

دراسة تحليلية للنصوص السياسية لتوني بلير

من منظور تحليل الخطاب النقدي

An Analytical Study of Tony Blair's Political Texts in terms of Critical Discourse Analysis

م.م. عذراء محمد صالح

Asst.Lect. Athraa Mohammed Saleh

E-mail: Athraa.m@uosamarra.edu.iq

أ.م. احمد حساني ياسين

Asst.Prof. Ahmed Hasani Yaseen

E-mail: Ayaseen20131@gmail.com

جامعة سامراء / كلية التربية

University of Samarra/College of Education

الكلمات المفتاحية: تحليل الخطاب النقدي، النصوص السياسية، التناص، الاستراتيجيات الخطابية والايديولوجيات والسلطة.

Keywords: critical discourse analysis, political texts, intertextuality, discursive strategies and ideology and power.

المخلص

تستكشف هذه الدراسة كيف يكشف تحليل الخطاب النقدي (CDA) عن العلاقة بين اللغة والسياق الاجتماعي في النصوص السياسية. باستخدام نهج روث ووداك التاريخي للخطاب (٢٠١١)، تحلل الدراسة خطابات توني بلير لكشف ديناميكيات القوة والعلاقات الأيديولوجية. تظهر لغة بلير أنها تعزز جدول أعماله وتجذب القيم الثقافية وتعزز أيديولوجيته. تسلط الدراسة الضوء على أهمية فهم الترابط النصي والاستراتيجيات الخطابية وعلاقات القوة عند تحليل النصوص السياسية. من خلال تطبيق CDA، يمكن للباحثين اكتساب فهم أعمق لكيفية تشكيل اللغة والسياق الاجتماعي وتأثيرهما المتبادل. يمكن لهذا الإطار أن يساعد المحللين في تقديم تفسيرات أكثر دقة وفهماً للنصوص السياسية، وكشف الأيديولوجيات الأساسية وهياكل القوة. تُظهر الدراسة قيمة CDA في تحليل الخطاب السياسي وإمكانية توجيه تحليل وتفسير أكثر فعالية.

Abstract

This study explores how critical discourse analysis (CDA) reveals the relationship between language and social context in political texts. Using Ruth Wodak's Discourse Historical Approach (2011), it analyzes speeches by Tony Blair to uncover power dynamics and ideological relations. Blair's language is shown to promote his agenda, appeal to cultural values, and reinforce his ideology. The study highlights the importance of understanding intertextuality, discursive strategies, and power relations in analysing political texts. By applying CDA, researchers can gain a deeper understanding of how language shapes and is shaped by social context. This framework can help analysts present more accurate and nuanced interpretations of political texts, uncovering underlying ideologies and power structures. The study demonstrates CDA's value in analyzing political discourse and its potential to inform more effective analysis and interpretation.



SECTION ONE INTRODUCTION

1.1. Background

Critical discourse analysis has appeared in the late 1980s as a programmatic advancement in European discourse studies led by Norman Fairclough, Ruth Wodak, Teun van Dijk and others. From that day forward, it has turned out to be one of the most effective and apparent branches of Discourse Analysis DA. Critical discourse analysis has been majorly implemented to the analysis of political texts in two languages (English and Arabic) and two cultures (western and eastern) with an objective to analyse the power and ideological conflict originated by texts producer (Tony Blair). Political Discourse PD is created by the historical and cultural developments of a specific community and includes power and ideological conflict cleared up by linguistic means

1.2. Statement of the Problem

Most learners do not know that critical discourse analysis shows that discourse is socially constitutive as well as socially conditioned, the fact that critical discourse analysis treats language in a dialectic relationship with social fact, i.e. a communicative performance is influenced by social fact, is absent of some native and non-native learners' minds, it is also important to know that ideologies unconsciously control people's minds, planning, and understanding of their decisions in the analysis of political texts, beside Tony Blair's political texts are sometimes misunderstood by eastern audience as well as the western ones due to the misunderstanding of the source text. So there is a confounding trend to consider the entire text, the ground of discourse analysis, as the unit of analysis, the political texts produced by Tony Blair are not often paid attention to or taken care of by native or non-native audience or learners, so the analysis or interpretation of these political texts is not well-fit to the source text. Finally most learners do not analyse political texts in terms of power and ideology to produce a target text.

1.3. Aims of the Study

The objectives of this study are as follows:

1. To describe the critical discourse analysis framework .
2. To establish an analysis in CDA that contribute to the understanding of source text by using language as a main tool to produce a well-analysed target text.
3. To find out power and ideological relations in the political source text ST, and explaining how these outcomes are helpful to the analyst in producing target text TT.



1.4. Questions of the Study

The researcher is going to answer the following questions:

1. How does the researcher describe the critical discourse analysis framework ?
2. What are the most common discursive strategies, speech techniques and intertextuality used to establish an analysis in CDA in the political texts?
3. Why is critical discourse analysis CDA preferred in detecting power and ideological relations in the analysis of political source texts?

1.5. Hypotheses of the Study

The researcher has thought the problem over, reviewed the literature for clues, and then set the following hypotheses:

1. If the researcher describes CDA framework, then the analysis of the political texts will be fully developed.
2. When using discursive strategies, speech techniques and intertextuality to establish an analysis in CDA in the political texts, then more comprehension of source text is going to be obtained to produce a well-translated target text.
3. It is hypothesized that when resorting to power and ideological relations then source text or target text can be analysed properly.

1.6. Significance of the Study

This study shows great significance to researchers and scholars who use critical discourse analysis in the analysis and interpretation of political texts in terms of ideology and power. In this study the theory and application of ideology and power as well as data analysis are also valuable for discourse analysts, researchers and those who are interested in political science. Moreover, this study attempts to prove that using discursive strategies gives great results in the analysis of political text according to critical discourse analysis. The findings of this study will be useful for researchers, scholars, discourse analyst and interpreters as well as concerning the domain of CDA of political text. On the other hand, intertextuality is significant in giving the text producer (Tony Blair) flexibility in using the political terms to present his political texts in various ways. The study also examines the language which is used by the text producer in producing the political texts.



1.7. Discourse Analysis

Discourse means a particular communicative event, and a written or oral form of verbal interaction or language in use. Fairclough (1989:24) says "I shall use this term to refer to the whole process of social interaction of which a text is just a part". Crystal (1991: 106) states that discourse is a term used in linguistics to refer to a continuous stretch of spoken speech larger than a sentence. Moreover, discourse is a broad term which "integrates a whole palette of meaning". (Titscher et.al. 1998:42). Discourse is used to refer to a kind of discourse, a collection of discourses, or a class of discourse genres (Van Dijk, 2008: 104).

1.8. Critical Discourse Analysis(CDA)

Van Dijk (1993:131) states that "critical discourse analysis CDA is obviously not a homogenous model, nor a school or a paradigm, but at most a shared perspective on doing linguistics, semiotic or discourse analysis". Crystal (2006: 123) defines CDA as "a perspective which studies the relationship between discourse events and sociopolitical and cultural factors, especially the way discourse ideologically influenced by and can itself influence power relations in society". Critical Discourse Analysis (CDA) is an interdisciplinary research framework that tackles real-world problems by examining how power, identity, politics, economy, and culture intersect and shape society through language and other semiotic systems.(Wodak, 2011: 38)

1.9. Political Discourse Analysis(PDA)

Van Dijk (1997: 1) points that " political discourse analysis deals with the reproduction of political power, power abuse and domination through political discourse including the various forms of resistance or counter-power against such forms of discursive dominance. Such an analysis deals with the discursive conditions and consequences of social and political inequality that result from domination". In addition to that, it is " the use of political language enables politicians to convey more than they say in their intended meaning which is only noticeable to the hearer if s/he adopts a specific ideology or set of attitudes and values".(Vine, 2004:37)

1.10. Discourse-Historical Approach (DHA)

Wodak's Discourse-Historical Approach (2011) is mainly selected as the instrument of analysing the language of political text because it is formulated to incorporate regularly all the available and essential data in the analysis and the interpretation of the multiple layers of a written or spoken text. DHA also supports a robust set of discourse concept and heuristic framework for analysing the significant case of contextual effects on speech in empirically regular way. (Wodak, 2013: 199)

Moreover, Significant inconsistencies have arisen regarding inclusion and exclusion, which are proposed by the different heterogeneous



governing elites in politics, media, etc. This is another reason for implementing DHA as an instrument of analysis. Such contradictions include value contradiction between tolerance and democracy, conflicts of differing ideologies and beliefs, conflicts of interests, and power conflicts (Wodak, 2009: 314). Moreover, DHA has not only focused on the field of politics, but develops conceptual tools that are adequate for specific social problems. (Wodak and Meyer, 2009: 26)

1.11. Intersexuality

Jorgenson and Phillips(2002:73-4) show that “ intertextuality indicates that the condition whereby all communicative events draw an earlier event. One cannot avoid using words and phrases that others have used before. Intertextuality also refers to the influence of history on a text and to text’s influence on history, in that the text draws on earlier texts and thereby contributes to historical development and change”.

1.12. Discursive Strategies

This term implies an intentional plan of practice adopted to achieve a particular goal. Thus, discursive strategies are a positive and a negative plan of others' representation, which support the justification/ legitimization of inclusion/exclusion and of the structure of the political texts The discursive strategies are also practical instruments in the structure of the political texts and the use of strategies of positive self-presentation and the negative presentation of others.(Wodak,2011: 39)

1.13. Ideology

Hatim and Mason(1997:144) explain ideology as the tacit assumptions, beliefs and values which are participated by social groups. Van Dijk (2000: 207) defines ideologies as "the fundamental beliefs of a group and its members". It does not matter whether the beliefs are positive or negative. On the other hand, “ ideology is considered as the representation of aspects of the world which contributes to establishing, maintaining and changing social relations of power, domination and exploitation”. (Fairclough, 2003:9)

1.14. Power

Discourse power refers to the ways in which language is used to exert control and dominance over certain individuals or groups by others (Fairclough, 1989:1). This dominance is often systematically organized to maintain effective control (Van Dijk, 2008:66). The power of language, in its general view, has two significant uses:

- *Language as a public discourse:* the language used in the media such as television, radio, newspapers, and social networks.
- *Language as interpersonal communication:* the language used when individuals interact with other individuals, e.g. friends talking, doctor and patient, teacher and student.(Thomas, et.al, 2004: 10)



SECTION TWO

METHODOLOGY

2.1. Introduction

In this section Wodak's Discourse-Historical Approach (2011) is selected as the instrument of analysing the language of the political texts because it was designed to integrate systematically all the available background information in the analysis and interpretation of the written or spoken political text. This section also includes the materials, design, instruments and procedures of analysis in this study. The dimensions of analysis were also presented and clarified. The dimensions belonged to the Translation model as well as the Discourse Historical Approach model.

2.2. Materials

This study attempts to apply the Discourse Historical Approach (DHA, Wodak, 2011) Wodak's model to the political texts of Tony Blair. Five political texts are taken from the website for the CDA analysis of these political texts according to the elements of this model. These five selected political texts are utilized as the material of analysis of the manipulation of power and ideology and other elements of CDA model according to DHA method of analysis.

2.3. Design

This study adopts a qualitative method of analysis which is a method of research, wherein there are numerous data collection, ranging from interviews, articles, descriptive vignettes, and/or speeches (Crocker, 2009: 3-4). In the case of this study, the data of analysis are political texts. Moreover, the enquiry is done according to Wodak's model; a practical theory of DHA.

The methodology followed is based on Ruth Wodak's Discourse-Historical Approach (2011). His approach was formulated to incorporate regularly all the available and essential data in the analysis and the interpretation of the multiple layers of a written or spoken text. DHA approach is employed to trace the effect of specific discursive strategies that help present arguments of an individual or a group either positively or negatively (Kwon, et.al., 2009:279). In this approach a method of analysis is also provided to display the latent power dynamics and the scope of possibility in agents. This meant, it enables the analysis of implicit, coded prejudiced utterances, besides the identification and exposure of the allusions includes in prejudiced discourse (Wodak, 2011: 43-4).

2.4. Model

The model adopted in this study is the Wodak's CDA model, the DHA method.



2.5. Critical Discourse Analysis Model (DHA) Approach

The Discourse-historical Approach is outlined because it presents a sturdy set of discourse constructs and an inquiring framework for analysing the political texts of Tony Blair in an empirically systematic way (Wodak, 2013b:198). Discourse-historical Approach is considered as one of the significant theories in the field of critical discourse analysis CDA. This approach is designed by Ruth Wodak and other scholars to integrate systematically all available background information in the analysis and interpretation of many layers of a written or spoken text. DHA is designed first to describe the cases where language is used by those in power and also to trace the prejudiced discourses. Consequently, one of the most remarkable and eminent features of the DHA is its attempt to work Interdisciplinarity, multi-methodologically, and on the basis of a variety of various empirical data as well as background information (Tenorio, 2011:191 and Wodak and Reisigl, 2015:583). Another important characteristic is that the DHA can combine linguistic analysis with historical and sociological approaches (Lawton, 2008:84 and Reisigl and Wodak, 2009:95). The DHA also provides a vehicle for looking at latent power dynamics because DHA integrates and triangulates knowledge about historical, intertextual sources and the background of the social and potential fields within which discursive events were embedded (Wodak, 2012:529). History in DHA could involve studying how language use changes over shorter timescales.

2.6. Macro-topic-relatedness: Intertextuality and Discursive Strategies

The researcher identified the macro-topics related to the success and achievements which were salient in all the political texts, albeit in different phases, intertextuality in order to present their achievements). The macro-topic relatedness had included first: intertextuality where the temporal/chronological events were illustrated, and second: the discursive strategies of positive self-presentation and negative other-presentation focus on the political texts (Wagner and Wodak, 2006: 393).

2.6.1. Intertextuality

DHA focused on intertextual relation. It synchronically and diachronically could be made evident, which often manifested latent belief system, ideologies, and power relations as well as constructions of dominance (Kwon, et.al, 2009: 278-281).

When reading any kind of text whether it was literary or political, the reader was going to be plunged into a network of textual relations. Scholars said that the world was textually mediated, and discourse did not appear in isolation because it was part of interconnected discourses. Intertextuality was one of the most generally used and misused expressions in contemporary critical vocabulary. It was a term that was generally



understood as providing a stable set of critical procedures for interpretation (Allen, 2000:1, and Warren, 2013:13).

2.6.2. The Discursive Strategies

The following discursive strategies were highly effective in discussing the political texts. All the discursive strategies contributed to the positive self-presentation and negative other-presentation of the social actors. In addition, they employed various linguistic features, rhetoric tropes and argumentation/legitimization patterns (Wodak, 2007: 207). These features and patterns are as follows:

1. **Referential/ Nomination:** This strategy was employed to garner support for an argument by exploiting the dynamics of in-groups and out-groups. By doing so, it shaped the representation and construction of social identities. This was achieved through various linguistic devices, including: membership categorization (labeling individuals or groups), figurative language (metaphor, metonymy, synecdoche) to convey complex ideas and create vivid imagery.
2. **Predicational:** This strategy aimed to label actors (politicians) more or less positively or negatively, deprecatorily or appreciatively so that they were perceived as an opportunity or a threat to the group. In other words, predicational strategy might be realized as evaluative attributions of negative and positive features in the linguistic form of hidden or evident predicates.
3. **Argumentation:** This strategy aimed to establish the logic of argument by outlining how the issue is dealt with. In the argumentation strategy, the function of topoi, through which positive and negative attributions, was justified.
4. **Perspectivation:** It was also called 'framing' or 'discourse representation'. It focused on the means which the speakers express their involvement in discourse, and reinforced their point of view in reporting, describing, narrating or quoting of relevant events or utterances.
5. **Intensification/ Mitigation:** Both intensification and mitigation strategies assisted to qualify and modify the epistemic status of a proposition by condensing or alleviating the illocutionary force of speeches. These strategies were significant aspect of performance where they worked upon it, by either sharpening it or toning it down (Kwon, et.al, 2009 : 278-281) and (Wodak, 2011: 38- 45).

2.7. Pluri-perspectivity: Analysing Ideology and Power

There were different DHA tools that the researcher employed in this study in order to trace the language of ideology and power in the analysis of political texts. These tools were listed as follows:



1. Topics (valid truth, social actors)
2. Discursive strategies which could be identified through:
 - Integration of varieties, positions and voices,
 - Implicature,
 - Presupposition,
 - Allusion.
3. Linguistic means which could be tackled according to the followings:
 - Pronouns,
 - Intertextual/historical practice,
 - Interdiscursive relationships,
 - History of texts/history of speakers.
4. Discursive community (target audience)
5. Action which could be exercised through the followings:
 - Positive/negative Self/other-representation,
 - Public opinion,
 - Decision-making,
 - Advertising,
 - Vote-getting. (Wodak, 2011 :38-40).

Macro-topic-relatedness was the first step of analysing the political texts. This step traced how intertextuality and discursive strategies were employed to analyse the political texts. The second step was the Pluri-perspectivity tools which revealed the candidates' ideologies and power manipulation. The researcher might concentrate on a specific device in order to manipulate the public, and then disseminated his ideological orientation.

2.8. Procedures

Since the analysis is qualitative, the tools, mentioned above, are employed to analyse six selected political texts. The procedures shows that there is an interaction among the steps of analysis followed by the researcher. According to CDA the analysis is of two steps. First, macro-topic-relatedness in which intertextuality is employed to highlight certain



issues and situations. Intertextuality could be applied either by discussing important topics or by referring to an event, and repeating the idea in other texts, i.e. debating the idea of the main text in other texts but in different way. Second, the ideology and power manipulation of the selected political texts are tackled and analysed according to the DHA Pluri-perspectivity tools. It was noteworthy mentioning that the analysis was going to take place in the next section (i.e. section three).

SECTION THREE

DATA ANALYSIS, AND RESULTS AND DISCUSSION

3.1. Analysis of six Political Texts in terms of Intertextuality and Discursive Strategies

Different utterances of Tony Blair's political texts are going to be analysed according to Wodak's DHA model in virtue of intertextuality and discursive strategies:

1. English Authentic Text: "Terrorism will be defeated when we deprive terrorist groups of the oxygen of publicity and the oxygen of sympathy."
(Speech to the Australian Parliament, 2006)

Arabic Target Text:

"سيتم هزيمة الإرهاب عندما نحرم المجموعات الإرهابية من أوكسجين الإعلام وأوكسجين التعاطف."

In this speech, Tony Blair utilizes a discursive strategy of intertextuality by indicating the notion that terrorists thrive on publicity and sympathy, which was first pronounced by British Prime Minister Margaret Thatcher. By setting the struggle against terrorism in this way, he is situating himself as a leader who comprehends the nature of the threat and is capable of retaliating impressively.

2 . English Original Text: "I believe that the values we hold in common are stronger than the forces that seek to drive us apart." (Speech to the European Parliament, 2005).

Arabic Target Text:

"أعتقد أن القيم التي نحملها مشتركة أقوى من القوى التي تسعى لتفريقنا."

In this discourse, Tony Blair employs a discursive strategy of commonality, emphasizing the significance of shared values in promoting unity and cooperation. By placing himself as a hero of joint values, he is situating himself as a chief who is capable of bringing people together and promoting harmony.



3. English Authentic Text: "I know it is difficult, but it is also indispensable, and it is right. It is the right thing to do, and it will make our world a safer place." (Speech on the Iraq War, 2003).

Arabic Target Text:

"أعلم أنها صعبة، لكنها ضرورية أيضاً، وهي الصواب. هذا هو الشيء المناسب للقيام به، وسيجعل عالمنا مكاناً أكثر أماناً."

In the above speech, Tony Blair utilizes a discursive strategy of justification, debating that the decision to go to war in Iraq was complex but needful for the sake of international security. Taking the decision in this way, he is setting himself as a commander who is ready to make hard choices to secure his country and the world.

4. The Original Text: "The only true test of leadership is a concrete results." (Speech to the Labour Party Conference, 2004).

Arabic Target Text:

"الاختبار الحقيقي الوحيد للقيادة هو النتائج الملموسة."

In this utterance, Tony Blair employs a discursive strategy of chiefship, disputing that true leadership is evaluated by results. By placing himself as a chief who gives real results, he is situating himself as a competent and influential commander who is capable of establishing his targets.

5. The Authentic Text: "I think and believe passionately that education is the best economic policy there is." (Speech at the London Business School, 1996).

Arabic Target Text:

"أنا أعتقد وأؤمن بشغف أن التعليم هو أفضل سياسة اقتصادية يمكن اتباعها."

In the above speech, Tony Blair utilizes a discursive strategy of persuasion, making an intensive and passionate debate for the necessity of education in economic policy. By situating himself as a proponent for education, he is setting himself as a chief who esteems knowledge and awareness, and who is obliged to encouraging economic growth and luxury.

These speeches or discourses illustrate how Tony Blair employed a framework of discursive strategies to persuade and place himself as a powerful and influential commander, while also appealing to the emotions,



values, and benefits of his audience. The employment of intertextuality can be spotted as part of a broader strategy of building credibility and authority, while the utilization of persuasion and justification can be noticed as part of a broader ideological scope that demands to promote certain values and interests.

6. English Authentic Text: "The purpose of government is to make the people of a nation to live in safety and happiness. Government exists for the interests of the governed, not for the governors." (Speech to the Irish Parliament, 1998).

Arabic Target Text:

"إن الغرض من الحكومة هو تمكين شعب الأمة من العيش بأمان وسعادة. توجد الحكومة من أجل مصالح المحكوم عليهم، لا من أجل المحكمين."

In this example, Tony Blair uses a discursive strategy of intertextuality, referencing the ideas of John Locke and other Enlightenment thinkers who argued that government exists to serve the interests of the people. By wording government in this way, he is situating himself as a hero or proponent of democracy and a leader who is obliged to serving the benefits of the people.

3.2. Analysis of six Political Texts in terms of Ideology and Power

Different speeches of Tony Blair's political texts are going to be analysed according to ideology and power:

1. English Authentic Text: "The world is a better place without Saddam Hussein." (Speech on the Iraq War, 2003)

Arabic Target Text:

"العالم مكان أفضل بدون صدام حسين."

In this discourse, Tony Blair manipulates the authority of his situation as Prime Minister to encourage the notion that the world is better off without Saddam Hussein in power. By initiating the Iraq War as an indispensable step in the fight against terrorism and the promotion of international security, he is placing himself as a commander who is willing to take bold action to save his soil and the world.

2. English Original Text: "We are a people of tolerance and moderation. We abhor and reject the extreme and the fanatical." (Speech to the Islamic Society of North America, 2006).

Arabic Target Text:

"نحن شعب التسامح والاعتدال. نحن نمقت ونرفض الأطراف المتطرفة والمتعصبة."



Concerning this speech, Tony Blair employs the power of his place to promote the concept that Britain is an indulgent and conservative community that refuses extremism and fanaticism. By making his message in this way, he is situating himself as a chief who is committed to encouraging peace and harmony, while also appealing to the values and benefits of his audience.

3. English Authentic Text: "We cannot afford to forget that the terrorists have declared war on us, and that they will stop at nothing in pursuit of their aims." (Speech to the Labour Party Conference, 2006)

Arabic Target Text:

"لا يمكننا نسيان أن الإرهابيين أعلنوا الحرب علينا، وأنهم لن يتوقفوا عند أي شيء في سعيهم لتحقيق أهدافهم."

In the above utterance, Tony Blair utilizes the authority of his situation to intensify the seriousness of the terrorist threat and the necessity for critical action to address it. By waging the fight against terrorism as an indispensable move in the safeguard of national security, he is placing himself as a boss who is willing to take tough action to secure his land and its people.

4. English Original Text: "My job is to manage Britain's decline as gracefully as possible." (Interview with The Times, 2005).

Arabic Target Text:

"مهمتي هي إدارة تراجع بريطانيا بأناقة قدر الإمكان."

In the above speech, Tony Blair utilizes the authority of his situation to confess the defiance facing Britain and to place himself as a commander who is capable of administering the country's decline in a responsible and impressive way. By composing his message in this way, he is appealing to the fears and concerns of his audience while also situating himself as a chief who is obliged to taking conclusive action to treat the country's problems.

5. English Authentic Text: "We must be tough on crime and tough on the causes of crime." (Speech to the Labour Party Conference, 1995).

Arabic Target Text:

"يجب أن نكون صارمين في مواجهة الجريمة وأسبابها."



Concerning this discourse, Tony Blair employs the force of his place to assure the significance of being rude on crime and its reasons. By setting his message in this way, he is setting himself as a boss who is committed to encouraging law and order, while also appealing to the values and benefits of his audience.

These utterances illustrate how Tony Blair utilized the strength of his situation to impose certain ideas and values, while also appealing to the fears, concerns, and benefits of his audience. The employment of discursive strategies such as justification and persuasion can be noticed as part of a broader ideological framework that demands to impose certain values and interests, while also safeguarding and consolidating political power.

6. English Original Text: "The lessons of September 11th are that the world changed, and that for us, as a country, it meant the need for a fundamental reappraisal of how we ensure our security and how we meet the terrorist threat." (Speech to the Labor Party Conference, 2002)

Arabic Target Text:

"دروس ١١ سبتمبر هي أن العالم تغير، وأنه بالنسبة لنا، كدولة، فإننا بحاجة إلى إعادة تقييم أساسي لكيفية ضمان أمننا وكيفية مواجهة التهديد الإرهابي."

In this example, Tony Blair uses a discursive strategy of power, positioning himself as a strong and decisive leader who is capable of responding to the threat of terrorism. By framing the necessity for a "fundamental reappraisal" of security measures, he is placing himself as a leader who is not afraid to take bold action to safeguard his country.

The above examples explain how Tony Blair employed a field of discursive strategies to place himself as a powerful and effective leader, whereas, also engaging to the emotions, values, and benefits of his audience. The employment of intertextuality and power can be seen as part of a broader ideological framework that demands to promote certain values and interests, while also preserving and consolidating political power.



SECTION FOUR

CONCLUSIONS

The researcher has inferred that Wodak's DHA Model permits the specialists to construe the implicit political beliefs and power dynamics at play in Tony Blair's speeches. It assists us comprehend how Blair's language choices and rhetorical strategies were framed by his political ideology and the power relations in which he was placed .

The political ideology of Tony Blair was affected by his background as a member of the Labour Party, which traditionally supports social democratic policies such as public ownership and social welfare programs. However, Blair's view of "New Labour" stood for a departure from traditional Labour Party values, as he sought to modernize and rebrand the party to appeal to a broader range of voters .

In the use of this model, the researcher is able to notice how Blair's utterance reflected his commitment to certain key values such as economic growth, individual responsibility, and international cooperation. For instance, his emphasis on education as the best economic policy, as spotted in his discourse at the London Business School in 1996, reflects his belief in the significance of human capital and the necessity to invest in education to drive economic growth .

Furthermore, Blair's speech also considers the power dynamics at play in his political context. As Prime Minister during a time of international insecurity and the threat of terrorism, Blair set himself as a conclusive commander who was willing to take bold action to safeguard his soil. Through the employment of discursive strategies such as justification and persuasion, he sought to legitimize his policies and place himself as a powerful and influential leader.

The employment of this model also assists the specialists comprehend how Blair's political beliefs and the power dynamics in his political context affected his language options and rhetorical strategies. It permits us to analyse the deeper ideological currents that make his utterance, and to get a more nuanced understanding of his political vision and the strategies he used to accomplish his targets.



References

- Allen, G. (2000). Intertextuality. London & New York: Routledge.pp.1
- Crystal, D. (1991). A dictionary of linguistics and phonetics. 3rd ed. Oxford: Blackwell publishers.pp.106–350
- Crystal, D. (2006). A dictionary of linguistics and phonetics.6th ed. Oxford : Blackwell publishers. Pp. 123
- Blair, T. (1995, October 3). Speech to the Labour Party Conference. Retrieved from <https://www.theguardian.com/politics/1995/oct/03/labourconference.labour5>
- Blair, T. (1996, October 1). Speech to the Labour Party Conference. Retrieved from <https://www.theguardian.com/politics/1996/oct/01/labourconference.labour3>
- Blair, T. (1999, February 7). Interview with David Frost. Retrieved from <https://www.theguardian.com/world/1999/feb/07/balkans2>
- Fairclough, N, (1989). Language and Power. New York: London: Longman. Pp.1–24
- Fairclough, N.(2003). *Analyzing Discourse: Textual Analysis for Social Research*. London: New York: Routledge.pp.9–139
- Hatim, B.; Mason, I. (1997). The Translator as Communicator. Routledge , London and New York. Pp.144
- Jorgensen, M. and Phillips, L. (2002). *Discourse Analysis: Theory and Method*. London: SAGE Publications. Pp.73–74
- Kwon, W., Clarke, I. and Wodak, R. (2009). Organizational decision-making, discourse and power: Integrating across contexts and scales. *Discourse and Communication*,pp.278–281
- Lawton, R. (2008). Language policy and ideology in the United States: A critical analysis of 'English Only' discourse. Postgraduate Conference in Linguistics & Language teaching, Lancaster University, 2. Pp. 84
- Reisigl, M. and Wodak, R. (2009). The Discourse–Historical Approach (DHA). In Wodak, R. and Meyer, M. (Eds.), *Methods of Critical Discourse Analysis*. 2nd ed. Los Angeles: SAGE. Pp. 90– 95
- Tenorio, E. H. (2011). Critical discourse analysis, an overview. *Nordic Journal of English Studies*, 10 (1). Pp. 191
- Thomas, L. et.al. (2004). *Language, Society and Power*, 2nd ed. New York: Routledge.pp.10
- Titscher, et.al. (1998). *Methoden der Textanalyse*. Opladen: westdeutscher verlag. Pp.42



- Tony Blair. (1996, October 23). Speech at the London Business School. Retrieved from <https://www.theguardian.com/education/2014/jun/16/tony-blair-education-best-economic-policy>
- Tony Blair. (2001, November 1). Speech to Lord Mayor's Banquet. Retrieved from <https://www.theguardian.com/world/2001/nov/01/terrorism.uk>
- Tony Blair. (2005, July 6). Speech to the European Parliament. Retrieved from <https://www.theguardian.com/environment/2005/jul/06/eu.climatechange>
- Tony Blair. (2005, September 8). Address to Joint Session of Congress. Retrieved from <https://www.gov.uk/government/speeches/address-to-joint-session-of-congress-by-prime-minister-tony-blair>
- Tony Blair. (2005, September 15). Speech at the United Nations World Summit. Retrieved from <https://www.theguardian.com/world/2005/sep/15/globalisation.unitednations>
- Van Dijk, T. A. (1993b). Discourse and Cognition in Society. In D. Crowley & D. Mitchell(Eds.), (pp.107–126) Communication Theory Today. Oxford: Pergamon Press.
- Van Dijk, T. (1997). "What is Political Discourse Analysis?" In Blommaert, J. and Balcaen, C. (eds.), *Political Linguistics*. Amsterdam: Benjamins. Pp.1
- Van Dijk, T. (2000). *Ideology and Discourse: A Multidisciplinary Introduction*. London: SAGE Publications.pp.207
- Van Dijk, T. (2008). Discourse and Context: A Sociocognitive Approach. Cambridge: Cambridge University Press.pp.66–104
- Vine, B. (2004). Getting things done at work: the discourse of power in workplace interaction. John Benjamins publishing company, Philadelphia, USA.pp.37
- Wagner, I. and Wodak, R. (2006). Performing success: Identifying strategies of self-presentation in women biographical narratives. *Discourse and Society*, 17 (3), pp.393
- Warren, M. (2013). 'Just Spoke to...': The types and directionality of intertextuality in professional discourse. *English for Specific Purposes*,pp.13
- Wodak, R. (2007). Pragmatics and critical discourse analysis: A cross disciplinary inquiry. *Pragmatic and Cognition*, 15 (1),pp.207
- Wodak, R. (2009). The semiotics of racism: A critical-discourse analysis. in Renkema, J. (Ed.). *Discourse of Course: An Overview of Research in Discourse Studies*. Amsterdam: John Benjamins Publishing Company.pp.38–314



- Wodak, R. (2011). *The Discourse of Politics in Action: Politics as Usual*. 2nd ed. London: Palgrave Macmillan. Pp.38-45
- Wodak, R. (2013). Analyzing meetings in political and business contexts: Different genres – similar strategies? In Cap, P. and Okulska, V. (Eds.). *Analyzing Genres in Political Communication: Theory and Practice*. New York: John Benjamins Publishing Company.pp.199
- Wodak, R. and Meyer, M. (2009). Critical discourse analysis: History, agenda, theory and methodology. In Wodak, R. and Meyer, M. (Eds.). *Methods of Critical Discourse Analysis* 2nd ed. London: SAGE Publications.pp.26
- Wodak, R. and Reisigl, M. (2015). Discourse and racism. In Tannen, D., Hamilton, H. E. and Schiffrin, D. (Eds.), *The Handbook of Discourse Analysis*, 2nd ed. Oxford: Wiley Blackwell. Pp. 583