6:04

are bad to worse they'd now we're do they should not be

6:09

in doing business they are at their best when they are

6:13

unable us when they are the facilitators

6:17

the who were are industry goood

6:21

other NGOs do work for our people who

6:24

want to make the difference you know so the

6:27

---

the the combination of government industry

6:31

and of course the community with with which you are dealing with

6:35

this the the combination you need okay we have a new word here

6:40

all night has a very important role if sixty percent

6:43

of India is with project what are the love the punches

6:46

that's what is the phone number for punch what is known to be a turkish

6:49

officer

6:50

Thursday at the community that eventually help in the community but

6:53

come get the money

6:55

government doesn't like to cope with the teachers you can %uh private school

6:58

which you have a higher feat

6:59

but some but not willing the in the %ah key you have a free schooling turning

7:03

who provide for teachers partnerships can leading us to provide the teacher

7:08

the government bright pink the place the Punjab pic bright the place

---

7:12

and didn't or not security people got the companies themselves

7:15

alright some kind of a mix of the two but it's very important that the goal

7:18

security

7:19

as well as the incentive be in place he spoke about technical education you also

7:23

want to just because sports yes absolutely I think

7:26

up when we talk about education one I think education is that is famous for

7:30

their is

7:31

the jewelry litigation there's also a the open schools the government on

7:34

infrastructure and then there's a private infrastructure

7:37

is picked up a all under the ambit of centralized curriculum dividing bodies

7:41

tried though

7:41

the state regulators are the same and I think if we give sports up pizza not got

7:46

taken them

7:47

---

it went and neighboring allotted younger men and men as bad

7:51

21 develop a lot of physical energy it wit

7:54

eighty helps you create confidence which you need

7:58

very much as you progress in life you face and bought at the end it to him

8:01

today but I don't get many sports at the bottom cause

8:04

education we're talking about %uh the possibility that wide must be made to go

8:09

home so I'm

8:10

%uh so that they can in fact help out when they grow up

8:13

cause must be made to the spot watchable

8:16

booked to play portable home sites because both need a whole

8:20

and both week cottage book meet output exposure

8:23

because we what it looks like good a ploy to get the FBI got better

8:27

want to go back we need to groom both

8:30

close to we talk responsibility cuz goods to be got cottage

---

8:34

faxing yet you focus really on girls education

8:39

why because and and like the mother will create them and let them family

8:44

and I like them family will create them I can relate and so on and so forth

8:49

and what they then let them who thinks his social independent

8:53

his financially independent that that what we get in PB do everybody

8:57

communistic

8:58

think re getting the every guy on the job

9:01

you guarantee a job and that's very important because we come to the next

9:05

factor challenges for women

9:07

here and UK did I'm yet employment brings with it

9:10

its own challenges women remember make up only 19 percent of the engine will

9:14

cause thats women

9:15

walk to work let's try and bring in a word from the other side on the

9:19

---

corporate side joining us now

9:20

im and I like it by sheer the country had for HSBC

9:24

it in in yeah she's also opinion though

9:28

president of picky know I can I thanks so much for joining us

9:32

after something like AP no speaky finally

9:35

got its flaws twins president in you yeah

9:38

eighty fix his too hot to me and let me start by congratulating you for putting

9:43

a program

9:44

such as you have put together mad sixty percent of women managers quitting maker

9:50

do's midway that's really what this all means

9:52

are showing how does one change that what policies

9:55

would you like to see me in order to stop this

9:59

but I think good thoughts me because one of the biggest challenges that we in the

10:03

corporate sector have

---



10:04

the fact that women are Joe indeed very capable

10:08

before very well but can begin to look

10:11

at so other drugs areas which they need to address and then jump away

10:16

so one of the things we started to do in companies

10:20

and its video is something I wish me

10:23

for those of us who came up to the system had earlier

10:26

isn't the sort of factors which help keep women that the workplace

10:31

so maternity leave today for example in companies like it just bc im Indio

10:36

is now up at six months not the traditional three

10:39

and then when they come back to the workplace a pic FiOS

10:44

the sabbaticals all love this up boats

10:47

of the package which in a booth an Asus the process for reintegration into a

10:52

workplace when they do have other foods and pressures

10:55

---

and then days a whole bunch all policies

10:59

so and indeed implementation around these policies

11:02

all day care centers at the workplace which enable young mothers to bring

11:06

their babies to work to work basically

11:09

so it's a huge amount to sensitize nation that has happened

11:13

and one cannot ignore that's how it has to be around the Wii

11:17

the men and boys in the organization work as well

11:20

and achieving provided in terms of that centralization

11:24

particular around sexual harassment what could be construed as sexual harassment

11:29

at the workplace as well all right and that and that's certainly an important

11:32

part of it

11:34

aforethought not have this needs to also be taken up

11:37

ap a governmental level at the political level what reaction point you would like

11:41

to see all political parties take up particularly at the elections

---

11:45

the political class has to continue to ram home the fact

11:49

that we need security and safety for all women women should walk

11:53

me any time of day or night you know a big 50 than of small cities in rural

11:58

India

11:58

without feel and we are just not there

12:02

I think they is also of course so the engagement

12:06

a women in political

12:09

%uh structures and you know this brings to mind areas like

12:12

women Reservation now I have been one of those who have not always been an feeler

12:16

of quarters but I feel good things do not progress

12:20

sometimes you have to kick-start this by having a quarter ended as really badly

12:25

for example even in the corporate sector

12:27

on women directors its 5.6 percent

12:30

---

is all that we have been doing the women directors on the board

12:34

so the reservation that is come nel true

12:37

the company's act is I think a good one

12:40

in because it will force more women on the board bigot

12:44

change therefore into these roads they become better

12:48

directors better women managers by butchered the exposure they get

12:52

and then hopefully that quarto oil and reservation goes away so I think the

12:57

score doesn't reservations are important

12:59

at that particular point in time big maybe don't need to be there for Evo

13:04

but they do help us achieve some objective and that could be one way that

13:07

the political class

13:08

also embraces this a real reservation

13:12

%uh at the parliament level I'm very important point now i cant right thanks

13:16

so much for joining us

---

13:17

can maybe women's reservations look at the political level

13:20

as well as an up private sector up when you come in on that I think that things

13:24

are becoming very essential

13:26

because if you don't bring them and they won cummick men are coming by default

13:30

that's why you left family relationships mode so did

13:33

is nothing quite put it to good governance training schools put it to

13:36

good governance

13:37

autism very Michael missing link in our country in women me i'm not raining men

13:42

tell women

13:43

in political governance and that's why be getting AirTrain

13:46

on train people in politics I'm luck onto a very different boards

13:51

but have no clue about governance this is a plot to bob inman manifesto

13:56

opening put it to good governance course at the levels so than women

14:00

---

a train and then you would not need much a reservation they were stepping

14:04

on there were but I think I read you coming on yes we need for that but we

14:07

need to find that be

14:08

cannot go I have a good time but they have to be time bound to have to leave

14:11

any focused and we have to be very careful to with evading report does

14:15

because it

14:15

it's ok its ok it's like i know i it you know it

14:19

it's a 50-50 about how successful was poor child are

14:22

now on the power of 49 we're gonna take a short break as we head into that

14:26

listening to what act-up appreciate what you have to say he has now become a

14:30

powerful voice

14:31

for girls education same I really do believe that education is the starting

14:35

point

14:35

and the endpoint having said that I also like to say that

---

14:39

up girl child education is of paramount importance

14:44

well you're talking about almost half the population of the country there

14:47

needs to be Streit station to control

14:49

conditions under which women and girls can educate themselves

14:53

to hold a

14:57

like doctor %ah

15:01

a I when Heidi

15:05

Russian them back these women like back

15:08

the mornin a brothel nesime a cartoon was never going to have it easy

15:13

but a police raid in was of course red light area where she lived when she was

15:17

17

15:19

convinced her she had to organize others like up

15:22

to secure their rights month to month %uh they got it be not yet how Monday

15:26

---

many actually had the dignity that he might have happened but jumped him on

15:31

computer licenses

15:33

so please want to explore from commercial sex work but

15:36

insurance packages for retired women in the area

15:39

fine if the mother and the daughter of a campaign to persuade commercial sex work

15:43

but

15:43

not to force their own children into the profession

15:47

opening the door to education and a different employment for them

15:52

welcome back to the power of 49 our initiative along with job on a drive

15:56

women's issues including

15:58

in our political agendas elections have been announced and we must waste no time

16:02

in getting coffee stirrer here are of campaign

16:05

citing we just saw the story of messy mark Oct 21 and of course there are many

16:09

heroes hack she heroes around the country

---



16:12

wire why is it so difficult to get

16:15

what they are doing eventually applied across the country

16:18

especially in rural areas I think one we have a distribution John very very

16:22

diverse country get a large country

16:24

NBN not seamlessly connected 21 medium or through one shot at what works in one

16:29

at a dozen or cannot go

16:31

and of course up it's not one-size-fits-all

16:35

so many say women it's not one kinda women all over the country and i think

16:39

the baby haitians make it hard to apply the same solutions

16:42

though the variables change and I think that but I did the senior the Hindu

16:46

religion

16:46

editor at and demographic to demographic can maybe even so if

16:51

in the constitution but the government has not been able

16:54

---

to educate our children re-educated out I duke it out both

16:58

I in particular is that because the government has essentially feels that we

17:03

should that the government should be no I mean this

17:05

to the public spectacle community-minded people know we need a very strong mix

17:09

because government has the money government has the budget

17:13

it just us to deliver added did it wasn't but the ship

17:16

willing ngos willing individuals in partnership

17:19

and in that responsible to give the bed rockers

17:23

is critical because the other service delivery the other servers delivered

17:27

it dead with with its fading alright select come down hard action point then

17:31

we certainly talk about incentivizing schooling

17:34

the cost of transporting goes is an important thing when it comes to

17:37

education

17:38

%uh the special emphasis we've discussed on science and technology in particular

---

17:42

in their particular thing that political party should commit to when it comes to

17:45

abridging the 2001 divide when it comes to technology yes

17:49

that definitely they have a role to play because like him Adam Bailey said

17:54

the money they got it they have to be the person that that the

17:58

unable bring that to the table alright

18:01

that they are all that on addition takes walks from everybody

18:04

yeah they need to bring everybody together with alright and give them that

18:08

message

18:08

mean reduction in curriculum for boys they must log home sciences

18:13

goal that must be pushed water level lol all right when we come to

18:17

employment it's very clear that women need to be welcomed back to work once

18:21

they are mothers that the only way you're going to

18:24

bring them and make them productive so mandatory crashes women friendly

18:27

---

maternity policies I know something you don't agree with reservations

18:30

would you think that it is a place for a nine Mon poor child remains reservations

18:35

in jobs women's reservation at the political level

18:37

see that that the law the resort if you cannot solve the problem you do that you

18:42

know

18:42

but that this to me is escaping the real problem

18:46

country is growing it for them they'd need investment need the pin people

18:51

if you have the right kind of the school the other is smoke with them

18:55

the polytechnics the with some momentum bid is talking about

18:59

if that Polytechnique is Pete in goth what industry need

19:04

got you have jobs all over the place

19:07

so you don't need or deserve a temp but as a last resort yeah it does rock and

19:12

political resume just as well yes

19:13

alright lettuce wrap up those action points for you

---

19:17

incentivizing schooled the cost of transporting also scored must be born

19:22

and secured by the face the special emphasis on

19:25

technical and find education for girls and who is coaching camps

19:29

in order to enable women in our villages more opportunities for jobs outside

19:32

about

19:33

the introduction in curriculum a full-time fiscal boy

19:36

sports for gold book for book lavatory crashes

19:40

women friendly much honesty policies and then finally got

19:43

time involved commitment to some kind of court of

19:47

that would bring more and more women always and bring them up not just

19:51

into jobs but also into a political sphere

19:54

thanks so much for joining of a sudden you've been an action-packed episode of

19:58

the power of 49 thanks for all your suggestions getting baby five EJ

20:02

---

as a fam thing as well in that pic on the power of 49 this job any initiative

20:06

joining hands with network18

20:08

we want the discussions to continue and we want you to be a part about 1200 W

20:12

dot com

20:13

register and push to ban on the women's issues that affects your ranking

20:17

of you can also give up the missed call on the number given on the ice cream 089

20:21

double to seven people

20:23

9 KK 74 remember through their television sets across the country

20:27

protagonist from

20:28

meeting television shows have been encouraging women have a very shows

20:32

and lack so when they have come out and spoken about

20:36

back to leave here without thought on the power of 49

20:39

thanks for watching Jaakkola day

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# Transcription of Data

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# FOX 1: Domestic Violence

<https://www.youtube.com/watch?v=tPWh609Bi3A>

**Oct. 3, 2013**

Dallas Jessup talks to WACH Fox's Alexis King for her upcoming symposium focusing on National Domestic Violence Awareness Month

## **Transcription:**

:00

as you may or may not know October is National Domestic Violence Awareness

0:04

Month and here with me tonight is Dallas Jessa

0:07

he's a recent graduate of Vanderbilt and an author

0:10

as well as a producer one movie called I just yell fire and you're here to give

0:16

information

0:17

that all women should know and hours I know South Carolina leads the nation

0:21

in domestic abuse but can you give us an idea of how bad the problem is

0:25

for women everywhere it's definitely happen so many no I mean one in three

0:29

girls will be the victim and dating violence one in 40 be

0:32

dairy 24 they graduate from college in unfortunately every two minutes the

0:35

North America woman is raped

---



0:36

its shockingly happen at an alarming rate so this is information

0:41

for not just women out there but you know men have

0:45

sisters mothers and daughters that need this information as well so let's start

0:50

with the basics

0:50

where some women's rights that they may not be aware of

0:54

I think the comment thing is in raising children weaving

0:57

you nurture two-piece comin endearing but in a fight situation the attackers

1:02

not fighting fair

1:03

and so you need to remember you have the right to stand up for yourself you have

1:06

the No

1:07

right to say no and you have the ability to stand up for yourself

1:10

most men forget this an attack situation not sjwidgetshell fires here is to help

1:14

than

1:15

overcome those obstacles and to fight back and

1:18

another another fact I think also you you mention that women are brought up to

1:21

---

be nurturing

1:22

I think sometimes we may sense danger our intuition may tell us danger is near

1:27

and our brains work talk a sad a bit

1:29

and you think well I don't insult that person by running

1:33

I mean there's a lot of scary things you see it constantly on a new the girls

1:36

abducted someone got killed in so

1:38

I think we've come a little bit too desensitized to it where we do you know

1:42

us

1:42

our gut tells us that something's wrong but we don't listen to and

1:45

that's not a good thing for any of us so I think one of the first things women

1:49

should do is definitely be in touch with your intuition and pay attention and

1:52

respect it

1:53

so let's say a woman is in a situation where she feels threatened

1:57

and she's ready to take action what are some I

2:00

rules we can apply our techniques we can apply to make sure that we're staying

2:03

safe

---

2:04

everywhere so first thing in this corny as it sounds stay in or aware of your

2:08

surroundings that's the most important thing you can do for yourself

2:11

and if someone grabs you yell fire helps gain attention to the situation which is

2:15

exactly what the attacker doesn't want why would fire

2:19

be a better trigger word then help or even rape

2:22

well unfortunately help is used to commonly in our society today no girls

2:26

jokingly is that with their boyfriends

2:28

and if you yell rape or I'm being taken sometimes people are afraid to get

2:32

involved but yelling fire

2:34

gets into people self-interest thinking what's happening and where's it going on

2:38

and how does it affect me in

2:39

you know honestly scared attacker if you're the only kind that you expecting

2:43

you to be weak victim in your

2:44

dodging an eye out yelling fire at the only a surprise

2:47

and then let's talk about some techniques that women can do

2:51

---

if they are in fact in danger Sozzi said there's the I got three simply rate here

2:57

thunder across the eyes and you can pop and eyeball out it takes under 10 pounds

3:01

of pressure to repair of

3:02

you can do in air slapper growing flap which is simply done by cupping your

3:06

hand

3:07

either with slapping the here or what slapping the growing this is equivalent

3:10

to

3:11

you punch and I and the growing five times but it's quicker and it's much

3:14

more economical to get yourself out there

3:16

and you absolutely have all this information on your website what is that

3:20

address

3:21

just tell fired up ordered both of our films are free downloads online

3:24

and you'll also be speaking at the the 2013 empowering young girl symposium at

3:30

the Columbia Conference Center put on by Clemson University Women's Center

3:33

it's really exciting it's great event and that will be on Friday at what time

3:37

starts 8 a.m. and ends at four so this is a wonderful wonderful

---

3:41

way to get great information for yourself or the woman in your life I

3:46

appreciate you coming down today dallas and they say oh my

3:48

for all that y

---

## **APPENDIX II**

### **CORPUS OF TRANSCRIBED DATA**

CNN

KEY WORDS IN CONTEXT (KWIC)																										
Data Source	File length (In chars.)	us	we	you	I	they	them	May	Might	Might not	Can	Cannot	Could	Could not	Should	Must	Must not	Women	Men	will	Feminist	shall	has	Have	Had to	
Concordance Hits		32	206	427	595	194	64	7	9	0	81	10	22	0	3	10	0	161	17	49	3	0	52	198	38	
CNN 1	22199	9	39	61	61	33	20	1	1		14	4	3		1	7		39	5	9			10	42	4	
CNN 2	7800		5	42	76	4	4				2		2							4				10	10	
CNN 3	11481	1	6	39	68	15	1				5		4					6	1	7			1	19	6	
CNN 4	25019	3	58	71	100	24	10	3	2		21	2	4			1		34	1				9	34	4	
CNN 5	6295		17	13	44	15	2				4	1	2					3		1			2	17	1	
CNN 6	7103	6	6	16	17	14	2	1	1							1		20	2	6			5	7	2	
CNN 7	13705	3	19	55	100	18	4		3		11	3	1					28	1	6	1		4	24	2	
CNN 8	3570		5	7	10	3							1					16	6	2	2		5	10	1	
CNN 9	14876	6	29	37	39	40	15	2	1		10		1			1		6	1	7			7	18	4	
CNN10	6015	3	13	11	22	9	1				4				2			7		2			2	4	1	
CNN11	7266	1	2	34	28	16	4				9		4					2					4	7	1	
CNN12	7146		7	41	30	3	1		1		1									2			3	6	2	

Aljazeera

KEY WORDS IN CONTEXT (KWIC)																										
Data Source	File length (In chars.)	us	we	you	I	they	them	May	Might	Might not	Can	Cannot	Could	Could not	Should	Must	Must not	Women	Men	will	Feminist	shall	has	Have	Had to	
Concordance Hits		1372	580	966	1372	412	113	29	25	1	187	19	51	1	78	12	0	508	72	126	21	0	215	525	4	
Aljazeera 1	(25402)	1	4	5	7	5	3	1								1		22	1				5	8		
Aljazeera 2	(25402)	25	51	52	105	19	8	2	3	1	9		6	1	8			70	2	9			20	40		
Aljazeera 3	(34572)	10	44	59	50	52	10	5	2		17		2		4	2		38	1	9			22	38	1	
Aljazeera 4	(34611)	18	49	111	168	34	4	2			22		9		10			34	8	11			20	48	1	
Aljazeera 5	(58079)	13	90	275	327	51	20	3	5		29		7		9	1		119	33	22	18		14	90	1	
Aljazeera 6	(32138)	16	40	53	107	30	6		2		18	4	2		8	2		41	2	6	2		30	56	1	
Aljazeera 7	(24664)	4	32	67	83	37	15	3			6	1	4		10			52	9	10	1		17	29		
Aljazeera 8	(38283)	12	80	187	273	29	11	2	5		42	2	12		8	1		7	2	12			15	62		
Aljazeera 9	(4528)		14	5	9	2	2	9					1					10	1				2	20		
Aljazeera 10	(22837)	4	39	41	68	45	6	2			7	2	1		6	4		28	10	12			27	36		
Aljazeera 11	(35086)	10	73	59	113	64	15	1	2			1	3		13	1		62	3	22			27	63		
Aljazeera 12	(27631)	7	64	51	62	44	13	1	6		15	1	4		2			25		13			14	35		



MSNBC

KEY WORDS IN CONTEXT (KWIC)																								
Data Source	File length (In chars.)	us	we	you	I	they	them	May	Might	Might not	Can	Cannot	Could	Could not	Should	Must	Must not	Women	Men	will	Feminist	has	Have	Had to
Concordance Hits		247	163	238	293	108	33	8	1	0	46	2	20	7	17	6	0	110	9	31	1	38	119	21
MSNBC1	4378	20	3	16	12	9	2				5		5		1							1	10	1
MSNBC2	7440	15	16	10	32	9	4				2		1	4	1			6			1	4	16	
MSNBC3	6523	24	5	13	28	5	1	1			2	1	4		1	2		8	4			3	3	1
MSNBC4	3845	12	9	5	15	7	2						1		2	1		7				4	5	1
MSNBC5	8218	23	31	35	19	11	3	1	1		2				1	1		5				3	18	1
MSNBC6	5085	8	15	8	21	5	4	1			2		1		2			11					7	3
MSNBC7	9634	32	19	39	47	17	10	1			4	1	2	2	2			23	2	1		1	12	
MSNBC8	10512	30	10	32	33	7	4	1			12		2		4			40	1	4		3	10	3
MSNBC9	5572	15	12	16	13	4					1		1		1			1		1		5	3	1
MSNBC10	4753	15	10	8	17	3					11							2		3		3	2	1
MSNBC11	11090	32	17	27	33	17	1				3		2	1				2		7		6	14	3
MSNBC12	7754	21	16	29	23	14	2	2			2		1		2	2		5	2	6		5	19	6

BBC

KEY WORDS IN CONTEXT (KWIC)																								
Data Source	File length (In chars.)	us	we	you	I	they	them	May	Might	Might not	Can	Cannot	Could	Could not	Should	Must	Must not	Women	men	will	feminist	has	Have	Had to
Concordance Hits		41	360	674	982	275	93	20	15	1	133	9	29	1	66	14	1	205	30	100	13	101	305	35
BBC1	5166			5	15	3	2					1	1					6	5		5	4	7	1
BBC2	20820	5	0	40	82	18	12	3			23		6	1	8	2		22	2	10	2	8	33	1
BBC3	28408	8	31	134	159	31	13		5		14	3	3		9	4	1	15	2	21		13	48	9
BBC4	21763	1	51	74	115	34	9	4	2		23	1	5		16			17	3		4	8	27	2
BBC5	20626	3	35	73	115	50	9	4	2		18	1	3		9			27	5	6		2	47	3
BBC6	27948	3	73	99	174	39	13	1	3		16		3		9	1		21		5		11	41	11
BBC7	8190	4	35	15	34	20	2				3				2	2		39	5	22		1	7	
BBC8	10162	3	2	25	31	8	6				1							2	1	2		16	15	1
BBC9	20168	4	17	82	80	29	10		1		17		3		4			1	2	2		11	33	
BBC10	13763	4	28	31	42	7	5	1			7		2		2	4		1		16		17	9	4
BBC11	9001	2	15	34	47	8	1		2	11	4		3		2			12	11	10	1	2	16	3
BBC12	18261	4	31	62	78	2	11	7			7	3			5	1		42	3	4	1	8	22	

FOX

KEY WORDS IN CONTEXT (KWIC))																								
Data Source	File length (In chars.)	us	we	you	I	they	them	May	Might	Might not	Can	Cannot	Could	Could not	Should	Must	Must not	Women	men	will	feminist	has	Have	Had to
Concordance Hits		29	202	483	595	232	72	27	6	0	101	8	10	0	56	0	0	264	398	28	2	20	191	48
FOX1	72121	17	105	256	305	118	36	16	3		54	4	5		29			136	205	15	1	10	98	24
FOX2	5867	1	5	38	27	7	1				3				5			23	25	1		3	1	1
FOX3	6592	2	13	27	25	9	5	1			6		2		2			8	13	1		2	9	2
FOX4	7989		5	29	44	14	1	1			3		1		1					1		2	8	6
FOX5	9243		7	19	49	28	13	1	2		9	3			1			34	53	2			24	2
FOX6	6423	2	17	26	17	5	5	1			5	1			1			17	25	1			13	1
FOX7	3743	1	7	6	12	5	4				3				6			2	5				4	1
FOX8	6892	1	4	26	31	14	3	3	1		7		1		7			3		1		2	12	6
FOX9	6005	2	5	28	48	5		2			6		1		1			6	8	2			5	3
FOX10	1540	1		4	1		1				1							2						
FOX11	9829	2	27	22	34	17	3	2			4				3			26	33	2		1	11	1
FOX12	2906		7	2	2	10												7	7	2	1		6	1

## **APPENDIX III**


### **MULTIMODAL ANALYSIS**

# Multimodal Analysis of Aljazeera Data

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# Aljazeera 1: Afghanistan Women's Issues

S. No.	Topic	Data Source	Data Type	Duration	Date	# of Participants	Name of Participants	Gender of Participants	URL
1	Afghanistan Women's Issues		Interview/ Discussion	5:26	June 30, 2010	2	Host: Unknown. Guest: Mariam Atash Nawabi	1M 1F	<a href="https://www.youtube.com/watch?v=FLIeSOnMon8">https://www.youtube.com/watch?v=FLIeSOnMon8</a>

## Multimodal Analysis of ‘Afghanistan Women's Issues’:

Mariam Atash Nawabi, an attorney and social entrepreneur, has contributed to many humanitarian and charitable activities. She serves on the Board of Directors of Nooristan Foundation, which promotes education in rural areas of Afghanistan.

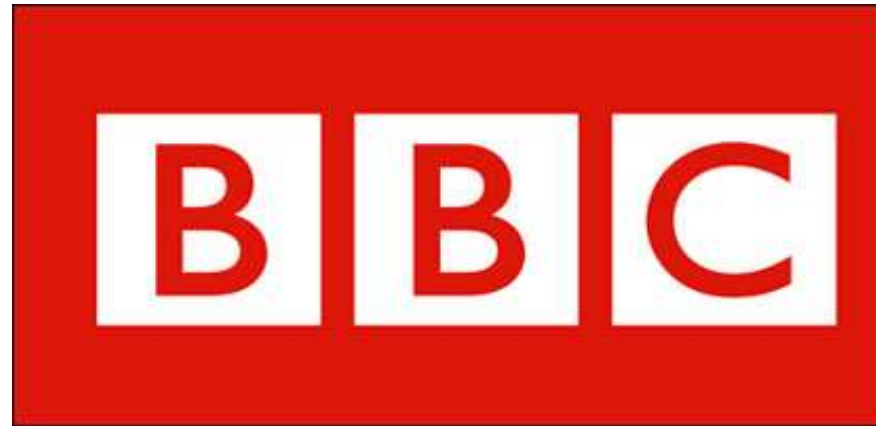
[illegible]







# Multimodal Analysis of BBC Data

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# BBC 1: Prostitution was Empowering

S. No.	Topic	Data Source	Data Type	Name of the Show	Duration	Date	# of Participants	Name of Participants	Gender of Participants	URL
1.	Prostitution was Empowering		Discussion / Talk Show		4:16	April 14, 2013	2	Host: Dr Brooke Magnanti Guest: Katya Adler	2F	<a href="https://www.youtube.com/watch?v=_Tt72-7iWkQ">https://www.youtube.com/watch?v=_Tt72-7iWkQ</a>

## Multimodal Analysis of ‘Prostitution was Empowering’

As Belle de Jour, Dr Brooke Magnanti achieved global notoriety for years, writing a blog about her sexual encounters as a high-class escort girl working in London. Now, after revealing herself to be an expert research scientist and no longer engaged in prostitution she is calling for prostitution to be decriminalized. She tells HARDtalk's Katya Adler she found the escort work empowering and would do it again.


Stage	Prostitution was Empowering									
Phase	All Prostitution Causes Harm									
Sub-phase	Men have what they need- through prostitution									
Salient Visual Frame										
	Frame1	Frame 2	Frame 3	Frame 4	Frame5	Frame 6	Frame 7	Frame 8	Frame 9	Frame 10
<b>SEMIOTIC FEATURES:</b>										
<b>Speech:</b>										
<b>Speaker 1 – Dr Brooke Magnanti:</b>	Well yeah...empower you to prostitution empower you	...would you go back to it...	Well... ehh. Feminist writer Andrea....	...male dominance means...	...so that men have what men need to stay on top...	...to feel big ...	... literally metaphorically...	... a prostitute cannot feel empowered...	... it is the man who is in charge...	... anti-prostitution approach...
<b>Speaker 2- Katya Adler:</b>	Well... yeah I felt that it did...	...ummm ... I would do that again...	But yeah..if I could go back in time...	... I would make that choice again...	My main objection to feminists...	... all prostitution is over women for the pleasure of men...	...worldwide that isn't the case...	Even world-knoen feminist Julie Bindle has written about...	... criticize the power structure...	...painting is the oppression of women by men...
<b>KINETIC FEATURES:</b>										
<b>Non Verbal</b>										
<b>Body Posture</b>	Angled	Angled; leans forward toward Dr. Brooke	straight	angled	angled	straight	angled	angled	angled	straight
<b>Gaze</b>	Off-screen; Engaged; directed at Katya	Off-screen; Engaged; directed at interviewer	Off-screen; disengaged; directed at self	Off-screen; Engaged; directed at interviewer	Off-screen; Engaged; directed at Dr Brooke	Off-screen; Engaged; directed at camera	Off-screen; disengaged; directed at self	Off-screen; Engaged; directed at Dr Brooke	Off-screen; Engaged; directed at KATy	Off-screen; Engaged; directed at camera
<b>Gesture</b>			Hand raised; palm facing inward	Hand raised; palm facing outward		Hand raised; palm facing outward	Hand raised; palm facing outward	Hand raised; palm facing outward		
<b>Cinematography:</b>										
<b>Camera Angle (horizontal Perspective)</b>	Oblique/ detached	Oblique/ detached	Frontal/involved	Oblique/ detached	Oblique/ detached	Frontal/involved	Oblique/ detached	Oblique/ detached	Oblique/ detached	Frontal/involved
<b>Size of Frame</b>	Medium/ close-up	Medium/ close-up	Medium/ close-up	Medium/ close-up	Medium/ close-up	Medium/ close-up	Medium/ close-up	Medium/ close-up	Medium/ close-up	Medium/ close-up
<b>Stage setting/ background</b>	All Blue walls and background with Hard talk logo									

# Multimodal Analysis of CNN Data

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**CNN 1: Heroes Special Programme on CNN-IBN**

S. No.	Topic	Data Source	Data Type	Duration	Date	# of Participants	Gender of Participants	Name of Participants	URL
1.	Heroes Special Programme on CNN-IBN		Table Talk Show/ Panel discussion	20:45	March 18,2014	5	1M, 4F	Host: Suhasini Haider  Participants: Kiran Bedi ( <i>First woman IPS Officer</i> ) Virender Singh ( <i>Head of NGO</i> ) Naina Lalakadwai ( <i>Country Head of HSBC</i> ) Sairee Chahal ( <i>Fleximoms</i> )	<a href="https://www.youtube.com/watch?v=Hp82Qw_aZXg">https://www.youtube.com/watch?v=Hp82Qw_aZXg</a>

**Multimodal Analysis of ‘Heroes Special Programme on CNN-IBN’:**

Kiran Bedi, Sairee Chahal and Virendra (Sam) Singh on the CNN IBN show with Suhasini Haider discussing women education and empowerment in India

Stage	Heroes Special Programme on CNN-IBN									
Phase	Women education and empowerment in India									
Sub-phase	Pushing the Gender Agenda									
Salient Visual Frame										
	Frame 1	Frame 2	Frame 3	Frame 4	Frame 5	Frame 6	Frame 7	Frame 8	Frame 9	Frame 10
SEMIOTIC FEATURES:										
Speech:										
Speaker 1 – Suhasini Haider (interviewer):	Let's start Samsing... you make it look very easy	It sounds very easy, why doesn't it work in all over India?	Uh... give her a cycle..uh... when she crosses the certain amount of attendance	.. the inequality between boys and girls in India cuts deep...	Yeah-..... yeah... you have to incentivise...	.. we're trying to put women issues onto the political agenda...	.. something workable.. uhh .. what would you say...	Alright.. so incentivising is one of the main issues there.... Uh..	Is there a role for the government there?	Alright.. we have ..uh.. uh.. doers...
Speaker 2- Virendra Singh (Samsin):		No...no .. no... it will work anywhere	See I am a industry guy, uh.... I have a lot.....	You have to find may be the road to moon goes via beech...	So.. you have to find out what the beach is for that community	The first question every mother say..	How is she going to get married	That ten rupees is not magic.....	No.. let me tell you	Government.. are bad doers..they are the unablars
KINETIC FEATURES:										
Non Verbal										
Body Posture	angled; leans forward toward Virendra Singh	Angled	Angled	Angled; leans back	angled	straight	angled	Angled; Leans forward toward interviewer	straight	straight
Gaze	Off-screen; Engaged; directed at Virendra Singh	Off-screen; Directed at Interviewer	Off-screen; Disengaged; Directed at interviewer	Off-screen; Disengaged; Directed at self	Off-screen; Engaged; directed at studio audience/ interviewer	Off-screen; Engaged; directed at camera/ viewer	Off-screen Engaged; directed at interviewer	Off-screen; Engaged directed at self	Off-screen; Engaged directly towards studio audience	Off-screen; Engaged; directed at studio audience
Gesture		Raises both hands; palms facing inward	Both hands raised; palms facing inward/ each other at reduced distance; downward movement	Both Hands raised; palm facing inward; each other	Hand raised; palm facing outward/ toward audience	A smile of success	Hand-raised; palm facing inward		Both hands raised; palms facing inward	
Cinematography										
Camera Angle (horizontal Perspective)	Oblique/ detached	Oblique/ Detached	Oblique/ Detached	Oblique/ Detached	Oblique/ Detached	Frontal/ involved	Oblique/ Detached	Oblique/ Detached	Frontal/ involved	Frontal/ involved

<i><b>Size of Frame</b></i>	Medium Close-up	Medium Close-up	Medium Close-up	Medium Close-up	Medium Close-up	Medium Close-up	Medium Close-up	Medium Close-up	Medium Close-up	Medium Close-up
<i><b>Stage setting/ Background</b></i>	Black and white pictures of smiling women in youth; A happy background- Blue walls and flooring									


# Multimodal Analysis of FOX NEWS Data

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**FOX NEWS 1: Domestic Violence**

S. No.	Topic	Data Source	Data Type	Duration	Date	# of Participants	Name of Participants	Gender of Participants	URL
1.	Domestic Violence		Interview	4:01	Oct 3, 2013	2	Host: Alexis King  Guest: Dallas Jessa <i>(Author - Just Yell Fire)</i>	2F	<a href="https://www.youtube.com/watch?v=tPWh609Bi3A">https://www.youtube.com/watch?v=tPWh609Bi3A</a>

**Multimodal Analysis of ‘Domestic Violence’:**

Dallas Jessa talks to Fox's Alexis King for her upcoming symposium focusing on National Domestic Violence Awareness Month.

[illegible]


<b><i>Size of Frame</i></b>	Medium/ close-up	Medium/ close-up	Medium/ close-up	Medium/ close-up	Medium/ close-up	Medium/ close-up	Medium/ close-up	Medium/ close-up	Medium/ close-up	Medium/ close-up
<b><i>Stage setting/ background</i></b>	Bright and colourful environment of the studio									

# Multimodal Analysis of MSNBC Data

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**MSNBC 1: Addressing Sexual Harassment in the Workplace**

S. No.	Topic	Data Source	Data Type	Name of the Show	Duration	Date	# of Participants	Name of Participants	Gender of Participants	URL
1	Addressing Sexual Harassment in the Workplace		Discussion / Talk Show	Open Forum	3:17	Dec. 9, 2011	2	Kim Zoller	2F	<a href="https://www.youtube.com/watch?v=leKh4sWp1T4">https://www.youtube.com/watch?v=leKh4sWp1T4</a>

**Multimodal Analysis of ‘Addressing Sexual Harassment in the Workplace’:**

Each week MSNBC's Your Business features experts to share their secrets for improving your business. This week, we talk to Kim Zoller, a business protocol and professionalism expert, about how to anticipate inappropriate situations as the time for holiday parties approaches. Sexual harassment is serious business, and there are steps that entrepreneurs can take to stop the problem from happening at their small business.

[illegible]

<b>Camera Angle (horizontal Perspective)</b>	Oblique/ detached	Oblique/ detached	Oblique/ detached	Oblique/ detached	Oblique/ detached	Frontal/involved	Oblique/ detached	Oblique/ detached	Oblique/ detached	Oblique/ detached
<b>Size of Frame</b>	Medium/ close-up	Medium/ close-up	Medium/ close-up	Medium/ close-up	Medium/ close-up	Medium/ close-up	Medium/ close-up	Medium/ close-up	Medium/ close-up	Medium/ close-up
<b>Stage setting/ background</b>	Bright environment of the studio; light and joyful									