

## Analysing international news on the Balkans





## In this session we will cover:

- Using (Critical) Discourse Analysis to critically examine the news
  - What is Critical Discourse analysis?
  - How is Critical Discourse Analysis useful to me as a journalist?
  - Critical Discourse Analysis: some of the basic tools
- Applying CDA to news on the Balkans
  - identifying news values and concepts from Critical Discourse Analysis in different news sources
  - discussing how/whether CDA helps you to uncover in your news stories



## By the end of this session, you will:

- be able to critically evaluate and apply Critical Discourse Analysis to a variety of journalistic texts. Specifically, you will be able to identify and critically discuss:
  - news values in texts
  - use of active/passive voice
  - naming & depicting of actors
  - the use of pre-modifiers & lexical choice
  - quotations



# Critical Discourse Analysis

## What is it?

- Critical Discourse Analysis, also called CDA, is:
  - concerned with the analysis of how **social and political inequalities are manifest in and reproduced through discourse** (Wooffit 2005: 137)
- language = social practice in context (Fairclough and Wodak 1997)
- Language is also a medium of domination and social power. It serves to legitimate relations of organized force. In so far as the legitimations do not articulate the relations of force that they make possible, in so far as these relations are merely expressed in the legitimations, language is also ideological. Here it is not a question of deceptions within language, but of deception with language as such (Habermas 1979: 130).



# Critical Discourse Analysis

## What is it?





# Critical Discourse Analysis

## What is it?

- What is distinctive about CDA is both that it intervenes on the side of dominated and oppressed groups and against dominating groups, and that it openly declares the emancipatory interests that motivate it. (Fairclough and Wodak 1997: 259)
- Ideology = central to CDA
  - collection of beliefs, principles or ideas that inform views and practices which sustain inequalities across society
    - usually social/political in nature
- CDA attempts to 'expose' the ideologies that discourses contain



# Critical Discourse Analysis

## What is it?

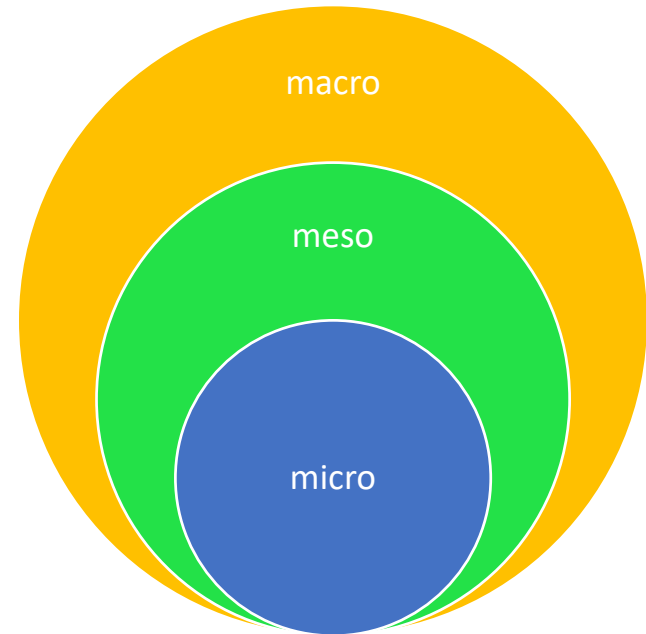
- CDA has a **solid linguistic basis (van Dijk 2001: 97)**, e.g.
  - sentence structure
  - verb tense
  - syntax
  - lexical choice
  - internal coherence of discourse etc.
- CDA draws on social theory to examine ideologies, e.g.:
  - Karl Marx, Antonio Gramsci, Louis Althusser, Jürgen Habermas, Michel Foucault and Pierre Bourdieu



# Critical Discourse Analysis

## What is it?

- macro: relationship between the text and broader social processes and ideologies
- meso: context of production and reception of the text
- micro: the text itself
  - what is actually being said in the a text, which linguistic features and devices are being used to depict an idea?







# Critical Discourse Analysis

## How is Critical Discourse Analysis useful to me as a journalist?

- News tellers (individuals and organisations) and news readers focalise world events through their own ideological lenses.
- CDA allows you to critically examine how news discourse represents social practices & ideologies
- CDA challenges you to move from seeing language as abstract to seeing our words as having meaning in a particular historical, social and political context.
- Helps you to examine, expose & combat, if you wish, (harmful) ideologies and inequalities represented in texts/discursive practices
  - e.g. discrimination, racism, homophobia, left/right-wing political biases etc.



# Critical Discourse Analysis

## What are the basics?

- Active/passive voice:
  - nominalisation (turning verb into noun/event into a thing)
  - helps determine agent/patient & who is blamed
- Naming & depicting
  - who is named, which names are used for them & what is depicted (if images are used)
- Pre-modifiers & lexical choice
  - Pre-modified nouns can present varying views on noun/topic - use of synonyms might reveal ideological slant
- (Indirect) quotes
  - Who is quoted and why?

**NB: What is omitted from a news piece is important as what is included.**



# Critical Discourse Analysis Applied

- International News on the Balkans - G20 Coverage
  - G20 summit provokes protests in Hamburg / 07 July 2017 / Albanian Free Press
    - <http://afp.al/en/news/2017/07/g20-summit-provokes-protests-in-hamburg-35575/>
  - People don't like the Elite: G20 Explodes in Chaos / 08 July 2017 / Mina
    - <http://macedoniaonline.eu/content/view/32299/53/>
  - Special forces deployed in Hamburg as anti-G20 protests escalate / 07 July 2017 / Daily Sabah World
    - <https://www.dailysabah.com/world/2017/07/07/special-forces-deployed-in-hamburg-as-anti-g20-protests-escalate>
  - Erdogan's Battles With West Threaten Balkan Stability / 05 July 2017 / Balkan Insight
    - <http://www.balkaninsight.com/en/article/erdogan-s-battles-with-west-threaten-balkan-stability-07-03-2017>
  - Merkel under fire for 'embarrassing' – and predictable - riots that saw hundreds arrested during the G20 Summit as Germans call the protests an 'orgy of violence' / 09 July 2017 / Daily Mail, UK
    - <http://www.dailymail.co.uk/news/article-4679472/Germans-angry-orgy-violence-Merkels-pre-election-G20.html>



# Critical Discourse Analysis Applied

- International News on the Balkans - in other news
  - <http://www.euronews.com/tag/balkans>
  - Mike Pence, in Montenegro, Assures Balkans of U.S. Support / 02 Aug 2017 / NY (New York) Times
    - <https://www.nytimes.com/2017/08/02/world/europe/pence-montenegro-markovic-nato.html>
  - In Balkans speech, Trump's VP pledges allegiance to the swamp / 06 Aug 2017 / RT (Russia Today)
    - <https://www.rt.com/op-edge/398765-balkans-trump-pence-yugoslavia/>
  - Mike Pence in Montenegro urges Balkans to turn away from Russia / 02 Aug 2017 / Deutsche Welle

# International News on the Balkans

## Balkaninsight

- <http://www.balkaninsight.com/en/page/all-the-news-from-the-balkans>
- <http://www.balkaninsight.com/en/article/russia-denounces-pence-s-remarks-in-montenegro-as-cold-war-mentality--08-04-2017>

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### LATEST NEWS FROM THE BALKANS



31 JUL 17

#### Macedonia's VMRO DPMNE Tweaks Leading Committee

In a bid to improve its battered image, Macedonia's former ruling party has shuffled a number of notorious figures off the party's executive committee.



31 JUL 17

#### Croatian Veterans Disrupt Serbs' WWII Commemoration

A group of Croatian 1990s war veterans shouted and insulted speakers at a commemoration for Serb civilians killed by the WWII fascist Ustasa movement in the town of Glin.



31 JUL 17

#### Albanian Drone Flyer Seeks Political Asylum in Croatia

Albanian Ismail Morina – who Serbia wants to try for flying a drone bearing a flag of Greater Albania in Belgrade – is seeking political asylum in Croatia to avoid extradition.



31 JUL 17

#### Hungary's 'Slavic-Looking' Skanderbeg Shocks Albanians

The first display of a statue of Skanderbeg that is expected to be erected in Budapest has upset artists in Albania who say it mixes Albanian and Slavic features.



31 JUL 17

#### Macedonia, Bulgaria Set to Sign Historic Friendship Treaty

Leaders of Macedonia and Bulgaria on Tuesday are to sign a historic

### PREMIUM SELECTION

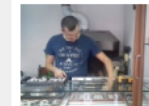


31 JUL 17

#### Bloodless Bullfight Gives Bosnians Excuses to Party

Most people associate bullfights with Spain. But Bosnia has its own bullfights each July at Cevjanovići – although

there are no matadors, no killings, and the atmosphere is a lot more festive.



31 JUL 17

#### Prizren's Filigree Workers Keep Ancient Kosovo Craft Alive

A handful of artisans in the southern Kosovo city of Prizren are struggling

to maintain a centuries-old tradition of handmade filigree jewelry, passing it from father to son.

27 JUL 17

#### Poison Gas: The Bosnian War's Forgotten Weapon

27 JUL 17

#### Bosnian Hostel Tells Story of Assassination that Changed World

27 JUL 17

#### Busting Myths About Russia's Balkan Designs

26 JUL 17

#### Krunić: The Serbian Artist in Search of Conversation

26 JUL 17

#### New Movement Pledges to Tackle Bosnia's Old Problems

25 JUL 17

#### Serbian Seniors Toil for Survival After Retirement

24 JUL 17

#### The Many Chams of Serbia's Valjevo



# Critical Discourse Analysis

## Where can I find out more?

- Van Dijk, T.A. 1991. *Racism and the Press*. London: Routledge.
- Van Dijk, T.A. 1993. 'Principles of critical discourse analysis', *Discourse and Society*, 4: 249–283.
- Van Dijk, T.A. 1996. 'Editorial: discourse, cognition and society', *Discourse and Society*, 7: 5–6.
- Van Dijk, T.A. 2001. 'Multidisciplinary CDA: a plea for diversity', in R. Wodak and M. Meyer (eds) *Methods of Critical Discourse Analysis*. London and Thousand Oaks, CA: Sage, 95–120. Waismann, F. 1965.
- Fairclough, N. 1989. *Language and Power*. Harlow: Longman.
- Fairclough, N. 1992. *Discourse and Social Change*. Cambridge: Polity Press.
- Fairclough, N. 1995. *Critical Discourse Analysis: The Critical Study of Language*. Harlow: Longman.
- Fairclough, N. and Wodak, R. 1997. 'Critical discourse analysis', in T. van Dijk (ed.) *Discourse Studies: A Multidisciplinary Introduction*. Volume 2. London: Sage, 258–84.
- Wooffitt, R. 2005. *Conversation Analysis and Discourse Analysis: A Comparative and Critical Introduction*. London: Sage.