



## *Dedications*

*This work is dedicated :*

*To my precious parents,*

*My father Mourad and my mother Nassima*

*Whose support and encouragement have*

*Been my guiding source throughout my studies*

*To my beloved sister Manel*

*To my lovely brother Mohamed Fateh*

*Special thanks to my grandmother Djouher (in memory)*

*To all my friends, classmates, and all the people who*

*I love and who love me.*

*Rania*

**To my biggest supporters, my father Omar and mother Malha, I couldn't have done anything without your love.**

**To my source of joy, my dear sisters Romaissa, Rima and Fatma.**

**To my beloved Husband**

**To all my family who encouraged me during this journey**

**And to my precious friends Ania, Yasmine.**

**Thank you all !**

**Melissa**

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The present dissertation is a corpus-based study that is concerned with the critical discourse analysis of the docu-drama entitled “The Social Dilemma” directed by Jeff Orlowsky. This investigation examines the linguistic tools used by tech industry experts in their discourse to establish ideologies and maintain power, as well as the impact of the tech industry experts discourse on the viewers of that documentary. Our research is a critical discourse analysis of experts’ utterances where elements of quantitative analysis are incorporated to CDA to complement the results obtained through the use of Norman Fairclough’s three stages: description, interpretation, and explanation. The corpus consists of the discourse of Silicon Valley experts. Therefore, this research revealed that those experts used some linguistic tools such as repeating words, synonyms, hyponyms, and antonyms, sentence processes and modes as well as modal verbs and pronouns in order to deliver their ideologies. This study showed also that “The Social Dilemma” had a great impact on its viewers as it changed their perceptions towards social media.

**Key words:** power, ideologies, the social dilemma, CDA, linguistic tools, social media.

## **List of Abbreviations**

**CDA:** Critical Discourse Analysis

**COVID:** Coronavirus disease of 2019

**DA :** Discourse Analysis

**QCA :** Qualitative Content Analysis

**SV :** Subject Verb

**SVC :** Subject Verb Complement

**SVO :** Subject Verb Object

**U.S :** United States

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# **General Introduction**

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### ▪ Statement of the Problem

Advances in digital technology, especially around the 1980s and '90s gave birth to new communication via social media. The latter make change in the flow of information and the manner people interact with each other by breaking barriers of communication making the information transfer in social networks fast, free, and easy. Besides, social media enable individuals to share their ideas, knowledge, and thoughts. However, the misuse of these platforms can have a severe impact on the community. This is what is visualized in the Netflix docu-drama entitled “the social dilemma” directed by Jeff Orlowski and realized in 2020 during the corona virus pandemic. Among the negative effects discussed in the documentary are data manipulation, surveillance, and addiction.

The social dilemma illustrates how social media platforms and tech companies like Face book, Google, YouTube, and others use psychological figures to change and manipulate the consumer. Moreover, it explains how people become addicted for instance, hearing the notification bell stimulates and drives the users to connect and check their phones. It also highlights how the users’ privacy is violated when they like publications and accept cookies...

The documentary “ The Social Dilemma” is made up of narrations and interviews of former employees of tech companies who tried to justify their intention by contributing to the invention of those platforms and stressed that it is high time social media conducted their activities in an ethical way.

The present study attempts to analyze the speech of the conversations of the aforementioned documentary using the critical discourse analysis (CDA). In other words, relying on Norman Fairclough's (1989) analytical framework and following the three main steps of his model (description, interpretation, and explanation) to identify how manufacturers of media discourse use linguistic elements to manipulate the audience and bring them back to

the path they desire; that is, to shape people's realities and raise awareness towards the use of social media platforms.

Since the present analysis is based on a discourse that occurs in media texts, CDA as well as media discourse, need to be investigated to understand the relationship between media texts and socio-cultural practices.

Many studies have been conducted in the field of critical discourse analysis (CDA) to discuss social issues that occur in movies such as race, gender, ideology, power, and awareness. For instance, the study under the title of 'Language and Power in the ESL Classroom' by B.J Bustrum (2001) who sheds light on the notion of power and language in teacher-student relationship. Critical Discourse Analysis of Barack Obama's(2012) Speeches is a case in point too where linguistic strategies were deduced that serve political purposes . Another example is the Critical Discourse Analysis of Martin Luther King's Speech in Socio-Political Perspective by Sipra(2013). This research depicts social-political context within speech relying on Fairclough's CDA.

However, few studies have been done to reveal the ideological construction in documentaries, as well as the demonstration of power and the illustration of the relationship between language and society. This research focuses more on how power, ideology, and awareness are revealed through the utterances of the interviewed experts, and the way they used them to awaken viewers' consciousness about the misuse of social media.

### ▪ **Aims and Significance of the Study**

The overall aim of this research is to identify the notion of power and ideology residing in the language of interviewed experts in the documentary through analysis of their language, to alarm the danger of social media and raise viewers's awareness by means of CDA. Indeed, Norman Fairclough's ideas are appropriate to understand media messages and uncover ideologies and power hidden in discourse.

The present dissertation aims at revealing the power of Silicon Valley experts' language, and discourse in shaping viewers understanding and affecting trending situations more precisely in the Netflix docu-drama entitled "The Social Dilemma". It also illustrates how Norman Fairclough's notions of power and ideology are present in those speeches. Moreover, it helps exploring the effectiveness of experts' utterances in influencing viewers behaviours. Furthermore, the research serves as an illustration of the use of Norman Fairclough's framework in social situations what will provide students of our department a well understanding of the application of CDA in the context of media discourse.

### ▪ **Research Questions and Hypotheses**

This work helps grasping the relationship between all the linguistic elements that serve ensuring a good understanding of every single message relying on Norman Fairclough's triadic model of critical discourse analysis ( Text, Discursive practices and social practices).

Hence, the research questions are:

- What are the linguistic tools used by tech industry experts in their discourse to establish ideologies and exercise (maintain) power ?
- What do the viewers' comments say about the impact of the tech industry experts' discourse?

Accordingly, these hypotheses are suggested to answer the research questions:

- Experts use various vocabulary and grammar tools in their speech to shape viewers' ideas.
- Experts succeed to change viewers' attitudes towards the use of social media.

### ▪ **Research Techniques and Methodology**

The present research is a corpus-based study which selected the Netflix documentary "The Social Dilemma" realized by Jeff Orlowski in 2020. It is important to mention that its

corpus consists of a series of interviews of former employees of social networks such as Twitter and Face book.

It is intended to analyze the language of those interviewees to reveal the extent to which tenets of power and ideology reside in their discourse.

The current study follows the mixed-method approach, more precisely the Critical Discourse Analysis and the Quantitative content analysis: The first is used to analyze the significance of the speech produced and to read between its lines to deduce the hidden meanings. The latter is used to gather numbers and percentages to reveal the impact of the former on people's behaviours.

### ▪ **Structure of the Dissertation**

The present work follows the simple traditional model. It involves a General Introduction, four chapters, and a General Conclusion. The Introduction covers an overview of the topic and presents the aims of the study and the structure of the dissertation. The first chapter is labeled Review of the Literature, which seeks to review previous studies in the relation to the topic under investigation, and also provides a detailed background of the theoretical frame work employed. The title of the second chapter is Research Design and Methodology. It is about the methods used to gather data. The third chapter is devoted to the presentation of the findings. The last chapter "Discussion of the Findings" allows discussing and interpreting the results. Finally, we wrap up the research with a General Conclusion, which includes a summary of the main points, answers of the research questions, validates the hypothesis, and suggests possible areas for further studies.

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# **Review of the Literature**

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### Introduction

The present chapter entitled ‘Review of the Literature’ tackles the main aspects of critical discourse analysis in order to depict power and ideology. In the Docu-Drama entitled “The Social Dilemma”. It aims at defining these aspects and showing the relation between them. It starts by the explanation of ideology and power and their relation with language and discourse. Then it defines the critical discourse analysis and its aspects, aims, and tenets basing on the Norman Fairclough’s ten questions Model which is the Framework of our study.

### 1.1. The concepts of Ideology and Power

#### 1.1.1. Definition of Ideology and Social Media Ideology

Ideology is defined by Freeden as “*a set of ideas, beliefs and attitudes, consciously or unconsciously held, which reflects or shapes understandings or misconceptions of the social and political world.*” (1998,p.14). That is to say ideology influences people’s behaviors in society and the way they perceive reality such as feminism, liberalism, conservatism, and socialism.

#### Analysis

Ideology is considered as the abstract thoughts that participate in shaping realities. Moreover, the social media ideology is the modern form of ideology. Fuchs argues that “*social media ideology is shaped by a range of factors, including the underlying economic and political structures that shape the development of social media platforms, as well as the cultural and social norms that influence how people use and interact with these platforms*” (2014, p.33) it means social media can be the mirror that reflects the user’s personality. Shy users that believe in privacy tend to be selective about the information they share on social media, whereas those who believe in free speech express their opinions openly.

### Analysis

This social media ideology is created by the social and cultural norms such as educational background, social classes, religious beliefs and personal experiences .

#### 1.1.2. Definition of Power

*‘Power is a way in which certain actions modify others. Power is a way in which acts of coercion, persuasion, and normalization shape the way people act, think, and feel.’*

(Foucault, 1982, p.781) coercion is likely to be used by governments to enforce their laws, by making punishments. Governments and persons of power also refer to normalization and persuasion to enforce their laws by promoting certain ideologies through advertisements and rewards such as the example of homosexuality that is promoted by famous brands like Levi’s ,Calvin Klein, and Adidas.

Weber (1922) distinguishes two types of power: legitimate and illegitimate power. The first type is based on the acceptance of authority; it is viewed as a positive power and the latter is based on force and abuse. For example, the authority that the teacher has in giving grades to his student in the classroom is legitimate. However, when the teacher uses violence against students is illegitimate.

#### 1.1.3. Language and Ideology

Language and ideology are two interrelated concepts, ideologies are constructed, manifested and shared through languages hence the power of a given language influences the values of their related ideologies. For instance, feminism is promoted through the English language since it rose in an Anglican country. Additionally, it became the global language. Islamophobia is another ideology which is communicated by means of language, it portrays muslims as being violent, extremists and incompatible with the western world.

### **1.1.4. Language and Power**

The relationship that resides between language, ideology and power can be described in the same way: Language is the means through which power is conveyed to influence public opinions, control behaviors, establish new norms and values and highlight the relationships in cultural and political domains. *“Language both reflects and reproduces social power relations: It both expresses the power of dominant groups and contributes to the subordination of subordinate groups”* (Cameron, 1995, p.16).

Language is not neutral; it is shaped by the social, political and cultural context in which it is used. Language can be formal or informal depending on the social environment and the context. People use jargon in specific areas that not every person that uses that given language can understand.

### **1.1.5. Discourse and language**

According to Schiffrin (1994), Discourse is the use of language in a social context. Halliday (1978) also defines it as a system of signs that enable people to interact with each other. In other words, discourse is the concrete realization of a given language in particular situations related to social settings. Thus these two are complementary: discourse cannot exist without language, and this latter cannot be well interpreted and understood without referring it to the social contexts that characterize discourse.

## **1.2. Critical Discourse Analysis**

### **1.2.1. Discourse**

The concept of ‘discourse’ in linguistics is defined in different ways. For Stubbs (1983) ‘discourse is a language unit beyond sentence’. Halliday and Hasan (1976) view discourse as ‘a semantic unit, a unit not of form but of meaning’(P.2). Discourse is, thus, an interactive activity guided by either individual or social groups. Besides, discourse can be a speech or piece of writing. Discourse can simply be seen as language in use (Brown & Yule 1983; Cook 1989).

### 1.2.2. Discourse Analysis

Discourse analysis was first introduced by Zellig Harris in his article published in 1952, entitled 'Discourse Analysis'. According to him, discourse analysis is a method which allows to analyze connected speech or writing, and to pursue descriptive linguistics beyond a sentence (Harris ,1952).

Discourse analysis can also be seen as the analysis of language in use, that is, the set of norms and expectations which relate language to context.

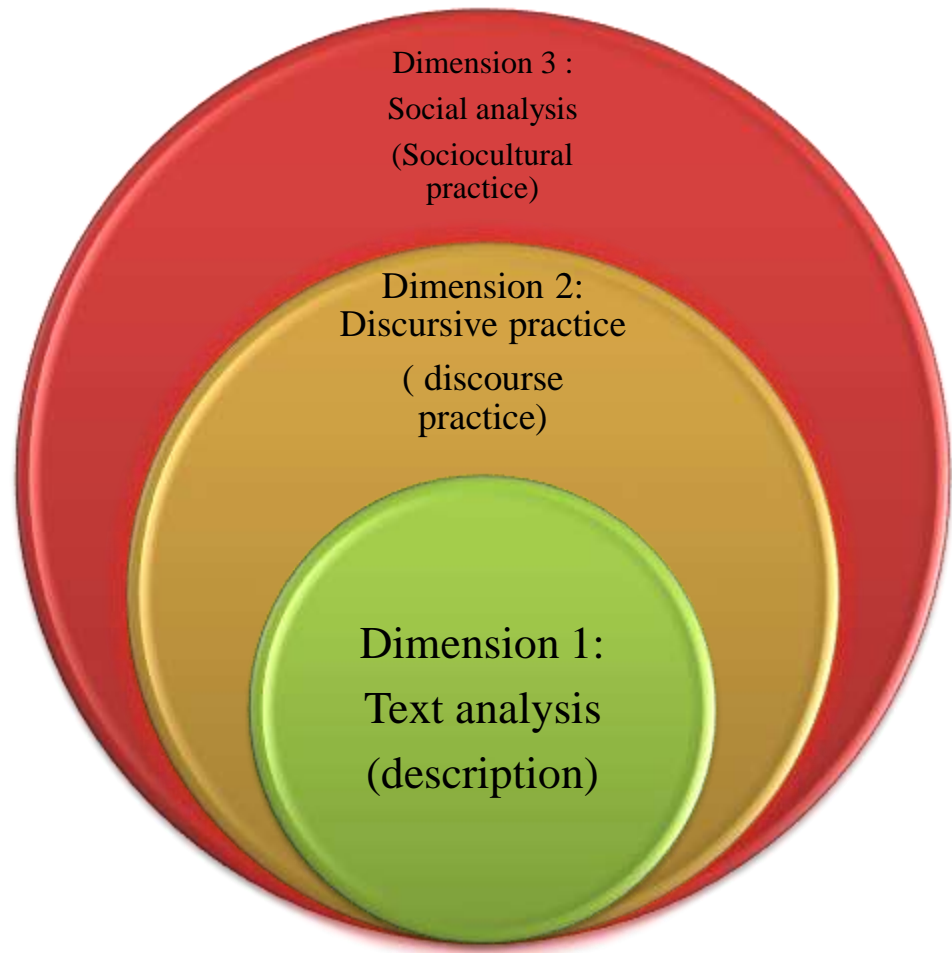
Therefore, discourse analysis studies the relationship between language and the context.

### 1.2.3. Critical Discourse Analysis

Several scholars emphasized the importance of Critical discourse Analysis in modern studies Van djik (2004) explains that CDA is “a type of discourse analytical research that primarily studies the way social power, abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context” (p.25) In addition, Fairclough (2010) defines it as “a theory and a set of methods for the empirical study of discourse and the relations between discourse, social interaction, and social change” (p.13).

#### **Analysis:**

Critical discourse analysis tackles the use of language in social contexts and helps discussing social phenomena as well as social interactions.



**Figure 1: Dimensions of Critical Discourse Analysis Fairclough (1995, p.98)**

#### **1.2.4. Aims of Critical Discourse Analysis**

TeunA.VanDijk is one of the scholars in the field of critical discourse analysis (CDA). He published an article in 1995 entitled '*Aims of Critical Discourse Analysis*'. According to him, the main aims of CDA are to explore and analyze written or spoken language to reveal social inequalities and biases. Furthermore, Fairclough (1995) highlights four aims of CDA.

The first one is to investigate the hidden power relations and ideologies that are embedded in any discourse. The second aim is to explore how discourse contributes to shape social identities, such as race, ethnicity, gender. The third aim is to analyze how power is manifested discreetly by means of language. The last aim to mention is to expose realities like manipulation of media and political discourse.

### 1.2.5. Tenets of Critical Discourse Analysis

“Fairclough and Wodak(1997) summarized the main tenets of CDA as follows :

1. *CDA addresses social problems;*
2. *Power relations are discursive;*
3. *Discourse constitutes society and culture;*
4. *Discourse does ideological work;*
5. *Discourse is historical;*
6. *The link between text and society is mediated;*
7. *Discourse analysis is interpretative and explanatory;*
8. *Discourse is a form of social action.*”(Van Dijk,2015, p.2).

### Analysis

CDA aims to uncover social issues like feminism, power imbalance, and discrimination by analyzing discourse and language. It also used as a tool to show that power is maintained through discourse and language. Moreover, CDA emphasizes the importance of discourse and language in shaping our society and culture wherein several ideologies can be constructed and communicated for example privacy violation, surveillance, and addiction. In addition, to fully understand a discourse, it is crucial to take into account its historical setting to underline power dynamics and to get informed about the language patterns of a particular period. Furthermore, there are various factors that affect the production of texts. Among these factors is language, that is, the choice of words, structure, and grammar can reflect specific ideologies. Another factor is the social and cultural context in which texts are produced and consumed. Lastly, discourse analysis is interpretative, that is, on the one hand it involves interpreting the hidden meaning. On the other hand, it is explanatory, and it seeks to explain the social phenomena.

### 1.3. Media Discourse

As explained in the article entitled “*What Are the Different Types of Media Discourse*” published in the website language humanities.org. Media discourse refers to the language, themes, and ideas disseminated by media outlets, such as news reports, Tv shows, and social media posts. It is influenced by various factors among them media editorial lines, and audience preferences. It is considered as a powerful instrument in the world that shapes people's realities and guides them. Wherein Fairclough (1995) has tackled its role in enhancing social relations, domination, and exploitation.

According to Carrier (2023) Critical discourse analysis of media discourse has emerged around 1960s and 1970s as a result of the development of the impact of media on people's lives. This field of study deals with the analysis of media language to determine how this latter is used to frame norms and public understanding of issues. After that it has been more specified to social media and other digital platforms due to their massive use and for being the first sources of information and communication.

Another point to mention is that CDA of media discourse involves examining language, style, and content to identify tenets of power and ideologies disseminated to manipulate audience thoughts.

### 1.4. Fairclough’s Framework for CDA

Fairclough’s Framework analyses language use in social contexts and uncover the relation between language, power, and ideology. The Framework consists of three interrelated dimensions. The first one is named textual analysis. It "*can be organized under four main headings: ‘vocabulary’, ‘grammar’, ‘cohesion’, and ‘text structure’*” (Fairclough,1992,p.75).

#### **Analysis**

This quotation suggests that there are four aspects to analyze a text: vocabulary, grammar, cohesion, and text structure. The vocabulary analysis refers to the words and phrases used in a text for example: synonyms, antonyms, and hyponyms (a word

whose meaning is included in the meaning of another word as defined in the Cambridge Dictionary)

that promote the understanding of complexity, and clarity of a given text. However, grammar analysis enables us to assess the coherence by examining the structures of sentences, verb tenses, and other elements. Equally important is the cohesion which means the tools used to connect between sentences and paragraphs like pronouns, rewording and over wording. In the end, text structure focuses on the organization of ideas and information.

In this light, Fairclough(1992) explains that “ *vocabulary deals mainly with individual words, grammar deals with words combined into clauses and sentences, cohesion deals with how clauses and sentences are linked together, and text structure deals with large scale organizational properties of texts*”(p.75).

### **Analysis**

This quotation emphasizes the different components to take into consideration when analyzing a text and provide an example of each aspects.

The second dimension is the **discursive practice**. *According to Fairclough, discursive practice involves how text is produced, distributed, and consumed* (Fairclough,1992).

### **Analysis**

The quotation highlights the key components of discursive practice which are: 'text production', 'text distribution', and text consumption'. Text production relates to the process in which written or spoken texts are created. It has relation with the brainstorming and knowledge of the writer who can conduct a research to gather information and ideas then organize it. Text distribution refers to the channels through which texts are shared or made accessible. Text consumption refers to how individuals or communities interpret texts. This dimension studies language in social contexts and demonstrates how language use is shaped by social practices.

The third dimension is social practice which refers to what extent discourse carries social issues. Hence, the CDA of a text suggested by Fairclough should pass through three stages : description, interpretation, and explanation.

**Description:** This first stage has to do with the first dimension ‘text analysis’ .It involves examining the text. Fairclough has identified ten analytical questions which include vocabulary, grammar, and textual structures .These questions are devoted to help the analyst to gain deeper understanding of the text and its social context, and identify the underlying power dynamics and cultural ideologies.

**Interpretation:** This stage concerns discursive practice. Particularly, interpreting the discourse is to underly power and ideologies. Fairclough explains that: “*The stage of interpretation is concerned with participants’ processes of text production as well as text interpretation*”(Fairclough, 1989, p.141).

### **Analysis**

The quotation states that the stage of interpretation involves not only the process of interpreting a text but also the participants’ cognitive processes of producing a text. That is, to analyze the intentions and thought of the individuals who created the text.

**Explanation:** At this level the focus is on relating the discourse to social and political implications. It corresponds the third dimension ‘social practice’.

In Fairclough’s book *Language and Power-Language in Social Life* asserts that: “*The objective of the stage of explanation is to portray a discourse as part of a social process, as a social practice, showing how it is determined by social structures, and what reproductive effects discourses*”(Fairclough,1989, p.163).

### **Analysis**

The quotation emphasizes the importance of examining the way in which discourses are influenced by social structures.

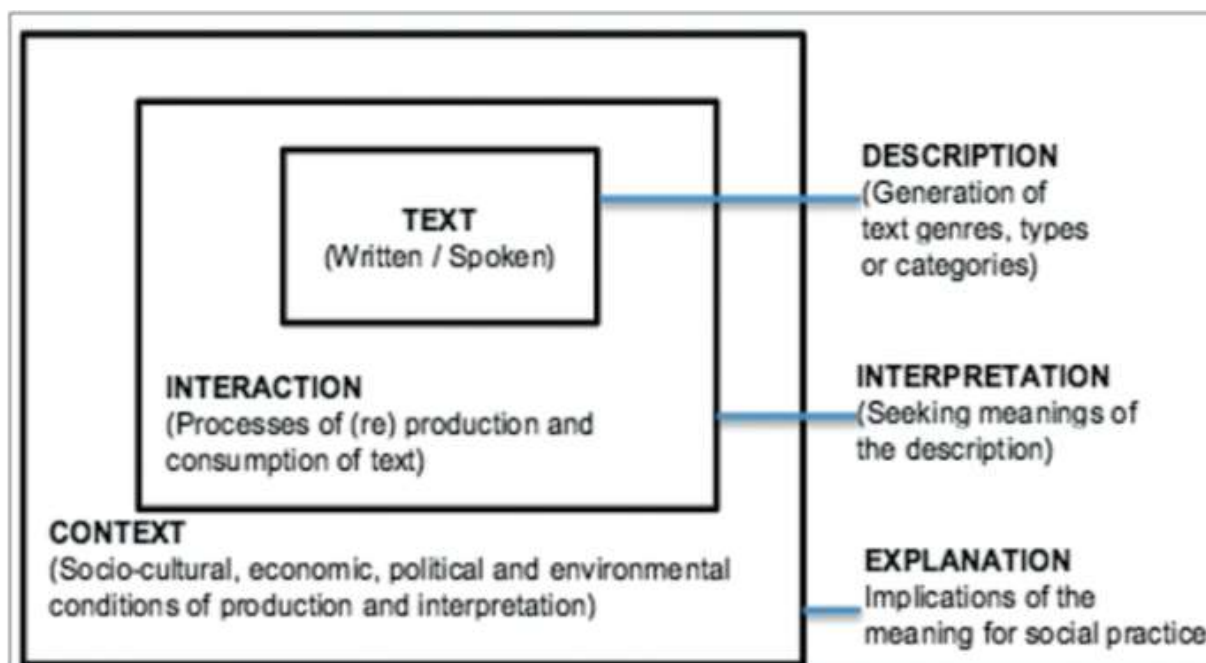


Figure 2: Stages of CDA Fairclough (1995, p.85)

### 1.5. Fairclough's Ten Questions Model

Fairclough's Ten Question Model developed by Fairclough in 1989, is a framework used in CDA to analyze discourse in relation to its context. The first set of questions aims to examine vocabulary. Particularly, the contested words, rewording or overwording, meaning relations between words like synonymy, hyponymy, and antonymy. The second part focuses on the relational values of words, for example euphemistic expressions ( idioms and metaphors) and formal or informal words. It also considers the expressive values of words and the metaphors used. Grammar questions explore the experiential values which include types of processes, nominalizations, the active or passive form, and whether sentences are positive or negative. The relational values of grammatical features are also analyzed which have to do with the modes used. That is to say, declarative, interrogative, and imperative. It also examines features of modality and types of pronouns that have been used.

Furthermore, among grammar questions there is the one that examines the expressive values of grammatical features. Another one investigates the logical connectors, and another to depict if there are complex sentences and the means used for referring inside and outside a

text. The last part of the model deals with the textual structures which aims at seeking for interactional conventions and what larger-scale structures that the text has.

### **Conclusion**

To conclude, this chapter has contained detailed definitions of the key terms that are related to this research. First, it has provided an overview about ideology, power, and the relationship between the above mentioned and language. Then, it has clarified the concept of CDA its aims and tenets. It provided a wider preview of all the concepts in relation to discourse. Last but not least, it has developed Fairclough's theory and its dimensions as well as its stages that will be followed in the data analysis.

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# **Research Design and Methodology**

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### **Introduction**

The present chapter is devoted to Research Design and Methodology. First, it sheds the light on the research method of our study which is the mixed-method approach. Second, it provides the context and place as well as the source of the corpus. Besides, this part of the research develops the procedures of data collection of both parts of the corpus the discourse of the interviewed experts and viewers' comments. Then, it highlights the limits faced while conducting the research. Finally, it clarifies the strategies for data analysis: The Quantitative through the use of rule of three and the critical discourse analysis following Norman Fairclough's theory.

### **2.1. Research Method**

The present study relies on the mixed-method approach .That combines both quantitative and the critical discourse analysis to gather and analyze data, taking into account Fairclough's analytical framework. The approach involves collecting both numerical data and non-numerical data to provide a comprehensive understanding of the research questions through the use of corpus based research.

### **2.2. Description of the Corpus**

This investigation is a “corpus-based research” that is used to analyze a collection of spoken language and comments of viewers which represent our corpus. In more precise terms, our corpus is the transcript of discourses of experts interviewed in the Documentary ‘The Social Dilemma’ and the viewers’ reviews and comments on this documentary published on YouTube and streaming websites. It is used to find answers to the research questions, as well as confirm or reject the hypotheses.

“The social Dilemma” is directed by Jeff Olwosky and realized on September 2020. Available on Netflix or other streaming sites as in the following link [www.sWatchSeries-](http://www.sWatchSeries-)

[WatchTheSocialDilemma2020onlineFreeOnswatchseries.is](http://WatchTheSocialDilemma2020onlineFreeOnswatchseries.is) . The reviews and comments selected are found on YouTube and the website [www.rottentomatoes.com](http://www.rottentomatoes.com) .

The experts interviewed in the Social Dilemma belong to different companies, among them: ‘Tim Kendall’ is the first name interviewed; He was the Director of Monetization at Facebook. ‘Jaron Lanier’, a computer scientist and philosophy writer is another professional involved in “the Social Dilemma”. ‘Lanier’ attempts through his writings as well in the documentary to alarm the danger of social media. ‘Tristan Harris’, the main character, is the co-founder and president of the Center for Human Technology. He used to work at Google and he is still working with social media sites to assist in their digital well-being initiatives, and other experts like ‘Jeff’, ‘Justin’, ‘Aza’, ‘Roger’, ‘Cathy’, ‘Joe’, ‘Sandy’, and ‘Cynthia’. Those experts use a language that can convey tenets of ideology and power. Dealing with their discourse sparks curiosity about underlying ideologies and how power can be presented. Because every expert comes from different environment and works at different companies, it would be significant to exhibit the various ideological beliefs communicated through their discourse.

### **2.3. Data Collection Procedures**

The corpus is composed of two parts: The first consists of a series of interviews of experts in the field of technology and former employees of social media companies such as Twitter, Face book, Instagram, and Google. Through these interviews, the experts try to alarm social media users about the hidden face of the Artificial Intelligence and the negative impact of these social media on humans’ psychology, their daily routines and performances.

Using the interviewees’ declarations, we answered the 10 questions asked by Norman Fairclough in order to highlight the linguistic tools used by the employees to attract the viewers’ attention and describe how big the threat is. The second part of the corpus is the

viewers comments, these reviews are used to show whether the message of the whole documentary reached the public and at their turn if they interpreted it well.

### **2.3.1. Limitations of the Data collection Procedures**

We tried to gather real people's opinions about the documentary in our surroundings. However, the majority answered that they didn't watch it, thus we relied on online findings

## **2.4. Data Analysis Procedures**

### **2.4.1. Critical Discourse Analysis**

CDA is the procedure opted for this research because, it is the appropriate for analyzing movies or documentaries that use language, images, music, and other semiotic resources to convey meaning.

Critical discourse analysis (CDA) emerged in the early 1990s as a field of linguistic research, spearheaded by 'Norman Fairclough', 'Teun Van Dijk', 'Ruth Wodak', and others. It became the most dominant branch of discourse analysis. Besides, the notion of ideology and power seem very important in CDA which attempts to unveil these concepts hidden in discourse.

Additionally, CDA aims to study the connection between textual structures and social context, in other words, to link texts at a micro level it means to study the small units of discourse with macro-level power structures ,in other words to interpret the units in social context and the discursive practice is the mediator between the two. This goal was explored in various research. In this sense, Fowler's Language and Control (1973) and Wodak's Language, Power and Ideology mark the development of Critical discourse analysis. Kress(1990) also points out that 'CDA aims to provide accounts of the production internal structure and the overall organization of texts'. Accordingly, providing a critical account of discourse requires a description of both the social processes and structures which give rise to the production of texts.

To deal with the description stage, we selected eight sub questions which we find sufficient among Fairclough's ten questions to analyze the written version of the speeches of experts. Yet, not all the questions are used due to the fact that some of them are irrelevant to the topic under investigation. The selected questions are:

- **Vocabulary**

- Are there words which are ideologically contested?
- Is there rewording or over wording?
- What ideologically significant meaning relations (synonymy, hyponymy, antonymy )are there between words?
- What expressive values do words have?

- **Grammar**

- What types of process predominant?
- What modes ( declarative, interrogative, and imperative) are used?
- Are there important features or relational modality?
- Are the pronouns we and you used and if so, how?

Answering these aforementioned questions will allow obtaining a numerical data which will be converted to percentages through the use of rule of three then presented in a form of pie charts, and diagrams.

At the level of interpretation and explanation, twenty-four paragraphs that represent tenets of ideology are selected to be interpreted and explained.

### 2.4.2. Quantitative Content Analysis

To obtain numerical results, we referred to the rule of 3, that at its turn allows us to create diagrams and pie charts for the best exposition of the results.

**Rule of 3:**

$$\frac{\text{Frequency of the word} \times 100}{\text{The total number of the words in the speech}}$$

### Conclusion

This part presents the strategies employed to conduct this research and ensure a better understanding of the whole process. Specifically, it highlights the research method chosen as well as the procedures of data collection and data analysis. Additionally, this section provides an in-depth overview of the corpus examined throughout this research and finally the challenges faced during the data collection procedure.

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# **Presentation of the Findings**

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**Introduction**

The present chapter presents the findings. Precisely the one collected from both the quantitative and the qualitative content analysis. The chapter is organized into two sections. The first section includes answers to the questions selected from Fairclough’s Ten Questions Model. The results are in form of numerical data which are presented in tables converted into pie charts and diagrams. The second section highlights the ideologies hidden in some experts’ utterances. The final part shows the effect of the speech on the viewers.

**3.1.Results of the Quantitative Content Analysis of Experts**

**3.1.a. Vocabulary**

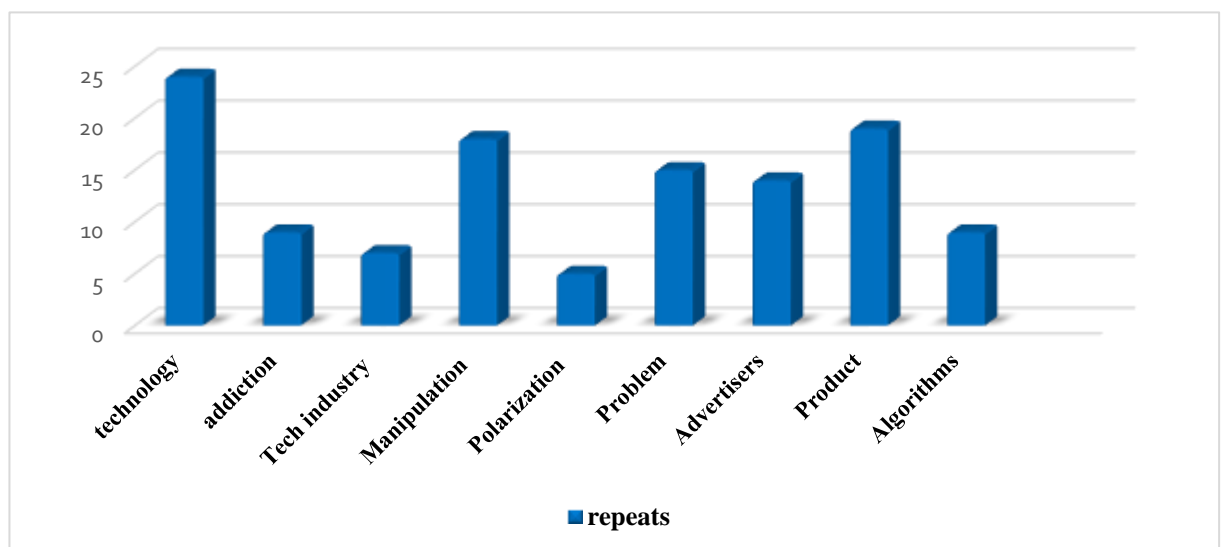
- Are there words which are ideologically contested?

Ideologically contested words	Manipulation – addiction- surveillance – polarization – surveillance capitalism – algorithms – persuasive technology –democracy – attention extraction – disinformation –misinformation – attention economy
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**Table 1: Ideologically Contested Words**

As it can be noticed from the table above, Silicon Valley experts used an extensive vocabulary that have ideological meanings.

- Is there rewording or over wording ?



**Diagram1 : The rewording or over-wording words**

Diagram 1 shows the frequency of words in the interview: ‘Technology’ is the most repeated one as it was mentioned more than 24 times, ‘product’ and ‘manipulation’ are also over-used , whereas the word ‘polarization’ is the least mentioned.

- What ideologically significant meaning relations (synonymy, hyponymy, antonymy) are there between words?

Synonyms	Hyponyms	Antonyms
Social media platforms	Algorithms	Privacy vs. surveillance
internet platforms	machine learning	connection vs. isolation
social networks	artificial intelligence	manipulation vs. authenticity
online connection	data mining	transparency vs. secrecy
digital media		truth vs. misinformation
tech giants		

**Table2: The Ideologically Significant Meaning Relations between words**

The second table presents some significant words that express synonymy, hyponymy and antonymy.

### 3.1.b. Grammar

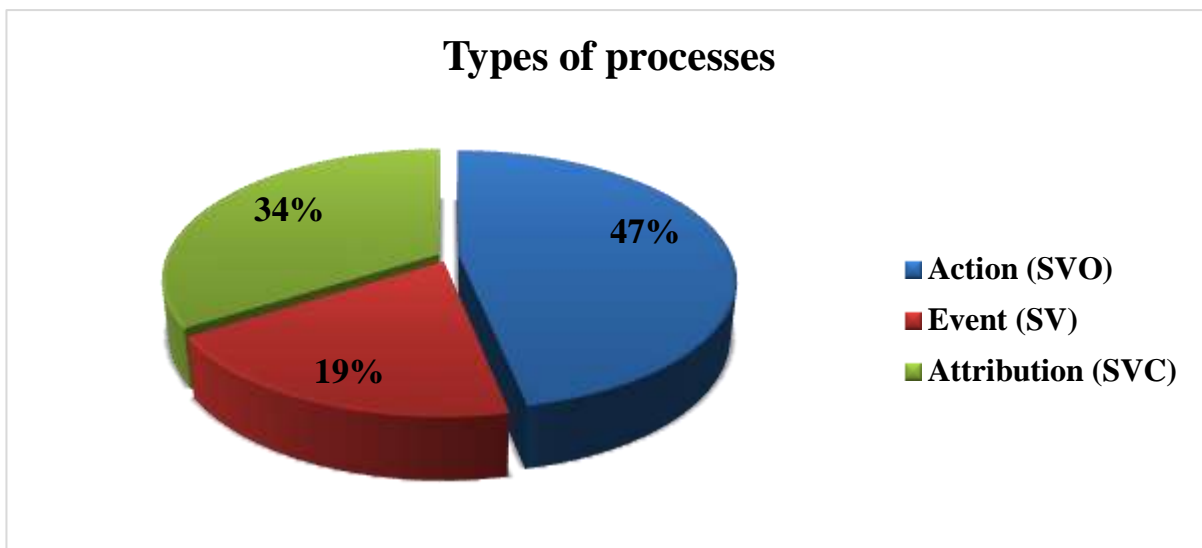
- **Types of process**

#### **What type of process is predominant?**

The importance of this question is to explore the different processes used by the experts. There exist three main types: action, event, and attribution processes. Action process (SVO) involves subject, verb, and object. Event process (SV) contains subject and verb. Attribution process (SVC) involves subject, verb, and complement.

Action	Event	Attribution
SVO	SV	SVC
<ul style="list-style-type: none"> <li>-Most of the laptops had the presentation open.</li> <li>- I got e-mails</li> <li>-Many people call this surveillance capitalism</li> <li>-They know when people are lonely</li> <li>-They know the entire thing</li> <li>-You're stimulating nerve cells</li> <li>-It's seducing you</li> <li>-It's manipulating you</li> <li>-It wants things from you</li> <li>-They spend their attention</li> <li>-We evolved to be aware</li> <li>-We have a digital pacifier</li> <li>- I wanna talk about a new agenda</li> <li>-You ask people</li> <li>-They stole our data</li> <li>-I want people to see</li> <li>-It doesn't have a name</li> <li>-You have to ask yourself</li> <li>-I found it</li> <li>-I was feeling this frustration</li> <li>-We could change it</li> <li>-I decided to make a presentation</li> <li>-I went home</li> <li>-White guys in California made decisions</li> <li>-Two billion people will have thoughts</li> <li>-We have a moral responsibility</li> <li>-We can do genetic engineering</li> <li>-It's gonna ruin the world</li> <li>-You see Arnold Schwarzenegger</li> <li>-You see drones</li> <li>-I'm going to news</li> <li>-Anybody wants this</li> <li>-He blamed it</li> <li>-I didn't want to mislead people</li> <li>-You make money</li> <li>-We see Russia</li> <li>-I want to manipulate</li> <li>-I can find 100 people</li> <li>-I shouldn't trust anyone</li> <li>-I hate the other side</li> <li>-One country can manipulate another</li> <li>-This affects everyone</li> <li>-You don't use these products</li> <li>-We're willing to admit</li> </ul>	<ul style="list-style-type: none"> <li>-I come up</li> <li>-Tech industry knows</li> <li>-You know</li> <li>-There was</li> <li>-I mean</li> <li>-People in every department saying</li> <li>-The classic saying is</li> <li>-A lot of people think</li> <li>-My friends are doing</li> <li>- You have</li> <li>-We have watched</li> <li>-Bicycles showed up</li> <li>- No one said</li> <li>-Who says</li> <li>-We would say</li> <li>-Printing press came in</li> <li>-I'm saying</li> <li>-Technology creates</li> </ul>	<ul style="list-style-type: none"> <li>-Some elections that are getting hacked</li> <li>-It has to do with one source</li> <li>-I was at Google</li> <li>-I was on the Gmail team</li> <li>-Notifications work on that screen</li> <li>-I was very nervous about it</li> <li>-Google's just a search box</li> <li>-They are competing for your attention</li> <li>-Everyone goes by large technology companies</li> <li>-We have ever done</li> <li>-We have ever made</li> <li>-We are not even aware</li> <li>-No one got upset</li> <li>-We have just ruined society</li> <li>-We have moved away</li> <li>-I'm probably most addicted</li> <li>-These technology products were not designed by child psychologists</li> <li>-They were just designing</li> <li>-Algorithms that were really good</li> <li>-People think of us</li> <li>-I don't know any parent</li> <li>-We cared about protecting children</li> <li>-We are uncomfortable</li> <li>-They were different</li> <li>-It's driven by technology</li> <li>-You're living inside of hardware</li> <li>-I'm nervous</li> <li>-They are based on these computers</li> <li>-The earth was flat</li> <li>-You allow unregulated messages</li> <li>-We're being bombarded with rumors</li> <li>-Social media amplifies exponential gossip</li> </ul>

Table 3 : Types of processes in experts' discourse



**Diagram 2 : A representation of the types of processes**

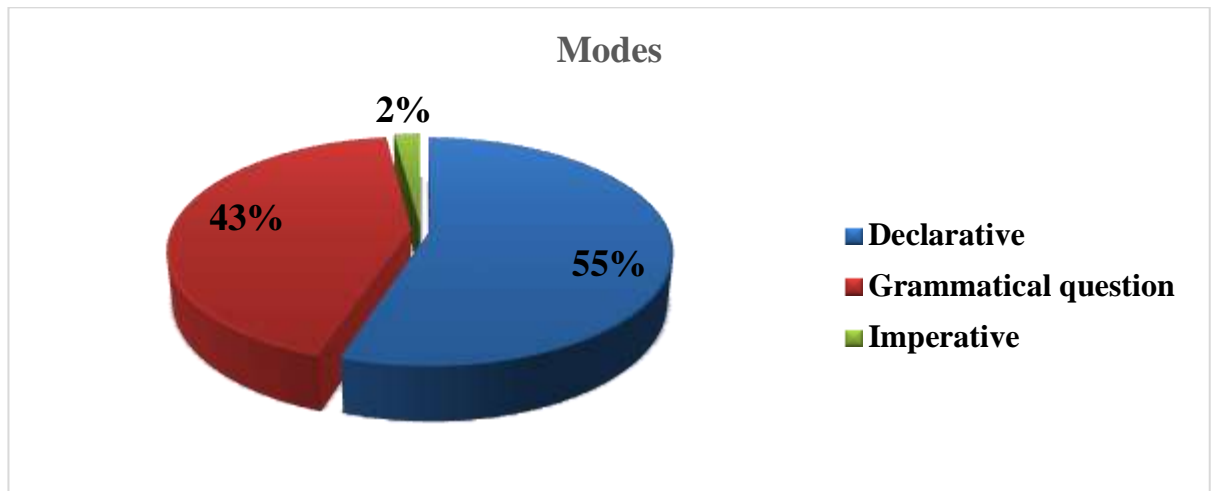
The diagram above illustrates a percentage of types of processes chosen from the selected utterances. Wherein the largest proportion goes to the Action process with 47 %, the second largest proportion is attribution with 34 % and lastly event with 19 %.

▪ **Sentence modes**

Declarative	Grammatical question	Imperative
-I wanna talk about a new agenda for technology. -They stole our data. -There is fake news. -There is a problem happening in the tech industry. -I was feeling this frustration. -I went home. -I went to work the next day. -I see this affecting my kids. -There business model is to keep people engaged on the screen. -I can predict what kind of videos will keep you watching. -I could fool adults. -We want them to take this action. -They can get more users signups. -We're just harvesting all this money. -People can't tell what's true. -Social media isn't a tool that's just waiting to be used. -I still wasn't able to control my usage. -We used to have these protections.	-Why we wanna do that? -What's wrong in the tech industry right now ? -Is this normal? -Have we all fallen under some kind of spell? -What the inbox should look like? -What color it should be? -Is anybody else thinking about this? -How does this come across on camera? -Is that good? -How could you use everything we know about the psychology of what persuades people and build that into technology? -So you play that slot machine to see what you got, right? -No one got upset when bicycles showed up right? -What 10,000 people think of us? -Who's gonna with in that game? -When is it gonna cross the	-Turning off all notifications!

<p>-All kids are exposed to YouTube for Kids.                  - We'll just adapt to it.                  -Face book has trillions of these news feed posts.                  -People are blowing up actual physical cell phone towers.                  -I can now hit with more conspiracy theories.                  -We can't navigate out of any of our problems.                  -Now society is capable of healing itself and just devolving into a kind of chaos.                  -Technology's just ruining the world.                  -This machine isn't gonna turnaround until there's massive public pressure.</p>	<p>singularity, replace our jobs, be smarter than humans ?                  What is that world gonna look like when one has a six –times advantage to the other one?                  -Do we want this system for sale to the highest bidder?                  -Where you can reach any mind you want, target a lie to that specific population, and create culture wars?                  -Do we want that?                  -Where's the existential threat?                  -Is this the last generation of people that are gonna know what it was like before this illusion took place ?                  -How do we make the world better?</p>	
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**Table 4: Sentence modes**

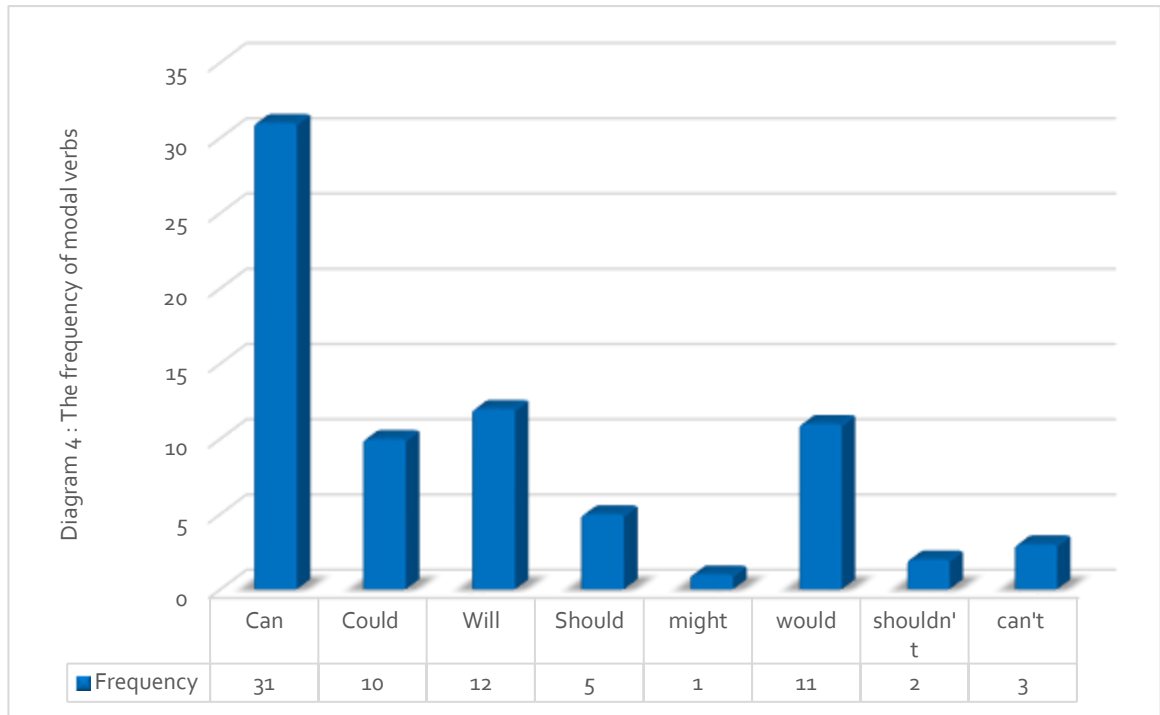


**Diagram 3 : A representation of sentence modes**

Diagram 3 shows that the use of declarative sentences and interrogative sentences are nearly found with the same proportion in the experts discourse. However the imperative mode is neglected.

▪ **Features of modality**

- Are there important features or relational modality?



The diagram 4 shows tristan harris’s use of modals : can, could, and will are highly used whereas might, should, and can’t are rarely used.

- **Personal pronouns**

Are the pronouns ‘we’ and ‘you’ used and if so ,how ?

Key pronouns	we	you	us	our	Your
frequency	60	67	7	9	8

Table 5 : The frequency of use of pronouns

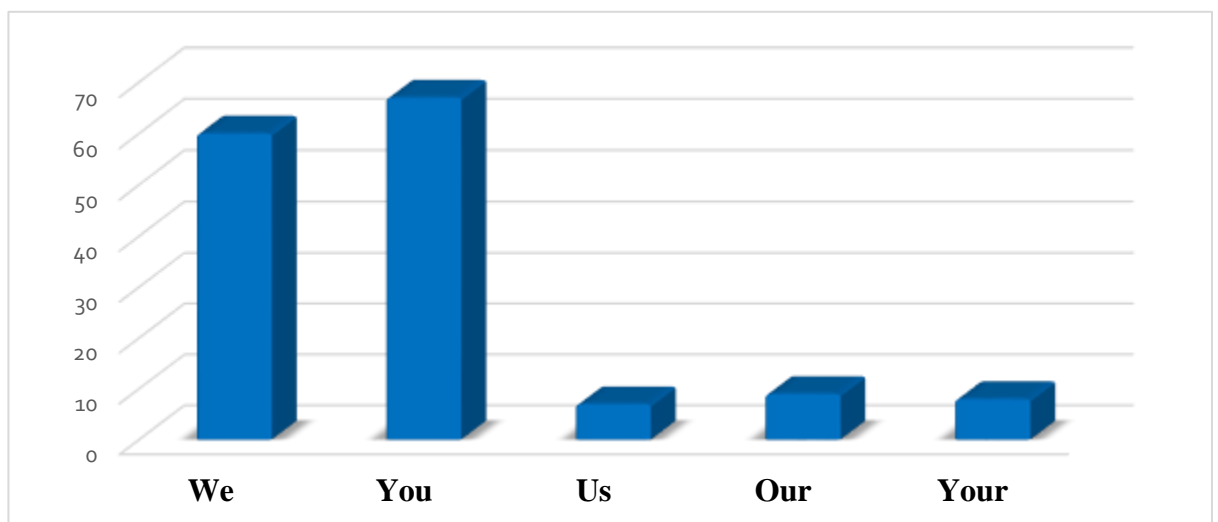


Diagram 5 : The Frequency of use of pronouns

The main characters overused the personal pronouns you and we, he also relied on possessive pronouns such as your and our.

### 3.2.Results of the Critical Discourse Analysis of Experts’ utterances

The Experts( texts)	Description	Explanation	Interpretation
<p>[Tristan] There’s an entire discipline and field called “growth hacking.” Teams of engineers whose job is to hack people’s psychology so they can get more growth. They can get more user sign-ups, more engagement. They can get you to invite more people.</p>	<p>There is over use of the modal can which maybe associated with the meaning of ‘ability’. He also included the personal pronoun ‘you ‘and the utterances are in a declarative mode</p>	<p>Tristan tries to draw the attention of the humanity all over the world through the use of personal pronoun ‘you’ concerning their use of social media platforms which make them addicted. Yet, he emphasized the power and the ability of engineers to manipulate people’s psychology to gain profit.</p>	<p>These utterances are a clear warning for people all over the world to readjust their use of social media platforms which manipulate their users and drive them to addiction to earn money. The ideology that is presented here is <b>addiction</b></p>
<p>-[Aza] <i>People have the misconception it’s our data being sold</i></p>	<p>The mode used by Aza is declarative . She also used the pronoun our.</p>	<p>Aza used the declarative mode which is marked by having a S followed by a V because she is in the position of a giver of information .Besides, the use of pronoun ‘our’ is a sign of solidarity with humanity and also kind of</p>	<p>The utterance is a stimulation to users of social media platforms to pay attention to their data which represents a product to tech companies that use it to make profits. The ideology that is presented here is <b>Privacy violation.</b></p>

		<p>confession that she is also suffering from the same problem which is privacy violation</p>	
<p><b>-[Sandy]</b> You are a lab rat. We're all lab rats .And it's not like we're lab rats for developing a cure for cancer. It's not like they're trying to benefit us. Right? We're just zombies, and they want us to look at more ads so they can make more money.</p>	<p>There is a use of the action process and the pronouns 'we' and 'us', as well the model can.</p>	<p>Sandy relied on action process because she is in the position of denoting facts. That is ,the fact that tech companies focus on human and use them to make money .In addition, She used the pronouns 'we' and 'us' to indicate that she is in the same bowl.</p>	<p>The utterances are a reminder of nowadays human's problem faced due to the development of technology. The ideology presented is <b>Human-Centred Technology</b></p>
<p><b>[Jeff Seibert]</b> What I want people to know is that everything they're doing online is being watched, is being tracked, is being measured. Every single action you take is carefully monitored and recorded. Exactly what image you stop and look at ,for how long you look at it.</p>	<p>The linguistic features used by Jeff are : the personal pronouns 'I' and 'you' .</p>	<p>Jeff uses the pronoun 'you' because is the appropriate one for the mass communication and gives a direct address of members of the audience. However, the pronoun 'I' can be explained as a tenet of power. It is also used to assert his responsibility to awaken people that</p>	<p>The ideology presented here is <b>Surveillance of people' s lives through technology</b></p>

<p>Oh, yeah ,seriously, for how long you look at it.</p>		<p>are under mass surveillance.</p>	
<p>[Sandy] We've created a system that biases towards false information. Not because we want to</p>	<p>There is a use of personal pronoun 'we' and the action mode</p>	<p>Sandy used the action mode to denote a fact which is the flip side of Technology and its unethical doing. Thus, the pronoun 'we' in this utterances is used to make claims about the result of their work and also it is used to assert power.</p>	<p>The ideology highlighted here is the <b>Recognition of unethical technology design.</b> The utterances is a justification about the negative side of technology on its users.</p>
<p>-[Tristan] If I want to manipulate an election, I can now go into a conspiracy theory group on Facebook, and I can find 100 people who believe that the Earth is completely flat and think it's all this conspiracy theory that we landed on the moon ,and I can tell Facebook, "Give me 1,000 users who look like that." Facebook will</p>	<p>There is an over use of the pronoun 'I' and the model 'can'.</p>	<p>Tristan frequently used 'I' and the model 'can' that can signal his ability and power to manipulate American's elections in 2020through social media platforms.</p>	<p>This discourse may present power imbalances between social media companies and users and how users are exploited to satisfy powerful parties in the country. The ideology hidden in the discourse is <b>social media use in political propaganda.</b></p>

<p>happily send me thousands of users that look like them that I can now hit with more conspiracy theories.</p>			
<p><b>- [Cynthia]</b> Facebook really gave the military and other bad actors anew way to manipulate public opinion and to help incite violence against the Rohingya Muslims that included mass killings ,burning of entire villages, mass rape, and other serious crimes against humanity that have now led to 700,000 Rohingya Muslims having to flee the country.</p>	<p>There is a use of set of words that have a negative expressive value like manipulate, violence, killing, bumming, rape, crimes. In addition to this, Cynthia’s discourse contains some ideological words for example : Rohingya Muslims, manipulation ,humanity, Facebook.</p>	<p>Cynthia used the negative expressive value to determine how social media platforms like Facebook influence badly the population and causes conflicts within society. Moreover, she clearly shows that social media users are vulnerable and manipulated , she gave an example of Rohingy Muslims.</p>	<p>The ideology pointed here is <i><b>Ethnic genocide</b></i></p>
<p><b>[Tim]</b> It’s plain as day to me. These services are killing people...and causing people to kill themselves.</p>	<p>There is a use of the pronoun ‘me’ and words that have negative expressive value like killing.</p>	<p>Tim used the word kill to frighten users when talking about the negative impact of social media</p>	<p>The utterance is a fright to social media users</p>
<p><b>[Roger]</b> Do you check your</p>	<p>The mode used by Roger is a question</p>	<p>Roger used a closed question to control</p>	<p>The key ideology that is embedded in</p>

## Presentation of the Findings

<p>smartphone before you pee in the morning or while you're peeing in the morning? Cause those are the only two choices.</p>		<p>the direction of a conversation and it can reveal power</p>	<p>this question is that social media cause harm and addiction to society.</p>
<p><b>[Joe]</b> There's no fiscal reason for these companies to change. And that is why I think we need regulation.</p>	<p>Joe uses the model verb 'need' to suggest that government regulation is not just desirable but necessary the use of the word 'regulation' instead of control</p>	<p>Joe argues that companies have no financial incentive to change their behavior and practice. Therefore, government regulation is needed to ensure they act in the best interest of society. Joe uses the model 'need' to suggest that Government regulation is not just desirable but necessary. Besides, the use of the word 'regulation' instead of 'control' makes Joe's utterance more formal to manage companies' behavior.</p>	<p>This utterance by Joe reflects his opinion on the regulation of companies. Joe's statement implies that businesses prioritize profits over societal wellbeing, and Government regulation is necessary to ensure that companies act in the best interest of society.</p>

**Table 6: Ideological Beliefs of Experts**

### Conclusion

To conclude, the current chapter is an organization of the data collected to answer the research questions asked in the beginning of this study, using both the Quantitative and Qualitative research methods. First by answering the 10 questions of Norman Fairclough's Model and then by collecting some viewers thoughts found on Youtube and the website [www.rottentomatoes.com](http://www.rottentomatoes.com) .

The chapter entitled "Presentation of the findings" presents the results of the research conducted using both the Qualitative and Quantitative methods. It presents the answers of Norman Fairclough's model about vocabulary, grammar and ideologies hidden in the discourse.

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# **Discussion of the Findings**

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### Introduction

The present chapter is concerned with the discussion and interpretation of the results. The findings are discussed using Critical Discourse Analysis (CDA), focusing on ‘Description’, ‘interpretation’, and ‘explanation’. Besides, this chapter aims at answering the research questions taking into consideration the content of the review of literature and checking whether the hypotheses are confirmed or refuted. The chapter is divided into four parts. The first part deals with the discussion of the results obtained through the application of Norman Fairclough’s Ten question Model to gather the hidden ideologies in experts’ discourse. The second part highlights the linguistic tools that carry ‘power’. The third part is concerned with the discussion of the effect of the documentary on the audience through the analysis of the selected comments. As regards the fourth part is devoted to cover the dimension of discursive practice which has to do with the stage of interpretation.

### 4.1. Discussion of vocabulary findings

#### 4.1.1. Ideologies Hidden in Experts’ Utterances

Different ideologies can be highlighted in the language of experts interviewed in the documentary “*The Social Dilemma*”. One of the most prominent ideologies deduced from the interpretation of the table 1 (p.21) is the idea that **social media platforms have a negative impact on mental health and well-being of people**. In the same context, various ideological contested words are used to highlight the aforementioned ideology like: manipulation, addiction, surveillance, polarization, surveillance capitalism, algorithms, persuasive, technology, democracy, attention extraction, disinformation, misinformation, and attention economy.

The term ‘*manipulation*’ refers to the process used by social media companies to influence users’ behavior, thoughts and extract their data. It also suggests that users of social

media platforms are under control and without their permission. Jeff says that “everything they are doing online is being watched, is being tracked, is being measured”.

The concept of *addiction* is used to describe how social media companies create products that are designed to be addictive and keep users coming back for more through the use of psychological strategies. As an example, the notification bell is one of the tools used to drive people to addiction. Tristan Harris said that “Companies like this, their business model is to keep people engaged on the screen”

The term ‘*surveillance*’ is used by experts to explain how social media companies collect and use data of their users to understand their psychology by violating their privacy. Wherein liking videos, accepting cookies, spending time watching videos are among the acts that help systems to make better predictions about what we are going to do and who we are. Tristan said “they know when people are lonely. They know when people are depressed. They know when people are looking at photos of your ex-romantic partners. They know what you are doing late at night. They know the entire thing” and Shoshana declared “They have more information about us than has ever been imagined in human history”.

The term ‘*polarization*’ implies that social media platforms aim to attract more users and this phenomenon causes harm to society as an example the breakdown of society. Tristan Harris said “At a lot of technology companies, there are three main goals. There is the engagement goal: to drive up your usage, to keep you scrolling. There is the growth goal: to keep you coming back and inviting as many friends and getting them to invite more friends. And then there is the advertising goal to make sure that, as all that’s happening we are making as much money as possible from advertising”.

‘*Surveillance capitalism*’ suggests that social media companies are exploiting users’ data for profit and this act is unethical. Moreover, they are competing to build best models

that predict our actions. This term “surveillance capitalism” is used in order to underline the misconception that people have about social media.

The concept of ‘*algorithms*’ is introduced by experts instead of ‘computer programs’ like machine learning, artificial intelligence, data mining, and processes which are used to analyze data and create personalized content. Yet, experts have used this term to illustrate how these processes are difficult to understand and to improve that they are responsible for the negative effects of social media use.

Another ideological term is ‘*persuasive technology*’ which is used by experts to awaken people about the psychological techniques that are used to control users ‘emotions and behaviors as an example the use of a positive intermittent reinforcement. This is the case “when we pull down and we refresh, then it is going to be a new thing at the top of the screen” explained by Joe.

The concept of *democracy* is used to describe how social media play a role in facilitating democratic communication and this can be interpreted as a positive point.

*Attention extraction* applied by experts to demonstrate how social media companies use psychological techniques to capture and hold users ‘attention. It is used the emphasis the concept of addiction.

***Disinformation:*** The experts in the documentary use the term disinformation to describe false or misleading information (with intention) that is spread on social media platforms and it also suggests that social media use can have negative consequences for the accuracy and reliability of information in society.

***Misinformation:*** This term is included to describe information that is inaccurate or misleading or fake and it is spread easily( without intention) on social media which has a negative effect on the accuracy and reliability of information in society.

*Attention economy*: The concept of the attention economy is used to describe how social media companies create products and services that are designed to capture and monetize users' attention.

Another ideology that emerges from the experts' language is that **social media platforms are designed to be addictive and exploit user's attention for profit**. Experts in the documentary emphasized about the algorithms used by social media companies to keep users engaged with their platforms.

They argue that these techniques are harmful because they prevent people to see the truth and encourage users to spend more time on the platforms. That's why we recognize that experts use some words that have negative expressive value mentioned in table 1 (p.21) like manipulation, addiction, surveillance, misinformation.

Using words that have negative expressive value indicate the negative attitudes of experts towards the consequences of social media products.

From Diagram 1 (p.21) we notice the overuse of words like '*technology*' and '*tech industry*' by experts which reflects and emphasizes their role in modern society which is enabling social interaction, communication and information exchange.

Additionally, the overuse of the word '*product*' and the word '*problem*' reveals the ideology of human-centered technology. Experts have used the word 'product' around nineteen times to underlie a reality that both users of social media platforms and their data represent a product for tech companies, and they stressed the fact that this is a problem through repeating the word 'problem' fifteen times. Using words like 'manipulation' eighteen times, 'addiction' nine times, 'polarization' five times and 'algorithms' nine times to emphasize the negative effects of social media. The repetition of these words suggests that they are crucial concepts to understand the nature of social media and its impact on individuals and society.

For instance, the experts repeatedly used the word ‘addiction’ to describe the behaviour of social media users. The word ‘addiction’ suggests that social media are not just a tool but a powerful force that can control individuals' behaviour. The repetition of the word ‘manipulation’ reflects how social media platforms and technology companies manipulate user behaviours for profit and how these platforms are harmful.

Moreover, in the documentary ‘*The Social Dilemma*’, the term ‘advertisers’ is used to refer to companies that pay social media platforms, such as Facebook and Google, to display ads to their users. Experts have used repeatedly this word to highlight its danger on users. Ads can be used as a tool to spread fake news, manipulation of people’s behaviour. Wherein these advertisers use various techniques to reach specific demographics or individuals based on their interests, behaviours, and other personal data.

Furthermore, from table (p.22) we notice that experts interviewed in the documentary have used synonymy, hyponymy, and antonymy which reflect how language is used to construct meaning and convey ideologies. These linguistic devices are used to shape how viewers perceive and understand the issues discussed in the documentary. By analyzing their use, we can better understand the rhetorical strategies employed by the filmmakers and the broader social and cultural issues related to technology use and its impact . For example, social media platforms/internet platforms/ social networks...

The Experts in the documentary ‘*The Social Dilemma*’ have used different terms to refer to the same set of platforms such as Facebook, Twitter, and Instagram. However, this use of synonyms may have various implications for the discourse practice and social practice dimensions of analysis. At the level of discursive practice, the use of these synonyms can be interpreted as a tool to reinforce and emphasize the fact that all the social media companies belong to the same platform.

By using these terms interchangeably, the documentary suggests that social media platforms are depending to the functioning of the internet as a whole.

In terms of social practice dimension, the use of synonyms tells us about the way in which users perceive these platforms. They can be also used to underlie the complex nature of the platforms.

The use of hyponyms (a word whose meaning is included in the meaning of another word) by experts can be for providing detailed understanding of concepts. Among the hyponyms used we have algorithms, machine learning, artificial intelligence, and data mining. The purpose of using these hyponyms is to portray the power that social media exercise.

In terms of the social dimension: the use of these hyponyms portray the way in which social media companies use these technologies to violate user' data and to influence his/her behaviour.

Another important point to discuss is the use of antonyms that have ideological significance. Those mentioned in the documentary are: privacy vs. surveillance; connection vs. isolation; manipulation vs. authenticity; transparency vs. secrecy; truth vs. misinformation.

Firstly, the antonyms 'privacy vs surveillance' are frequently discussed in the documentary and these antonyms carry ideological position. 'Privacy' is portrayed as a fundamental right and value, while 'surveillance' is depicted as a threat to privacy and individual freedom. These antonyms reveal **the ideology that social media companies are exploiting users' personal data and they are under control, and surveillance without their permission.**

Secondly, the antonyms 'connection vs isolation' are also discussed in the documentary. The term 'connection' is presented as a positive value wherein these platforms have facilitated the interaction between people all over the world, while 'isolation ' is presented as a negative one because it creates addicted and isolated people within group

members . These different values presented suggest that social media are the only way to connect with others, and without it, people are isolated. Thirdly, the word ‘manipulation’ is portrayed as negative and ‘authenticity’ as positive. These antonyms are used to show to users that the manipulation exercised by social media companies represents a threat to authenticity. Fourthly, the antonyms ‘transparency vs secrecy’ suggest that social media companies are not transparent in their doings. So the documentary highlights the need for transparency.

Finally, the antonyms ‘truth vs misinformation’ are used to suggest that social media companies have a responsibility to ensure that accurate information is disseminated and that misinformation is minimized.

#### **4.2. The Linguistic tools used that reveal Power in the Utterances of Experts interviewed in the documentary ‘The Social Dilemma’**

In the documentary “*The Social Dilemma*” several experts in the fields of technology, psychology and sociology used some linguistics tools that can be considered as tenets of power.

**Expressive language:** There is a use of words that have an expressive value. For example , words like ‘addiction’ , ‘manipulation’, ‘disinformation’ , ‘misinformation’ that have a negative expressive value to describe the impact of social media on both individuals and society.

**Pronouns:** The pronouns ‘we’ and ‘you’ have been frequently used by social media experts. The pronoun ‘we’ implies the inclusion of experts in the subject discussed that is the impact of social media on its users and can also be a tenet of power. The pronoun ‘you’ refers to users of social media platforms and can suggest that even users have power.

**Interruption:** Experts interviewed in the documentary have been interrupted several times. Sometimes by the interviewer ‘*Jeff Orlowski*’ or by noise or by silence and this later on the

one hand gives power to experts. On the other hand, the fact that the interviewer interrupts the interviewed people reflects his power and that he is controlling the subject.

**Lexis:** the use of synonymy such as “Social media platforms and internet platforms” , antonymy like “privacy vs. surveillance, connection vs. isolation, truth vs. misinformation, manipulation vs. authenticity, and transparency vs. secrecy” and hyponymy as “machine learning and artificial intelligence” by experts make them more powerful.

**Grammar:** the use of a specific type of process. For example, action and attribution process which carry power.

### 4.3. Discussion of the Grammatical Findings

#### 4.3.1. Types of Processes

The types of processes used by the Tech experts reveal the way meaning is constructed through language choice and the way this choice shapes reality and reveals power.

As we may notice in Diagram 2 (p.24), the most used process is Action with 47%, followed by Attribution with 34%, and lastly Event with 19%.

#### ▪ Action

*“Action processes are used to emphasize what people do, and to describe their physical activities ” (Fairclough, 1992)*

It means that this type highlights the control that experts have during the interview and how their actions affect the viewers e.g., ‘I got e-mails / They stole our data/Many people call this surveillance capitalism/ They know when people are lonely/We have a digital pacifier’.

The use of this process guarantees the well reception of the delivered message and its well understanding since it helps visualizing the events.

#### ▪ Attribution

*Attribution processes are used to make evaluative judgments about people and things and to place them in particular categories. They are therefore implicated in the construction of identity and social power, since the way in which people and things are attributed characteristics is not neutral.*

(Fairclough, 1992, p.41)

This type of process is subjective, through it, the experts tried to shed light on the negative aspects of the tech companies, technology, and artificial intelligence to ensure the viewers get the right image of the Tech industry. For instance, ‘Some elections that are getting Hacked/ They are competing for your attention / You’re living inside of hardware / Social media amplifies exponential gossip’.

### ▪ **Event**

In contrast to these two processes, Event tends to be objectives and is served only to describe facts and relate events as the example of ‘Bicycles showed up / Printing press came in’. Fairclough (1992) argues that event processes are *“used to focus on what happens, and on the sequence of events. They are therefore associated with objectivity and factuality, although they can also be used to create particular versions of events which are biased or distorted in some way ”* (p.42)

This process is not very favored by the interviewees since it contradicts their basic goal of spilling the beans about the whole tech industry.

### **4.3.2. Sentence Modes**

Diagram 3 (p.25) in the previous chapter represents the proportion of use of the three sentence modes. The declarative and the interrogative ones are nearly found with the same proportion in the Tech industry experts with 55 and 43 percent, whereas, the imperative mode is rare with only 2%.

### ▪ **The Declarative mode**

Norman Fairclough (1992) states that the declarative sentence mode is *“ used to convey knowledge, information, opinions, beliefs, and so on, which may be drawn upon as ‘objective’ bases for argument, persuasion, or justification... the speaker’s standpoint is not explicit in the mode of the sentence.”*(p.89)

That is to say, the declarative mode serves to transmit significant information to reach a definite goal.

With the use of this type of sentences, the interviewees wished to persuade people using arguments in the form of emotions to convey the hidden information and professional secrets they had about the social media platforms. e.g., “I see this affecting my kids / they can get more users sign up/ They stole our data./There is fake news.

### ▪ **The interrogative mode**

Norman Fairclough (1992) defines the interrogative mode as *‘more of a dialogue mode, one which encourages questioning, and invites the listener to participate in an exploratory process of thinking or problem-solving, rather than just receiving knowledge’* (p.92)

The tech experts used rhetorical questions in their discourse to elicit the viewers to make a point about how harmful are these social media and how they affect their lives. This type of sentences is best used to change people’s minds since it encourages them to look at actual facts from different angles and perspectives.

### ▪ **The imperative mode**

Norman Fairclough (1992) describes the imperative mode as *‘the primary mode for the expression of power, and so is closely associated with the establishment and reinforcement of hierarchies and power relations’* (p.98). Accordingly, it is rarely present in the experts discourse because their goal is not to implement their ideas through power yet in a smooth way. In other words, the Tech experts used arguments and illustrations for real life situations to persuade the viewers instead of imposing their ideas and asking the viewers for immediate initiatives.

### 4.3.3. Modal verbs

According to Diagram 4 (p.26), the most used modals are Can, could, will, and would with the percentages 41%, 13%, 16% and 11% . Whereas the least used are should, shouldn't, can't and might with 6%, 2%, 4% and 1%.

Relying on the 'Cambridge Dictionary', 'Can' represents the present ability and possibility while 'Could' expresses past ability, as it can be also used to make a polite request. Furthermore, these modal verbs can also express permission or willingness as well as to give advice. In addition, 'will' is used to express intentions, willingness and certainty about a future event, while 'would' is used for hypothetical or unlikely situations or making predictions.

The random choice of these modal verbs mentioned above reveals the intentions and the goals hidden in the Tech workers' discourse such as:

- To highlight to the viewers the hidden dangers in these easy accessed social platforms;
- To explain that the viewers have the ability to change their behavior towards these platforms and the way they are used;
- To provide advice and instructions to be best served from these technologies;
- To introduce the new phenomenon 'The Artificial Intelligence' and give predictions about how it can change the world and affect humans' daily routines.

### 4.3.4. Pronouns

According to diagram 5 (p.26), the experts overused the personal pronouns 'you' and 'we' as well as some possessive pronouns even with a small number such as 'your' and 'our'. Fairclough says "*the use of 'you' can be a powerful device for establishing relations of power, for it may position the addressee as recipient of the speaker's power, or as one who is being subjected to the speaker's authority*" (1992,p.106) and "*the use of 'we' can serve as a way of establishing solidarity or affiliation with a group. However the overuse of 'we' can have the*

*effect of masking diversity within a group or a community, and it may also obscure power relations and agency'' (1992, p.107)*

The pronoun 'you' is used to integrate the viewers to the topic discussed by the experts, and the overuse of 'we' indicates that Tech experts consider themselves as facing the same situations and underwent the same dangers of social media as their viewers.

#### **4.4. Discussion of the Reviews**

To answer our research question entitled 'What do the viewers comments say about the impact of the tech industry experts discourse?', We surfed through YouTube and websites like [www.rottentomatoes.com](http://www.rottentomatoes.com) to gather some comments (see appendix) and deduce what do 'The Social Dilemma's viewers think about it. The comments gathered are presented in the appendix in form of screenshots.

As we may notice, all the collected reviews favor the documentary and confirmed that it had a significant impact on them; some argued that the documentary related a factual reality: Martha K.Baker said: "truly, this outstanding documentary is scarier than a horror film because it investigates truth in social media, and truth terrifies". Others declared that it changed the way their perception towards social media and started to take actions by deleting their accounts or at least reduce their screen time as Alicia Echols stated: 'I closed Facebook and Twitter today! Thank you for making video that will no doubt change my life' this comment indicates that the documentary succeeded to influence the users to change their behavior towards social media. Maria Galani wrote " This is not promoted by Youtube to everyone's feeds proves this movie is speaking truth even more" this comment reflects the power that social media have on selecting appropriate themes to show and inappropriate one to skip and hide depending on that company's interests. Some of the viewers mentioned that the documentary should be shown to adolescents and school children to raise their awareness about the dangers of social media; this proves that "The Social Dilemma" is seen as

educational tool. Overall, the viewers were grateful and thankful to Jeff Orlowsky for his meaningful documentary since it led some of them to question their relationship with social media as for creating a critical thinking in their minds. It also taught the users to be more selective about the content they watch and follow on social media, since it can be designed according to that company's policy and beliefs.

### 4.5. Discursive practice

**Text production:** The documentary was produced before the American elections that's why we find experts have used political words in their discourse to influence the elections. Yet, the documentary was realized during the corona virus pandemic where people all over the world were trapped at home. What made the use of mobile devices more essential to maintain social connections and well-being of people. However, this led to negative impacts on users. This is what the documentary illustrates.

**Text distribution:** Jeff Orlowski chose to present this subject of impact of social media as a form of documentary on television to reach wider audiences and insure demonstrating the impact. Wherein the documentary is organized as a series of interviews. So audiences can see photos, and hear the experts what encourage them to participate and well understand the content.

**Text consumption:** we covered this step through answering the research question about the effect of this documentary on the public. Wherein, viewers comments that have been analysed show that the documentary successfully reached its goal to raise awareness of the viewers of 'The Social Dilemma' concerning their use of social media platforms, and their attitudes towards tech industry. Several viewers proved the positive impact of experts' language in influencing their behaviour.

### Conclusion

Following the Critical Discourse Analysis, more precisely Norman Fairclough's three stages of analysis 'Description', 'Interpretation', and 'Explanation'; we deduced that Silicon Valley experts used many linguistic tools such as sentence processes and modes and some specific pronouns and modal verbs to implement their ideologies and ensure their well perception by the viewers. Through the comments we noticed that the experts succeeded to transmit their message to the viewers. By analyzing the reviews, we may deduce that "The Social Dilemma" is an effective tool that carries a lot of linguistic elements and that at their turn are used in an effective way by the experts to deliver their thoughts in order to shape realities and influence the viewers' behaviours.

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# **General Conclusion**

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The present study has investigated the hidden ideologies and tenets of power in discourse, more precisely media discourse. It has sought to show how different linguistic tools contribute to the domination and manipulation of individuals' thoughts and behaviors. In this case, it has been a Critical Discourse Analysis of the discourse of the interviewed experts in the documentary 'The Social Dilemma' realized by an American producer 'Jeff Orlowski' in 2020 during the COVID pandemic. The documentary illustrates the role that plays the U.S and its media as a powerful influence in the world. It also illustrates how experts of social media platforms, where the majority are Americans, stress collective ideologies that they try to communicate to the audience such as: human rights, addiction, manipulation, human-centered- technology, surveillance, and privacy violation.

The current dissertation has relied on Norman Fairclough's analytical framework that comprises three stages 'description', 'explanation', and 'interpretation'. As previously stated the general aim of the study is to depict power and ideologies presented in the documentary directly or indirectly by examining their language. Then, it aimed to look for the effectiveness of experts' language to influence people's behaviors and attitudes towards the use of social media platforms through the analysis of comments collected from Youtube and the web site [www.rottentomatoes.com](http://www.rottentomatoes.com). Moreover, this dissertation targeted two main objectives: the first one is to analyze the linguistic tools used to present ideologies and maintain power. The second objective is to explore the feedback of experts' utterances and their effect on people

It was hypothesized that experts use various vocabulary and grammar tools in their speech to shape viewers' ideas. Thus, the study has explored how different elements of discourse that can have ideological and power significance such as the pronouns 'you, I', modals like 'will, can', and the use of sentence modes like 'the declarative and interrogative sentences' as well as applying sentence processes as 'action, attribution and event'.

It was also hypothesized that experts succeed to change viewers' attitudes towards the use of social media.. That can be noticed in the analysis of the collected comments left by the viewers on Youtube and in the following link [www.rottentomatoes.com](http://www.rottentomatoes.com)

Hence, to conduct the present investigation, a mixed method research was followed in order to make the research more reliable and credible as well as getting different types of findings to enrich the research. The quantitative data is obtained through answering a set of questions selected (around eight 08 questions focusing on vocabulary and grammar) from Norman Fairclough's ten questions model.

Later on, the results were presented in the form of tables that were converted into diagrams. That made the process of interpretation and understanding easier and the results clearer and well shown for the readers. Moreover, Critical Discourse Analysis was invested at the level of interpretation and explanation, which allowed us to highlight ideologies hidden and tenets of power in the discourse of experts of social media.

Several utterances were selected from different experts of social media like Tristan, Joe, Sandy, Jeff, Cynthia, Tim, Roger...etc. The analysis of the answers of the ten questions model at the level of 'description', 'explanation', and 'interpretation' shows that experts share common emphasis on some ideologies that are summarized in addiction, manipulation, surveillance, polarization, algorithms, disinformation, privacy violation, and human-centered-technology.

Besides, power resides in experts' utterances that can be seen through the use of some linguistic tools like: the personal pronouns 'you' and 'we', the use of synonyms, hyponyms, and antonyms. Power was found too in experts discourse since experts relied more on action process, declarative mode. Thus, the frequency use of the modals 'can' and 'will' reflects power of experts and their ability to change the world and their authority.

The study has come to conclusion that experts' utterances communicate various ideologies. Some of them are communicated explicitly such as privacy violation and misinformation while others are found implicitly especially political ideologies like democracy due to their sensitive position . The experts to protect themselves and their position use these implicit ideologies, due to the fact that they live in a country where they still suffer from social issues like lack of freedom, and racism. They can be identified through the analysis of the linguistic tools, thus it shows that power that resides between users of social media and experts of these platforms is imbalanced, since the users possess a certain power too depending on their use of the social platforms. Therefore, if they decide to abandon these platforms, they will free themselves from manipulation, surveillance, addiction, and all the psychological techniques that the social media platforms employ to gain profits and reach their goals. Therefore, the hypothesis, which stated that experts use various vocabulary and grammar tools in their speech to shape viewers' ideas is confirmed. Similarly, the second hypothesis claimed that experts succeed to change viewers' attitudes towards the use of social media.

To sum up the research, various obstacles were faced. The first one concerns the theoretical and methodological issues since CDA is a complex method and there are only few works that tackled the theory about media discourse analysis. The second obstacle, the complexity of the corpus, the documentary is approximately 94 minutes long and more than ten experts were interviewed in the documentary. So, we selected some experts due to the length and time limitation of the dissertation. The third obstacle is the fact that the scope of the study was limited to Critical Discourse Analysis. Another and final obstacle is that this study is limited to oral discourse. For this reason, future researchers who are interested in this field of research can expand the research to focus on analyzing gestures and physical language of the participants means to deal with pictures.

Additionally, the future researchers who may be interested in the subject of social media effects can keep the same corpus and apply another theory for example the theory of Halliday and Hassan to provide a semiotic analysis of the documentary. Therefore, they can interpret and discuss from a semiotic angle using the visuals, images, colors, and signals. Or combine the theories of several scholars such as the theory of Halliday and Hassan and the one of Norman Fairclough's to get a deeper analysis.

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