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LANGUAGE AND PUBLIC OPINION: A CDA APPROACH to NEWS REPRESENTATION of POLITICAL AND SOCIAL ISSUES

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اللغة وتشكيل الرأي العام: تحليل خطاب نقدي لتمثيل القضايا السياسية والاجتماعية في وسائل الاعلام

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المستخلص:

تُحلل هذه الدراسة تمثيل وسائل الإعلام الدولية لقضيتين عالميتين خطيرتين، ألا وهما حقوق المرأة وأزمة اللاجئين في أوروبا، عبر منهج التحليل النقدي للخطاب (CDA). وباستخدام نموذج فيركلاف الثلاثي الأبعاد بالإضافة إلى النهج الاجتماعي المعرفي لفان ديك، تستقصي الدراسة كيفية تأثير نبرة اللغة والاختيارات اللغوية واستراتيجيات التأطير في تشكيل السرديات الأيديولوجية والرأي العام في ستة مقالات إخبارية من شبكات CNN، الجزيرة، رويترز، BBC، الغارديان، وفوكس نيوز. تُظهر النتائج أن التمثيل في النصوص الإعلامية يتأثر بشكل قوي وواضح بالموقف الأيديولوجي لكل وسيلة إعلامية، حيث تختلف أنماط التأطير تبعاً للأهداف التحريرية والانتماءات السياسية. تميل وسائل الإعلام التقدمية إلى تأطير الفئات المُستهدفة كضحايا أو كأطراف تستحق الدفاع عنها، بينما تعزز وسائل الإعلام المحافظة سرديات التهديد والتأكيد على الاستقرار الوطني. وتؤكد هذه النتائج أن النصوص الإخبارية متحيزة وليست محايدة، بل تعكس وتعيد إنتاج علاقات القوة من خلال الخطابات الإعلامية. تُسهم هذه الدراسة في الأدبيات المتعلقة بعلم اللغة، وخصوصاً التحليل النقدي للخطاب ودراسات الإعلام، من خلال تسليط الضوء على أهمية الوعي الخطابية في فهم ديناميكيات التمثيل والأيديولوجيا في الأخبار العالمية. كلمات مفتاحية: تحليل خطاب، وسائل الاعلام، حقوق المرأة، قضايا اللاجئين

Abstract.

This study analyses the international mass media's representation of two serious global issues, specifically women's rights and the refugee crisis in Europe, through the Critical Discourse Analysis (CDA) approach. By using Fairclough's three-dimensional model in addition to Van Dijk's socio-cognitive approach, the research examines how language tone, choices, and framing strategies shape ideological narratives and public opinion in six news articles from CNN, Al Jazeera, Reuters, BBC, The Guardian, and Fox News. The results show the analysis that representation in media texts is powerfully and strongly influenced by the ideological position of each outlet, with framing tendencies varying depending on the goals of editorial and political orientation. Progressive media Articles tend to frame attackable groups as subjects of struggle or victims worth defending, while conservative media reinforce and strengthen threat narratives and an affirmation on national stability. These findings approve that news article texts are biased and not neutral but reflect and reproduce power relations through discursive products. This research contributes to the literature on linguistics especially critical discourse analysis and media studies by highlighting the importance of discourse literacy in understanding the dynamics of representation and ideology in global news articles. Keywords Discourse analysis, mass media, women's rights, refugees issues, ideological representation, media framing, critical linguistics

INTRODUCTION

The study focuses on how the international articles affects social and political issues and problem, language is regarded not only a way of communication and talk used by people but also it is a mean to control their thoughts and opinions and change their way of how they think and consider. Global Mass media, through word choice and narrative structure, has an ability to reproduce or challenge the main and dominant ideologies. This research employs Critical Discourse Analysis (CDA) to examine how international media language does actively construct and make social realities surrounding such a kind of these two critical issues: crises of refugee and women's rights. Media outlining holds significant and major power in shaping public attitudes, mainly concerning refugees. As Dempsey and McDowell (2019) determine, framing refugees as a "social burden" or "cultural threat" reinforce and support fear-based politics, directly enabling policies of exclusionary and weakening transnational solidarity. This kind of representations is not just to inform addressees; but moral and ethical judgments are shaped actively by this kind of representations, as well as frequently enlightening negative insights of refugees. Correspondingly, Lee's (2021) investigation of the crisis of Rohingya coverage exposes how often fuzzy structural dimensions conflict including state responsibility and brutal systems of humanitarian narratives of an international mass media. While meaningful understanding is restricted by provoking public sympathy of this approach neglects origin causes,. This confirms the necessity of critically doubting media representations, especially The similarity of media discourse influences conceptions of women's rights expansively. Standard conventional image of Muslim women as passive victims is frequently portrayed by international press. Even a symbolic events like Olympics games become challenged representational places. Burdsey et al. (2022) show how media portrayals the 2020 Tokyo Refugee Team often strengthened their position and situation as "the other" rather than complex individuals, emphasizing how ideological selectivity open out through global platforms. Completing this, Prabaningtyas (2019) reveals how Southeast Asian media triviality to refugees within geopolitical configurations, enlightening how internal politics, external pressures, and regional association shape both local and international representations. This sign approves that media language is indestructible linked to larger power structures. Furthermore, demonstrating this dynamic, Goodman and Narang (2019) authenticate how the United Kingdom mass media connected migration to nationalist concern throughout Brexit, intensifying anti-refugee discourse. The analysis of them highlight how narrative structures, selective sourcing, and extraordinary headlines place marginalized groups as social "problems." Komendantova et al. (2023) emphasize the urgency of media literacy's role in combating migration-related misinformation and polarization, advocating for public critical engagement to counter manipulative framing that affects policies and social unity. Collectively, this study progresses the understanding of media language critically as a tool for sense-making which include interpretation and understanding from one side and opinion-shaping from other side. By applying CDA, we investigate not only linguistic features of news texts or articles but also the power dynamics behind information production. This approach inspires officials and readers to distinguish the ideological dimensions of media discourse media and embrace multidimensional perspectives on global social challenges.

LITERATURE REVIEW

Critical Discourse Analysis (CDA) examines language from two perspectives as a means of communication and as a site of ideological and power struggle (Fairclough & Wodak, 1997). As Fairclough (1995a) argues, language in the mass media uses as a medium of social representation which can preserve dominance through lexical choice, word order and discourse. Fairclough's these three-dimensional framework of Fairclough — textual analysis, discursive practice, and social practice—is frequently and repeatedly employed to analyse the construction of power in media texts and to examine power issues in society (Basturk, 2024; Kox et al., 2022; Chen et al., 2023). Another important and significant contribution is the contribution of Teun A. van Dijk who introduce a cognitive element within the CDA. He highlights how news constructions such as headlines, citations, and positioning of information are critical issues in the construction of public cognitive representations. The "us versus them" When we read and see news about refugees or women caught up in war zones, the story is often narrated in unambiguous, simple terms: pure victim versus clear villain. Researcher warns that this "good vs. evil" framing, while maybe seize hold of attention, actually makes it inflexible for us to grasp the complex realities on the ground (Bozdağ, 2019; Kenix & Gibbins, 2024; Marlowe, 9). Unfortunately, most of the studies show this overview often leans negative, particularly in Western media. Refugees are frequently exposed mainly as a possible security risk or an economic exhaustion. This sort of coverage, as Xu (2020) and Grey & Franck (2019) indicate, fuels nationalist fears and makes the policies of exclusionary government seem more suitable. Sijani's (2023) research in Canada highlights how this media narrative subtly builds a barrier between "us" (legal citizens) and "those" immigrants/refugees. But that all negative perspective is not everywhere. Research like

Toker (2019) and Greenwood & Thomson (2019) shows that analysis can vary. For example, Norwegian news have a tendency to show more empathy towards refugees compared to another one such as Turkish outlets. However, even well-meant, sympathetic stories can have a disadvantage. When the focus is *only* on refugees – especially women and children – as helpless victims needing rescue, it can unintentionally trap them in a passive role, stripping away their agency, resilience, and individual stories. As Theodorou (2024) and Pottie et al. (2020) argue, this "victim-only" narrative, while aiming to humanize, can ironically dehumanize them by ignoring their strength and complexity. Women's representation in the context of migration and conflict is also an important focus in this study. Chen et al. (2023) shows that the media in the United States portrays Syrian refugee women partisanly, depending on the political orientation of the media. Patriarchal culture often portrays women as victims, yet simultaneously reduces them to a symbol of suffering without agency. Culcasi (2024) introduced the term *gendered orientalism* to elucidate the representation of Middle Eastern women within a colonial-modernist framework, which presumes their powerlessness. This kind of representation impacts public perception and influences the design of international policies toward refugees. The literature also shows the importance of local context in the reading of media representations. In Turkey, studies by Prieto-Andrés et al. (2024) and Aldamen (2023) show that negative portrayals of refugees on social media reinforce the identity of populist nationalism, even contributing to *compassion fatigue*. This indicates that the narrative surrounding the crisis frequently diminishes people's empathy. The CDA approach also allows us to analyse more subtle linguistic strategies—such as the use of metaphors, emotional word choices, and specific visual prominence. Theodorou (2024) shows that the image of refugee children in digital media is often constructed visually to evoke emotions but is not always accompanied by the context of policy or migration history. By examining the media's representation of two key issues—women's rights in Iran and the refugee crisis in Europe—this study aims to uncover how linguistic and narrative elements work in shaping public opinion. The central elements that cannot be separated from the text compiler ideology are word choice, narrative point of view, and original context (Goodman & Narang, 2019; Pandir, 2022). We expect this research to make an empirical contribution to the development of CDA literature, particularly in the context of gender representation and migration. During increasing disinformation and media polarisation, a critical understanding of the construction of discourse is increasingly urgent so that people can read news with an awareness of the representational bias inherent in it (Avraamidou, 2020; Komendantova et al., 2023).

METHODOLOGY

This study uses an interpretive qualitative approach based on *Critical Discourse Analysis* (CDA) as developed by Fairclough (1995) and is complemented by a socio-cognitive perspective from Van Dijk (2009). CDA was chosen because it was able to analyse the linkages between language, ideology, and power manifested in media texts. This approach provides an appropriate framework for examining the construction of discourse on sensitive issues such as women's rights and refugees, which are often mediated by dominant political and cultural narratives. The research design is descriptive and interpretive, with a focus on contextual and in-depth exploration of the analysed news text. The goal is not to generalise statistics but to understand how representations and ideological positions are produced and disseminated through the media. In the CDA tradition, the media is seen not only as a means of disseminating information but also as a discursive actor who actively shapes public perception (Wodak & Meyer, 2016). Data were obtained through a *purposive sampling* technique of six news articles published by international media: CNN, BBC, The Guardian, Al Jazeera, Fox News, and Reuters. Three articles addressed women's rights issues in the context of Mahsa Amini's protests, while the other three raised the refugee crisis in Europe with a focus on immigration policy and the social representation of refugees. The selected articles are in English, are between 500 and 1000 words in length, and are selected based on the ideological diversity of the media to capture the variations in framing used. The analytical framework refers to Fairclough's (1995) three-dimensional model, which consists of textual analysis, discourse practice, and social practice. Textual analysis includes the study of vocabulary choices, metaphors, and syntactic structures. Discourse practice focuses on the institutional context of the media and target audiences, while social practice places texts in the context of broader ideologies and power relations. This way of analysing media helps us to see the direct link between *how something is said* and *how we end up seeing the world*. It shows us that words aren't neutral; they actively build our social reality. Some factors should be taken in consideration like how news articles structured, the headlines that attract us, whose voices get cited, the tags slapped on people ("migrant," "hero," "activist," "terrorist"). Van Dijk (2009) mentions that all these points aren't just stylistic choices; they're like soft directors shaping and affecting how readers understand and remember events, influencing the reader's

basic mental frameworks and attitude. Kenix & Gibbins (2024) emphasizes on dividing the world into two groups the first one "us" (the good guys, the in-group) versus the second one "them" (the outsiders, the out-group). They also show how casting people only as helpless victims, noble heroes, or dangerous threats is a key strategy. This type of framing is subtle but unbelievably effective in directing public opinion without people even recognizing it. **Critical Discourse Analysis** Critical Discourse Analysis (CDA) has appeared as a powerful lens for accepting how language operates within social aspects. Rather than treating texts as an out of the way artefacts, CDA argues that discourse vigorously shapes—and is shaped by—social structures, power dynamics, and fundamental ideologies. As Fairclough (1995) compellingly debates, it commands we look beyond linguistic structures alone, assimilating the social, cultural, and political contexts where writings are created and understood. This viewpoint isn't born in an emptiness. As Al-Utbi (2019) telling us, CDA's fundamentals are deeply linguistic, drawing vigorous insights from all branches of linguistics such as a critical linguistics, sociolinguistics, text linguistics, and applied linguistics (p. 24). This wealthy interdisciplinary legacy give authority to CDA to analyse language as a form of *social practice*, intrinsically involved with social power. It's accurate that CDA shares ground with wider Discourse Analysis (DA). However, its defining commitment sets it apart: a drive for social analysis and conversion. Rogers (2004) captures this difference well, noting that CDA moves beyond just describing or understanding discourse within its context. Its specialists actively seek to uncover and challenge the hidden devices, vested interests, and ideological purposes subtly knitted into everyday language use (p. 3). Through this critical stance, CDA intentions to enlighten how discourse can maintain social inequalities and expose language's powerful role in either sustaining or taking apart power hierarchies. Basically, CDA rejects the idea of language as an unbiased or transparent tool. Instead, as Van Dijk (1993) declares, that language is the very medium which through it social realities are constructed, negotiated, and contested. By accurately analyzing texts whether they are spoken, written, or multimodal—CDA researchers try to uncover how discursive practices assist specific interests and shape the beliefs and actions of people and communities. In this method, CDA suggests linguists and social experts a vital instrument for investigating the complicated relation between language, power, and society. Prominent scholars like Teun A. van Dijk and Norman Fairclough have deeply shaped CDA, contribution distinct yet complementary viewpoints. Van Dijk establishes his approach in so many fields like cognitive science and psychology, highlighting the mental processes supporting how we produce and comprehend discourse. He offers that ideologies role and functions are shared cognitive background influencing data processing. These ideologies, cognitive constructions like representations, scripts, and mental models that guide clarification are obvious in discourse as van Dijk (2008) claims. His socio-cognitive pattern smartly ties individual thought out (micro-level) and broader social structures (macro-level), presenting how discourse both influences and influenced by mental representations reflecting group opinions and power. Fairclough, furthermore, emphasizes the social and political dimensions of discourse. He places discourse within a dynamic, argumentative relationship with social structures, arguing that language simultaneously reflects *and* vigorously makes social realities. His operative framework integrates three interrelated levels: textual analysis, discursive practice (how texts are produced and used), and social practice. This structure, as exhaustive in his 1995 work, highlights language's central role in reproducing or stimulating social power dynamics. Deeply influenced by Marxist and critical social theory, Fairclough emphasizes harshly on how language donates to social variation and ideological control. While van Dijk illuminates the cognitive mechanics, Fairclough spotlights institutional practices and socio-cultural contexts. Together, their work vividly demonstrates CDA's interdisciplinary strength and its capacity to expose the often-hidden workings of power embedded in the language we use every day.

FINDINGS AND ANALYSIS

The analysis of the discourse in this study reveals the amount of representations of women's rights issues and the crisis of refugees in different country of Europe. The data are taken from six an international articles which are —CNN, Al Jazeera, Reuters, BBC, The Guardian, and Fox News all these articles are full with language choices that reproduce the ideological positions of each media. Using Fairclough's (1989) three-dimensional model, we can realize that the manner the articles are written, how they were made, and the social background and experience all create a meaning that is biased and shows a specific viewpoint. In addition, Van Dijk's (1998) socio-cognitive approach helps to understand how narrative structures shape the reader's mental schema by presenting a dichotomy of "us vs. them" and portraying actors as either victims or threats. On the issue of women's rights, CNN uses highly emotional and evaluative language, with phrases such as "crimes against humanity" and "gender oppression" that explicitly frame the government as a perpetrator of repression. The editorial tone taken was confrontational, positioning the protest movement as a legitimate moral struggle. This strategy suggests that

CNN's text production practices are inseparable from the media's geopolitical position, which tends to favour universal liberal values. The phrases serve as tools of ideological legitimacy that encourage empathy and international solidarity, in line with what Fairclough calls *evaluative modality* in ideological representation. Al Jazeera, despite its Middle Eastern cultural background, positions itself as a channel of empowerment narratives, highlighting the symbolism of the "Women, Life, Freedom" movement. Words like "brave" and "defiant" create an image of women as agents of resistance, not mere victims. In practical discourse, the evidence indicates that Al Jazeera aims to establish itself as a regional progressive media outlet that defends civil rights while adhering to diplomatic boundaries. This article reflects how regional media are trying to navigate the tension between solidarity and political prudence. Reuters features a more analytical and technocratic approach. Instead of focusing on the gender dimension, Reuters linked women's protests to dissatisfaction with economic conditions and their impact on political stability. In this case, the representation of women as social actors is placed in a systemic framework, not a moral one. This article shows how the social practices of media texts often follow policy logic and global economic interests, rather than building affective empathy. Meanwhile, regarding the refugee crisis, the BBC seems narratively neutral; however, it still exhibits structural bias by presenting a balanced selection of quotes without providing any evaluation. Using terms such as "integration challenges" and "uncertain futures," the BBC presents a moderate narrative but still operates within the framework of refugee depersonalisation. This trend is in line with the observation of Pottie et al. (2020) that the mainstream media often presents refugees as objects of structural problems rather than as subjects with agencies. The Guardian features firm and normative language. Terms such as "moral nadir" and "non-negotiable" represent a strong ideological position in defence of refugees and against exclusionary policies. This framing is in line with universal human rights principles and shows the practice of text production that is not only informative but also advocative. Thus, The Guardian openly integrates the dimensions of social practice and ideology, which Wodak and Meyer (2015) describe as *discursive legitimation*. Instead, Fox News constructs the refugee narrative as a threat to national identity and public safety. Fox News chose words like "illegal immigration" and "rampant" to evoke a sense of alarm. Titles and opening paragraphs with negative connotations indicate the use of DISCOURSE strategies consistent with nationalist and exclusionist agendas, as discussed by Goodman & Narang (2019). Within the framework of Van Dijk (1998), this kind of narrative reinforces the ingroup (American society) versus outgroup (immigrant) scheme, which ultimately influences the public's perception of the legitimacy of the refugees' existence. These findings strongly emphasize that media language is distant more than just a neutral channel or path; it's a vigorous shaper of interpreting, understanding, functioning and working as an ideological power that frequently reinforces or undermines existing power dynamics. As Fairclough's framework brightens, this process isn't limited to one level. The textual details (micro), the institutional routines governing media production (meso), and the wider social structures (macro) interlock dynamically, constantly feeding into each other to mold public perception of complex global issues. Therefore, how the media describes groups like women and refugees isn't secondary. These representations are woven into the very fabric of the discourse and the media techniques complicatedly. They are clarified through and actively shaped by the distinct political plans, economic pressures, and cultural narratives operating within each specific context where the media functions. The language preferred doesn't just describe and define reality; it constructs and projects particular opinions of these groups onto the public stage actively.

DISCUSSION

The main findings this research from using Critical Discourse Analysis of various news articles which are six in number make one thing obvious: the language of media doesn't just report the world—it actively shapes public understanding and interpreting of crucial and critical social and political issues. This study demonstrates that journalists' linguistic choices are never merely stylistic variations. Rather, they function as deliberate tools that construct, intensify, and disseminate ideological messages—messages that unavoidably support or challenge the power dynamics surrounded within these societal challenges.

Women's Rights: Framing the Narrative

CNN and Al Jazeera, as noticeable exponents of international media, employ different lexical items when discussing women's rights issues. Each network resonates with human rights discourse differently. The CNN tone is one of confrontations. It uses the denigratory "criminalities against humanity", "suppression", and "gender persecution". Such language describes systemic oppression, portraying the state-run as an dictatorial despot and the protesters as the oppressed voicing their wish for the most simple freedoms. Thus, CNN places itself in support of human rights support and exposes the protesters as champions of change against institutionalized atrocities. (Reddy & Thiollet, 2023; Galantino, 2020) Al Jazeera, conversely, highlights enablement and solidarity. Expressions like "brave women" and "women who challenge" reframe protests as transformative who

causing a marked change struggles for human self-respect and autonomy—not merely reactions to oppression. This narrative spotlights resilience, knitting a story of active resistance that encourages collective hope (Daalmans et al., 2019; Cantat et al., 2023). Reuters parts with quantifiable neutrality. It contextualizes women's protests within expansive sociopolitical unrest—linking substantiation to economic pressures, domestic instability, and geopolitical undulation effects. Here, women's agency retreat; their struggles become data points in analyses of global power dynamics (Brosius et al., 2019; Douai et al., 2021). **Refugee Crisis in Europe: Words as Weapons** The BBC aims to balance, using expressions like "sanctuary," "uncertain future," and "contribution." still this neutrality dangers conceal power imbalances and weakening the urgency of refugees' impasse (Brosius et al., 2019; Douai et al., 2021). The moral stance of the guardian is clear and definite. Expressions like "non-negotiable," "insulting to humankind," and "moral degradation" reframe the crisis as a human rights imperative. This language directly challenges anti-immigrant sentiment, influence spectators to see refugees as naturally dignified (Richardson et al., 2019; Połowska-Kimunguyi, 2022). Fox News weaponizes alarmism. Labels like "unlawful immigration," "rampant," and "right-wing wave" portray refugees as cultural, economic, and security threats. This narrative energizes nationalism and rationalizes restrictive policies by removing refugees' humanity (Jelínková, 2019; Hružová, 2020). **The Power of Language: Shaping Reality** These cases reveal how mass media language vigorously constructs social and political realities. Word choice, tone, and framing aren't neutral—they reveal ideological leanings, validate certain worldviews, and silence others. This linguistic experimentation shapes public insight of marginalized groups (from Iranian women to European refugees) and steers views toward human rights and policy (Welfens, 2019; Yantseva, 2020). **Critical Media Literacy: An Essential Toolkit** This research underscores why critical media literacy matters. News is never a mirror of reality—it's a curated perspective shaped by ideology. When audiences learn to decode framing, tone, and lexical choices, they become:

- Reflective consumers of information,
 - Active participants in equitable discourse,
 - Challengers of dominant narratives (Waal & Böhlting, 2019; Lane et al., 2020). Understanding the nexus of language, power, and ideology empowers citizens to interrogate media representations—fostering public dialogue grounded in nuance rather than manipulation.
- CDA Analysis Table This table explains van Dijk's framework in analyzing news articles using (CDA) approach.

Media	Headline	Topic	Tone	Framing / Focus	Word Choice / Phrases	Ideological Implication
CNN	repression of protesters and women amounts to 'crimes against humanity,' UN report says	Women's Rights	Critical, Sympathetic	State repression and human rights violations	crimes against humanity, repression, unlawful death, gender persecution	The government is oppressive and violates basic human rights
Al Jazeera	Mahsa Amini honoured with EU's top human rights prize	Women's Rights	Supportive, Inspirational	Celebration of women's resistance and global recognition	brave, defiant women, freedom, dignity, human rights	Women's resistance is honorable and deserves international support
Reuters	Despite tough talk, economic woes may force Iran to bargain with Trump?	Social Unrest	Analytical, Concerned	Economic pressure leading to political compromise	fragile economy, maximum pressure, survival, public anger	Economic hardship may undermine ideological rigidity
BBC	Germany's one million Syrians at centre of fierce	Syrian Refugee Crisis	Neutral, Balanced	Political debate on refugee	return, asylum, protection,	Refugees are both a political

	debate over their future			repatriation vs integration	uncertain future, contribution	issue and part of society
The Guardian	The Guardian view on the human rights of migrants: they must be non-negotiable	Refugee Crisis / Migrant Rights	Advocate, Critical	Moral duty to protect migrant rights	non-negotiable, dignity, dehumanizing, moral nadir	Governments must uphold human rights above political gains
Fox News	Europe expected to move right in EU elections amid voter anger over illegal immigration, crime, economy	Refugee Crisis / Immigration Politics	Alarmist, Political	Immigration as a threat to economy and security	illegal immigration, frustration, threat, right-wing surge	Migrants are a destabilizing force; tougher policies are justified

CONCLUSION

This study shows the great influence of ideological language choices on the representation of women's rights and refugee matters in the global news articles. Through the CDA approach, it is found that the linguistic structure of news—both in word choice, tone, and the way actors are considered—shapes specific social realities that be able to strengthen dominance or encourage resistance to it. Language describes events and modifies how they are understood by the majority of people. The main contribution of this study is to demonstrate how critical discourse analysis tools can be used to draw power relationships in Nowadays media descriptions. This also approves that critical media literacy is significant, particularly in the context of increasing disinformation and news bias. Readers need to be aware that each media text brings a particular perspective, and that accurate interpretation requires an understanding of how meaning is formed linguistically and ideologically. In the future, similar research can be expanded by involving a larger corpus or by comparing local and international media so that the cultural dimension in the construction of discourse can be analysed more comprehensively. Thus, the discourse on the representation of marginalised groups will continue to be relevant in media studies, critical linguistics, and contemporary ideological studies.

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