

# Critical Discourse Analysis



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- The following research used Critical Discourse Analysis (CDA) to compare six different internet news articles.
- CDA is a way of analysing and uncovering bias in written texts, with an emphasis on texts that relate to power structures

## *Critical Discourse Analysis*

- Norman Fairclough (1980)
- Combines linguistic theory and social theory to examine ideologies and power relations involved in discourse.

STAR  
WARS™



# STAR WARS EPSIODE 8: THE LAST JEDI.

*Released December 2017*



Most professional film critics really liked it, but quite a lot of audience members did not like it. People went to social media and movie websites to express their anger. There was a suggestion that *right wing Americans (Trump voters)* were the most angry.

# In 2018...

There was an academic study suggesting that **RUSSIAN HACKERS** had posted negative comments, tweets and reviews of the movie in a bid to intensify the culture war in the USA.



At this exact same time, there were also suggestions that Putin favored Donald Trump, and may have helped his presidential bid.



## Star Wars: The Last Jedi

This article is more than 3 years old

# Star Wars: The Last Jedi abuse blamed on Russian trolls and 'political agendas'

Report finds half of negative comments aimed at Rian Johnson's movie came from Twitter bots or trolls, indicating fan backlash was overstated

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Tue 2 Oct 2018 13:33 BST





# Ratings by <https://mediabiasfactcheck.com/>

- **BRIETBART-** Extreme right wing bias. Questionable source: fake news and propaganda in some articles.
- **FOX News.com-** Right wing bias. Mixed factuality rating. *Website is considered more accurate than the TV channel.*
- **The Daily Wire-** Strong right wing bias. Questionable source, with low factuality.
- **The Guardian-** Britain's leading left wing newspaper. Mixed factuality rating.
- **Mashable-** Left leaning entertainment news. Medium/high factuality rating.
- **Salon-** Left leaning entertainment news. Medium/high rating.



theguardian

Mashable

salon

**All three of the RIGHT WING sources believed the academic study about Russian meddling on movie forums was nonsense, and that people simply disliked the movie because it was bad.**

**All three of the LEFT WING sources believed that the study was credible, and that the movie was good.**



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## Morten Bay

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### About

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Publications

127,724

Reads

49

Citations

# Nomination attached to the researcher

ARTICLE	NOMINATION ATTACHED TO MORTEN BAY'S NAME
<b>MASHABLE</b>	research fellow at the <u>Center of Digital Future</u> at the University of Southern California
<b>SALON</b>	Researcher at the University of Southern California.
<b>GUARDIAN</b>	US digital media expert / a research fellow at the University of Southern California.
<b>FOX</b>	academic researcher
<b>DAILY WIRE</b>	researcher
<b>BREITBART NEWS</b>	University of Southern California's

*Examples (NB: this is just a joke example and not in any way related to reality)*

**Brianna Cosenza, a literacy expert from the Department of British and American studies at NUFS.**

**Lidija Elliott, an expert researcher on Student motivation at the Nagoya University of Foreign studies.**

**NUFS man Dan Mortali.**

**Rich from the North office.**

# Use of verbs to describe what the researcher did

<b>SALON</b>	<b>MASHABLE</b>	<b>THE GUARDIAN</b>	<b>FOX NEWS</b>	<b>DAILY WIRE</b>	<b>BREITBART NEWS</b>
published by	says	blamed	claims	attempt to gaslight	blames
analysed	credibly accused	finds	theorizes	suggest	claims
writes	analysed	published	suggest	claim	despite admitting
concluded	conclude	analysed	writes	claim	was written by
corroborate	writes	concluded	asserts	identifies	states
explains	says	indicates	separates	attributes	claims
does not specify	found	writes	asserts	writes	However, he fails
notes		analysed	argues	does not blame	adds
states		concluded		blame	noted
continues		established		argues	despite using
					fails to note

# Use of Metaphors

In groups, go to Jamboard and have a look at the metaphors and vocabulary used in the left/right wing articles.

Also, have a look at the 8th page of the Jam board. Do you notice anything about the photos used in the left/right wing articles?

**GASLIGHT.** (vb) *manipulate (someone) by psychological means into doubting their own sanity.*

In this case, the Daily Wire are suggesting people want to trick Star Wars fans into believing that the movie was good!



**BOOGEYMAN /  
BOGEYMAN (n)**

*a person or thing that is widely regarded as an object of fear.*

Daily Wire believed that people were creating fake news and laughable fears about Russia. .



# PARROT (vb)

*repeat information  
mechanically without  
thought*

Brietbart are trying to  
mock the news outlets  
that reported this story.



# Harassment crusade.

The use of  
the word  
“crusade”  
suggests  
violence and  
a religious  
mindset.



# **“credibly accused”**

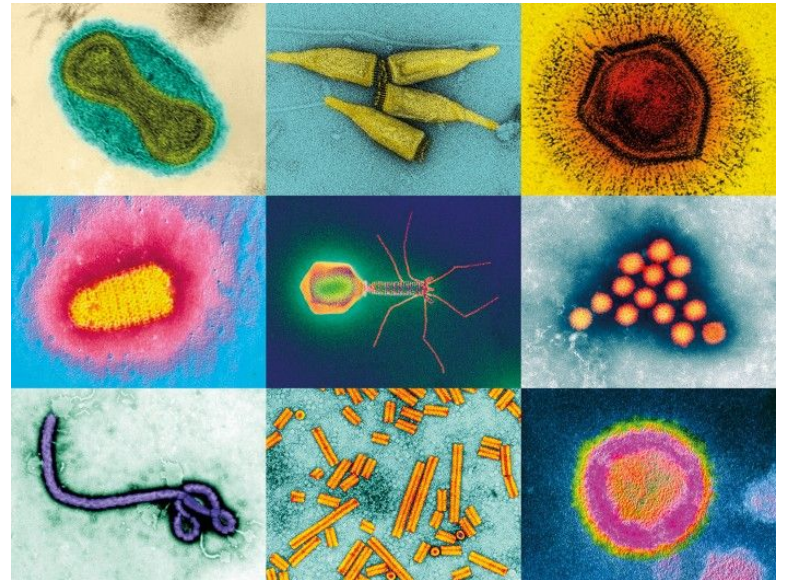
This expression is not yet listed in the dictionary.

It means there is evidence that an offence may have happened.

# Virulently (adv.)

- 1. (of a disease or poison) extremely severe or harmful in its effects*
- 2. bitterly hostile*

The suggestion is that Trump supporters are infected with a kind of virus



# IMAGERY

The left wing articles showed male and female Star Wars characters, of different ethnicities.

The right wing articles only showed white male characters.

*Is this a mere coincidence?*

# Why do C.D.A?

## Pros

- You can get published in a journal.
- You can analyse any written text that you are interested in, as long as it contains examples of bias.
- You don't need to collect data. You just need to do some reading.

## Cons

- It is far removed from actual teaching.
- It is too complex for most (all?) NUFFS students