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MANIPULATION STRATEGIES IN JOURNALISTIC
DISCOURSE BASED ON AMERICAN AND IRAQI NEWS
ARTICLES
MASTER'S THESIS

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ABSTRACT

The work discusses the main manipulation strategies that were used in newspaper articles by American and Arabic authors to describe the regime of Saddam Hussein. The concept of manipulation is defined from various perspectives as well as the main features of the journalistic style are investigated. The research is vital because it deals with the important instrument that can greatly influence public opinion. Moreover, the importance of such work is due to the need of fundamental developments in linguistic science related to the problems of manipulation strategies that can be used for various reasons in different spheres of life. Therefore, the target is to investigate, compare and contrast linguistic manipulation strategies realized in American and Arabic journalistic discourse. The research object is the genre of newspaper article. The research subject is linguistic manipulation strategies in newspaper articles that describe the regime of Saddam Hussein. Among the methods that were used in our work, we can select comparative, content and discourse analysis. Our research allowed us to select the main strategies that aimed to conduct propaganda and ideological conflict between two nations by means of various linguistic units. In conclusion we can state that journalistic discourse presented in various newspaper articles had a huge impact on public opinion, which was done with the help of various tools of speech manipulation.

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INTRODUCTION

The research is vital because when we use language orally or written, our main purpose is to convey some messages to other people. The messages can be either persuasive or informative. Language used in this way is often called propaganda or rhetoric.

Linguistic influence implies the presentation of a message appealing to both mind and emotion as well as imagination. When used effectively, language is a powerful tool and probably more powerful when used implicitly. Linguistic manipulation has been intensely researched, and has preoccupied academic scholars, governments and applied researchers. In academia, manipulation has been explored on various levels, from the relation between language and the understanding of reality to the specific uses of linguistic tools on presenting and simplifying complex issues. Practically, manipulation has interested governments, researchers and the corporate sector through its relation with such concepts as propaganda and effective marketing. When reading newspapers, people are usually affected by what the journalists have written and tend to form an opinion based on what these media tell. The news is supposedly objective; however, there are always subconscious (and conscious) attitudes presented in an article written by journalists, who by themselves have a subjective view on the situation they are reporting on, and are edited by news boards which may have political agendas. It is plausible that attitudes are more prevalent when reporting on crises situations because of the strategic interests involved. It is perhaps even more likely that these attitudes become a tool to strategically affect the popular discourse on such topics, and manipulate that discourse (and the public participating in it), when the crisis is of the kind that can threaten the very existence of a nation and the lives of the subjects in it.

Our target is to investigate, compare and contrast linguistic manipulation strategies realized by journalists in American and Iraqi discourse.

The intermediate aim of our research is to consider different linguistic manipulation strategies in the newspapers because they are considered to be an independent discourse with its own linguistic features.

The research object is the headlines and newspaper articles.

The research subject is linguistic manipulation strategies used in newspapers published in the period before the war.

The research is carried out through comparison and contrast of the reports and attitudes expressed by American newspapers Wall Street Journal as well as Iraqi newspapers Iraq, Al-Thawaraa, Babel. The methods of the analysis are: linguistic description and classification, discourse analysis, comparative observation of two types of newspaper discourse.

The research materials are set of selected headlines and short paragraphs of American and Iraqi newspapers in the year of 2001-2002.

As for the theoretical sources, our investigation is based on the works of such famous linguists as Brown and Levinson1987, Culpeper 1996, Sapir Handelman2009,AsyaAkobova2013.

The theoretical value of the research is that it can be taken as a basis for further development of the problem connected with the study of linguistic manipulation strategies. The analysis of linguistic manipulation strategies in the journalistic discourse will help to conceive how these strategies help politicians to influence people's consciousness and mind.

The practical value of the research is accounted for by the possibility to use the results of our investigation at the courses of Research Methods in linguistics and Political linguistics.

Structure and volume of the research consists 73 papers of introduction, theoretical part (defining the notion of manipulation, discussing the kinds of manipulation and clarifying different manipulative strategies), practical part (analyzing the manipulation in headlines and newspapers articles in different linguistic viewpoints), results, conclusion, and references. The total outcome of the

research is summarized in a separate conclusion. Our references consists of 62 sources represented by books and articles of different authors.

CHAPTER 1.THEORETICAL BASE FOR THE RESEARCH

1.1. Social and scientific power of speech

Speech can be defined in terms of linguistics as the final outcomes of different processes that human-beings cause and use in different fields to convey needs, thoughts or feelings. It is the most notable feature which distinguishes humans from other creatures in terms of productivity and organization of its elements. A speech is not speech linguistically if it is not organized syntactically and semantically; otherwise it will be a process of putting random words together. Concerning the importance of speech and its influence, ancient Greek philosophers dealt with the speech as something essential; therefore they put sever and logical roles that anyone was required to know in order to be an influential speaker. These previous scientific attempts were extended to the date in order to study the speech in all its sides for the sake of social influence.

The speech is defined by Edward Sapir as a customary merit we practice in our daily life (Sapir, 1921: 5). It is the proficiency of the human beings that has been developed and changed as we pass from one generation to another. It is also considered as the phenomena we inherit from previous ancestors by means of cultural transmission. Variations of speech are not random, they go back to the effective factors we witness. Furthermore, anthropology is a branch of linguistics that aims to discover how language makes an influence on society. It also examines the ways how language forms communication, using language between a specific group in a society and their ideologies (Sapir, 1921:5).

Participation in speech as asserted by Arina Nikitina is an usual activity which everyone can do(Nikitina, 2011:10-11). However, in order to influence people who you are talking to, you should posses an art of public speaking. It is not sufficient to speak only in front of the audience to be a professional public speaker or writer. In addition, the aim of a speaker should not be restricted to tell the audience or clarify thoughts publically, but to turn actions, attitudes, make the audience satisfied, convinced and influenced by the impressions or words that are told to them.

Phyllis Koryoo Kaburise asserted that the word has an important role in context: lexical or functional. In other words, people and words represent the same. So it would be better to differentiate the meaning of an expression linguistically and what a person is intended to convey by using this or that word .

In addition, the choice of a word by a speaker can represent his/her social statue, age, sex and motive. The appropriate choice of words can reflect the psychological statue of the speakers and someone can know if they are close or distant, thoughtful or shallow. Changing the situation in terms of time and place can also change the context (Phyllis Koryoo Kaburise, 2005:9).

According to Lentojev that interpretation and analysis of speech activity in the context depend on two important factors: the existence of its psychological factor that includes object, means, methods, product and results; dependence on the procedural side and the external structure of the context. Hence, speech definition can be deducted and defined as a dynamic, purposed, systematic process aims at achieving needs of people via communication (Lentojev, 2005: 400).

Marie Nordlund saw that language is not something that consists of only words and syntactic structures. It is also necessary to keep in mind that words are associated with conceptions we may not aware of; although these conceptions have great influence on what we read and hear. In addition, the technique of using words linguistically may detect our understanding and values towards people and actions. However, effective speakers or writers are in challenge at which choosing a word is not enough, but they should use different kinds of facts (plus fact) or (minus fact) in order to be neutrals.

By using language in its two dimensions either written or spoken, our main goal is to say and convey messages depending on the attitude. The messages may be of different kinds. They can be informative, inquiring, persuasive attempting to influence people in direct and indirect way, or may be behavioral. The language that is used in such a way is called either propaganda or rhetoric. Both of propaganda and rhetoric have negative or positive associations. But propaganda is the one mostly used to describe a derogatory methods of political campaigns.

Rhetoric or eloquence was an important part of classical education. Philosophers in ancient Greece realized that facts and logic were not convincing enough on their own. They must be put forward in a language appropriate to the situation. Rhetoric can therefore be defined as the art of discourse. In other words, propaganda is a concerted set of messages aimed at influencing the opinions or behaviors of large numbers of people, while rhetoric is the art of using language, especially public speaking as a means to persuade (Marie Nordlund, 2003:1-7).

Pragmatically, speech is defined by Gila A. Schauer as a use of the language depending on the views that the speaker or writer has. Foundation of pragmatics is a result of using language in philosophy. However, the origin of pragmatics comes from *pragma* which means the communication roles that people use logically and effectively in social context. In communication process, speakers or writers follow these pragmatic principles to hint the additional meaning, while hearers / readers go behind these principles to draw attention toward the possible meaning given in the context. Pragmatics also illustrates formulations and strategies which are used and interpret intention of speakers but not his utterance (Schauer, 2009:6).

According to George Yule in many ways pragmatics is the study of invisible meaning or how we recognize what is meant even what is not actually said or written. In order for that to happen, speakers or writers must be able to depend on a lot of assumptions and expectations when they try to communicate. The investigation of these assumptions and expectations provide us with some insight into how more is always being communicated than is said. So, the process of manipulation could not be analyzed without these hints and expectations (Yule, 2010:128).

Laurence R. Horn & Gregory Ward pointed out that diversity of actions we do physically while speaking like aspirating sounds, uttering words or cognitive processes in terms of thinking and saying to express about various events are labeled as a speech act. However, on contrary the term of speech act is not concerned primarily with the major branches of linguistic divisions. The usage of the term speech act is to describe actions such as requesting, ordering and so on.

They also argued that speech act is not limited by these actions, but there is an extra activity which entitled as a manipulation that is worthy study in terms of socio-pragmatics because of its unique discourse (Ward, 2006:53).

In terms of the pragmatic relationship between speech act and manipulation a speaker does the role of manipulator to accomplish his influential goals. He might assume different manipulative speech acts like breaking the maxims of cooperation in communication, reporting irrelevant information, employing inevitable deictic expressions. Thus, it is seen that there is a tension between socio-cultural communication and cognitive approaches to pragmatics. The best way to present the cognitive approach is by presenting relevance theory. Socio-pragmatic approach concentrates on how participants employ language in conversation, debates, arguments. Furthermore, the nature of the utterances can carry implicit messages that have either illocutionary and locutionary power. Thus manipulation is considered to be interactive, communicative process. In such a way, manipulators seize manipulative speech acts to achieve their aims. So, using speech act by manipulators is never to accomplish means of communication, but to control the target's behavior.

Manipulation has its own unique discourse; therefore, discourse analysis is defined by Brian Patridge "the study that focuses on knowledge beyond the word, clause, phrase and sentence that is needed for successful communication. It looks at patterns of language across text and considers the relationship between language and the social and culture contexts in which it is used. Discourse analysis also considers the ways that the use of language in different views of the world and different understandings. It examines how the language is influenced by relationships between participants as well as the effect of language upon social identities and relations. It also considers how views of the world and identities are constructed through the ways of discourse. Discourse analysis examines both spoken and written texts". (Patridge, 2006: 2).

For the manipulation, Van Dijk argued that it happens in queer discourse in a more frequent as this kind of linguistic phenomena may contain non-verbal

expressions such as signals/gestures, vague facial expressions, and text layout. Discourse analysis seeks for the meta linguistic attitudes in discourse which they have great influence in context rather than seeking about syntactic or semantic structures. So manipulators additionally use these extra-linguistic skills emotionally to influence participants. (Van Dijk, 2006: 36).

In terms of the relationship between pragmatics and discourse analysis as asserted by Joan Cutting it is important to state firstly that the two aspects are considered as approaches or theoretical fields which we can look at the context through background features. Secondly, both pragmatics and discourse seek the reasons behind the use of a word in a certain context and analyzing it in terms of its psychological, sociological as well as time and place in which words are written or spoken. In other words, their aim is to find out Para-linguistic features in context rather than communication and using words only (Cutting, 2002: 2) .

To sum up, that it can be said that the speech is considered as an enormous term in the field of linguistics because it requires deep analysis; therefore analyzing it in terms of syntax and semantics is not sufficient somehow due to the linguistic fact that speech contains coded or hidden message. Therefore , it must be studied in terms of pragmatics and discourse analysis. These branches of linguistics are regarded as para-linguistic fields that attempt to find out how the word is used in certain contexts in an ambiguous way.

1.2. The influence of media in society and language

In fields of media researches, psychological media and theory of communication, the effect of media and its influence are regarded to be main notions connected with the terms of mass media and media culture that have their own special influence on the audience minds, attitudes and their way of behaving. In other words, media influence is regarded to be an authentic power achieved by media message that can have a deep result in changing individual beliefs.

The process of social influence as Philip G. Zimbardo & Michael R. Leippe asserted requires an act or behavior via a person who has an effect or just the will to change another person's behavior, feelings or thoughts. The stimulus might be of different forms like a political affair (abortion) or a special product (diet soft drinks). The process of social influence happens in three different situations: personal meetings, persuasion sessions, and the field of mass media (Philip G. Zimbardo & Michael R. Leippe, 1991, 3-4).

Nowadays many of theoretical and practical studies by Morton Deutsch & Harold B. Gerard point out that there are some psychologically weak points that are considered to be easy targets for social influence. The fact is that the majority of investigators do not differentiate different types of social influence; rather they concentrate on the idea of (group) to know the impact of the diverse types of social factors. However, there are two sorts of social influence which are normative and informative. The difference between them is that the normative is an influence to adopt with the positive anticipation on another. The informative one or (social proof) is a psychological and social process when people suppose the activities of others in an attempt to reflect behavior in a given situation (Deutsch & Gerard, 1954: 629-630).

In the sphere with the effective means that create social influence and persuasion in society, it is important to know that media which includes propaganda and newspapers as an old, influential power aim to change people's mind, way of thinking, used by speakers or writers in order to glorify or reduce a reputation of a person or group of people in terms of their self advantage.

Neill Fitzpatrick argued that the word “media manipulation” has a double-faced or multiple meaning. It is undoubtedly potential to have tendentious media, but it is also possible to be said that the media itself is acceptable to be fake by special organizations and manipulators. However, the information is spread quickly. By the time of information spreading, journalists are endeavor to report this information very soon without being subjected to verifying (Fitzpatrick, 2018: 45).

When looking at various forms of media we can find two basic types of media: paid and free media. For the first type, the campaigns could be broken or accomplished relying on how much candidates have to pay on posters, TV, or any other form of advertising. While free media could be much more influential (Chandrappa, 2014).

Furthermore Edward S. Herman & Noam Chomsky added extra illustration for the propaganda model. These models contain five filters that show how the media is subjected to be controlled and pervaded by organizations, government, and specialists. The first filter is “size, ownership, and profit orientation of the mass media”. The main stream of media is the ownership by corporations and government because of those owners are considered as the main agents who established them. So that any valuable or important information that the corporation or the government want the public to know or not to know, it will be ended up either being broadcast or hidden as they want. The second filter is “advertising license to do business”. In fact the responsible agents in media are not interested in amusing the audience by educating them or something like that, rather to cheat them in something or sell them. They want the people to purchase the speech they want rather to make them differentiate through in opinions or sensible suggestion. The third filter is “sourcing mass media news”. The idea is that whatever the kind of the information is broadcast on the media it must be 100% reasonable. Since most of the public believe in what is available in media, propagandists or the responsible seize this blind believing by hiding the information that criticize them or expose their bad fame. The fourth filter is “flak

and the enforces”. The term (flak) refers to the negative connotations. The data that is broadcast on media. Corporations and government may consider the most effective producers of flak, so they revise or make threat on the media according to their interest. The fifth filter is “anticommunism as a control mechanism”. Everything that we see in café, home, etc sound to be a less miserable unless there is something that could agitate the situation like news on TV, radio or any other things. Governments and corporations are considered the main reasons behind that in order to make their power and dominance safe (Herman &Chomsky, 1984).

In wider sense or details, propaganda as Garth S. Jowett& Victoria O’Donnell argued is a special kind of communication that aims to accomplish a response to get back for the benefit of the propagandist. The duty of propaganda characterizes the way of persuasive and informative communication that might be combined within propagandistic communication. However, propaganda is studied in terms of history, sociology, politics and psychology. To concentrate the study of propaganda in terms of political issues and sociology in a more specific way is regarded to be an attempt to find out the ideologies and impact of the opinions publically. Therefore, it is classified into:

- Agitative: Its main goal is to agitate the audience to certain ends and the outcome of its influence are significant.
- White propaganda: The information that comes from the main sources are said and transformed accurately.
- Black propaganda: It aims to transform fakes, fabrication and manipulations.
- Gray propaganda: It is a mix of white and black propaganda. The source of information may be accurately known as well as for the information itself. (Jowett &O’Donnell, 1999: 25-26).

Propaganda is also considered as the active and the hidden arm of governments. Every social activity is planned and executed in politics or any other fields, the propaganda has main role in agitating these activities. By deduction, it can be said that propaganda as a valid form of human activity. Without possessing such

powerful aspect, there will be an opacity and confusion concerning political campaigns (Bernays,1928:135-136).

The purpose of propaganda according to Wasiue Ademola claims at changing the way people sense and think of the future. In order to do this, propagandists follow different linguistic techniques:

- **Word agreement:** When specific words or phrases have their own significance and necessity throughout their frequent use in influential field and mass media. Thus, propagandists are well acquainted about the superficial words which are suitable for the people.
- **Euphemism:** It could be said that euphemistic expression is the most widely linguistic strategies used by propagandists to hide the reality via usage of sweet words to soften or harden the misery of the situation. For instance, the terms (strategic misinterpretation) is widely used instead of the negative words lies, while ethnic cleansing is used instead of racial genocide.
- **Censorship:** Is concealment of speech or any other information because some certain of information is considered to be sensitive or harmful. (Ademola, 2013:65).

In a specific way, newspapers as Lenart remarked represent a very prominent role. The general point of view is that the dominance of newspapers resolve the attitudes and values of the readership. Throughout the first decade of the 20th century, by the beginning of the World War I to the end of 1940, newspapers were realized as an entire means of great influence and power, capable to make a manipulation over beliefs. In addition to this, researchers that investigated the results of the World War II, showed that newspapers were used as a great support and motivation of options. (Lenart, 1994: 11).

Juhani Pajunen regarded newspapers to be popular kinds of written discourses. They are one of the most frequent forms to read. Texts of newspapers can be regarded to be an entirely dependent form of discourse. Further, there are many linguistic features that distinguish them from other kinds of discourses, as the language that is used in press has special terms and different stylistic structures,

also this language is written in a very formal technique without any personal impressions. It also avoids the usage of colloquial words and phrases.

The leads and headlines in newspapers have some common similarities. The headline and lead in news story present the most basic, fundamental and pertinent information of an event. Therefore, they include the central theme of the essential information. The task of them is to attract the attention of readers in order to make them complete reading the rest of the story. Headlines language is somehow different from other parts of newspapers. Its language can be characterized by the usage of block languages which are known by using modified noun phrases, grammatical structures are less complicated than other sentences and also by avoiding of the words which have little value of information as well as the finite forms of verbs.

The lead gives the most essential information of the article. Its structure is characterized by the strictest cohesion. Therefore, it is possible to say that the lead is not always written in a single sentence, but it could be extended. So its syntax contains many different strategies like summarizing, expressing the diagrammatic categories and arranging this information.

The majority of newspapers articles are split into many paragraphs. Writers divide stories into small parts in order to make them easier to read and comprehend. Its language is not only measured in vocabulary and grammatical structure, but also the strategy in which the stories present the information in terms of tone. In addition, newspapers attempt to give an answer to all the basic questions like who, what, when, where, and why. This kind of structure is sometimes named the inverted pyramid which refers to the decreasing importance of information in the rest of paragraphs. Further, writers try to keep away of using the jargon language. Also, with inserting different kinds of verbs can have different connotations. For example, there are different reporting verbs like say and tell which denote direct or indirect speech in more powerful speech, while there are verbs denote less powerful speech like declaring, contend, expressed the view. As

well as writing an article in newspapers especially the subjects that contain political issues like accuse, charge, warn (Pajunen, 2008: 1-6-7-15)

To conclude, it can be said that speech and the term social influence are homogeneous at which the latter cannot be achieved without speech resources whatever these resources are TV, radio, newspapers or something else. On the other hand, they are interwoven and complementary in terms of general influence. Media also reflects our society and represents what and how society is. It also becomes the main voice of our society. Concerning the sphere of printed media exclusively, they were having great influence like newspapers and propaganda at a time when technology was not used widely especially in Iraq.

1.3. Types and pragmatic nature of manipulation

Generally, manipulation is defined as a type of invisible behavior or act that could be linguistically or non-linguistically achieved via manipulators in particular communicative confrontations to fulfill their purposes, willingness and self – benefits regardless the intuitive, cognition and emotions of their audience. In that way, they employ plenty of devices especially those that fib like guile, falsehood, making ploys and so forth. In order to do manipulation successfully, manipulators must have a unique cognitive process that others do not have which can make them endeavor behind their own desires by seizing cognition of others, in more specific way of thinking, favorite issues. Manipulators make kind of smart tricks on minds weakness to accomplish a social influence harmonized with wills. From different points of views by some scholars, manipulation is seen as a psychological process. While others see that manipulation can be observed in the field of cognitive pragmatics at which it relies on cognition in relation to context.

Goodin is considered to be the first to define manipulation. He argued that manipulation is an illusory and cryptic act achieved by a speaker or writer who plays the role of manipulator in order to influence someone's behaviors or emotions directly and intentionally for the sake of cupidity (Goodin, 1980:59).

In relation, Goodin Ware defined manipulation as a covert art possessed by a speaker over the manipulated person, at which the latter is not acquainted or could not digest the mechanism that manipulator influences his choices (Ware,1981:149).

Tarasov pointed out that manipulators deliberately select set of utterances that lack direct clues for the concerned situation, so that manipulation violates Grice's maxim roles (quality) since the manipulators act with deceitful way to affect interlocutors without any evidence against them (Tarasov, 1990:26).

Blass defined manipulation as the process of doing frauds since the target is subjected under the influence of fake speech for the sake of manipulators. The fact is that the point of view by Blass is a mix of Goodin and Tarasov works(Blass,2006:187).

In accordance with this theory, Jacob pointed out that in order to influence or persuade, manipulators breach one or more of conversational maxims. The target who is subjected to manipulation does not know the entire truth that the information itself is manipulated. He also added that a person in an ordinary conversation expects that the information is combined with four major scopes: reality, amount, clarity and relevance (Jacob,1996:22).

There are also diverse attempts concerning manipulation in the field of linguistics. Danler argued that the use of language is a subjective matter where every kind of utterance including manipulation could be expressed in terms of linguistics (Danler, 2005:63).

Another contribution was done by F.De Saussure who argued that to manipulate literally means to use one's hand to make an object as an instrument to fulfill things and actions. By deducting, manipulator's central task is to look over thoroughly in order to find out the weak points of the target. Based on this regard, he introduced two reasonable contributions concerning the nature of manipulative discourse. Firstly, manipulative discourse can be seen as an independent type of discourse has its own features. Secondly, discourse of manipulation can be regarded as a special type of language use. In order to justify his theories, he supported that if the strategy of manipulative discourse is considered as a special

form of using language; therefore it should contain lexical units and forms as well as special kind of structure. (De Sassure, 2005:12-136).

Theory of De Sassure led Lillian to argue that a persons who are manipulated have no knowledge of the linguistic structure of manipulation, but rather they acquaint only forms of discourse (Lillian, 2008:14).

Another point of view presented by Faden&Beauchamp is that manipulation must include three distinct forms: (1)The usage of options which means that the offered options are presented either by showing rewards or punishments.(2)The usage of information which means that the ability to absorb the options by the person is modified by the way he understands the situation in which it is convincing for him. (3)Psychological use which means that the manipulated person had been subjected previously to change in mental processes rather than those of understanding (Faden& Beauchamp, 2014:70).

Baron asserted that in order to do successful manipulation, the target is provided with false information by the manipulator and this can be achieved by diverse manipulative techniques. For example, depending on the lying policy, the victim is forced to make decision that he might not have chosen if he had known the truth. Thus, it can be said that the core of the manipulation process is denying and conveying information to people in the way that manipulators like (Baron, 2003:48).

Van Dijk also believed that manipulator wants to make people feel ignorant by providing them with truthful resources that contain the urgent information; so that these truthful, reliable, information will open the minds toward the truth (Van Dijk, 2006: 375).

There is another recent point of view offered by Coon & Weber. They tried to complete or support the theories of Van Dijk by discussing that in the field of manipulation, the victim thinks that he is on the safe side by making his decisions independently and freely, at the same time he is not free personally and socially as he is subjected to criticism especially by manipulators in order to make the target

surrender, so that this way is considered as another way of making successful manipulation (Coon & Weber, 2014: 35).

In terms of intention as Carston assumed the main core of deception in manipulation is firstly to join the gap between theories of argumentation and pragmatic field which considers intention as a central part of communication. Secondly, the conveyed message should not be decoded simply however, it should be pragmatically enriched by following deductive schema of information processing (Carston, 2002:113).

Asya also saw that manipulators depend on techniques and mechanisms. Their aim is to compel the target and to get the messages whether it was written or spoken without any critics in order to facilitate the way to create illusion and misperception influencing the target's emotions for the sake of their needs. One of these techniques and mechanisms as she asserted is the linguistic feature. In a broad sense, fuzziness (linguistic fuzziness) has a sensitive urgent role in manipulating the target (Asya, 2013:150).

Term of fuzziness also had been previously clarified by Stalnaker. He stated that fuzziness is not restricted by the usage of obscure terms, compound sentences and metaphor usage. However, the manipulators tend to make global fuzziness within the manipulative discourse, even if there some parts of the speech are clear and simple (Stalnaker, 2002:25).

Moreover, Rocci gave a contrast theory. It could be considered as a complementary to the term fuzziness. He clarified that simplification and fallacies are considered to be another manipulative mechanisms. The fact is that in spite of the simplification and fallacies imply soft, clear and thinking wisely. On the other situations and attitudes, the target is a subject to a conundrum. From one hand, the cognitive ability to understand logically is defeated. On the another hand, the target is forced powerfully to believe the manipulator speech because of the non-propositional effects (Rocci, 2005: 115)

It also should be mentioned that Richard &Perloff pointed out that manipulative discourse is not only accompanied by prosody and intonation, but

there is something bigger and wider than that; the manipulator attempts powerfully to say words expressing the general attitude in order to make equalization (Richard&Perloff,2010:71).

Wilson duplicated previous ideas about the context by thinking that in communicative situations especially the cognitive ones, the context and its connotations have crucial importance in obtaining the meaning that targets may take from the linguistic production of the speaker (Wilson, 2000:411).

Previously Serber& Wilson remarked that the selection of a certain context depends on particular features. They found out that selecting context is considered as a dynamic process and its results will be understood in different ways depending on the target. It happens frequently that the interpretation of a context in the sphere of manipulation is not clarified in a direct way in order to make it a clue for the target how to analyze it in its own way. So, we can say that each analysis for the context by an individual has a special cognitive process. Accordingly, concerning with the relevance principle, context is considered as a collection of cognitive and mental productions that could be accompanied via different issues like: general knowledge, actions and events, linguistic items and so forth. As a result, manipulation can be observed as a process of dominance over the context by achieving specific assumptions(Serber& Wilson, 1995: 267).

In addition to that, Archer pointed out that in terms of the usage of language by manipulators and the process of receiving messages by the target, there is a difference between a social communication and cognitive approach to pragmatics. For the cognitive one, it concerns with how relevant the context is. While socio-pragmatic point of view concentrates on how the language is used by people in different contexts like debates, speech and so forth (Archer, 2012: 8).

Furthermore, socio-pragmatic point of view can be interpreted and explained by number of pragmatic theories and when we deal with the manipulation, the term socio-pragmatic is restricted to some pragmatic features which are presented and clarified with conversational implicature, politeness/ impoliteness, deictic expressions and speech act theory .

Austin's theory suggested that every context, utterance and speech are incorporated with both illocutionary and perlocutionary effect. Therefore, manipulators take advantage of speech acts which contain manipulation to fulfill their aims. So, for manipulators, telling events and conveying information are not the typical goals, but they extend their knowledge to deal with the speech powerfully to change target's minds (Austin, 1962: 38)

Lentoev discussed the term manipulation in another viewpoint. He described the process of manipulation as a cognitive engineering. He argued that when the manipulator wants to manipulate, he yearns to engineer his own behavior in accordance with interests and goals by diagnosing feeble spots in target's minds to effect them. In order to do manipulation in this way, the manipulator patronizes a direct-subject-object interaction. In other words, the manipulator vastly confirms his assumptions for the sake of manipulation. Also this approach can be achieved indirectly. Depending on the previous assumptions, this method is not limited by aiming toward the target only; rather it aims toward the concerned environment. In addition to that, the direct method of manipulation is included with words or forms which have definite within the system of language which conveys direct corresponding illocution. Thus, these ideas confirm that the interaction of human is a dynamic one (Lentoev, 1981: 273).

Zheltuhina developed the ideas of Lentoev connected with the direct method of communication and concluded that the imperative mood forms are related with the inducement meaning; while interrogative and declarative utterances are associated with the illocutionary power of the message. Contrariwise, this indirect method of communication of conveying message is included with forms telling illocutionary forces which are not related with their direct linguistic meaning. Thus, manipulative speech act could be direct or indirect (Zheltuhina, 2004: 13).

Ivanova defined the manipulative direct speech act as the following:

1. Forms or utterances that contain lexical verbs and are represented in the form of the imperative.
2. Forms or utterances that contain the verb "get" in the imperative form.

3. Forms or utterances which contain the verb "to be" in the imperative form.
4. Forms or utterances have the verb "let" which conveys encouragement or cooperative actions (Ivanova, 1981: 69).

When dealing with indirect manipulative speech act Akimova defined them as utterances that do not include with imperative forms, but they always available to convey the meaning of encouragement, inducement or persuasion. She saw that manipulation is based on indirect speech act that conveys the perlocutionary influence of what is said. She also classified these utterances:

1. Utterances contain performative verbs. These verbs are not used to express about an action, but they are regarded as action themselves. These verbs are represented in declare, advise, promise.
2. Inducement expressions are utterances that include with indicate mood verbs carrying instructional meaning .
3. Utterances include with verbs of subjective mood. The illocutionary purpose of such utterances is to convey formal request or persuasion mingled with advise or promise.
4. Utterances in the speech act forms include with of wishes or desires .
5. Utterances in the speech act forms are included exclusively with supposition. These kinds of utterances are usually used to express advise or to do something or offer.
6. Utterances in the speech act form include with verbs forming special schema to indicate lack of necessity to do an action (Akimova, 1992: 189).

In addition, Brusenskaya made another classification concerning manipulative indirect speech act that could be used by manipulators:

1. Utterances include modal verbs to express a must, necessity, command, advise, order and requests that usually mix with euphemistic expressions such as please, kindly.
2. Utterances in the form of speech act of interrogation are represented by modal verbs will /would, can/could. These expressions are used to tell

requests. In addition, request with would or could are more polite than can / will .

3. Utterances in the form of speech act indicate interrogation that are usually presented with rhetorical questions.
4. Utterances of interrogation usually include special forms like why carrying advise in its meaning in order to motivate the target to perform an action successfully.
5. Utterances include with syntactic form (I + would).
6. Utterances include declarative sentences with conditional clauses conveying the meaning of positive as well as negative attitude it conveys specifically warning! (Brusenskayat, 2005: 133).

In terms of "politeness" which is considered as another criteria which pragmatics deals with. Brown and Levinson pointed out that the nucleus feature of speech is communication which is considered as the main factor behind the continuity of social relationships. They gave contradictory view point, that through ordinary communication, people tend to soften the social bonds. Based on these ideas, they saw that manipulation and politeness are interwoven concepts. Politeness which is considered as one of the pragmatic branches which concentrates on how to keep the social relationships on. They also gave some of the important strategies concerning the politeness that manipulators seize in order to achieve their goals:

1. Bald on- record strategy: It is frequently run in emergency situations.
2. Strategies of positive politeness: Its aim is to soften threats toward someone's positive face.
3. Strategies of negative politeness: Its aim is to soften threats toward someone's negative politeness.
4. Off-record strategy: It is responsible to convey indirect messages and usually tend to be implicit by using metaphor, hints .

Furthermore, they asserted that politeness requires three vital mechanisms which are considered very urgent for manipulators:

1. Common ground pretension: In the process of manipulation, manipulators attempt to get satisfaction of people by claiming that they are altogether in achieving common goals, desires, wishes by using the pronoun "we" or lexical verb "let".
2. Searching for general agreement: Manipulators do this strategy by a number of tricks i.e. to do repetition for their own goals till they get satisfaction of the audience or to present the best safe solutions.
3. Presupposition manipulation: When using this strategy in the field of manipulation, there must be special influential power at which the mental control of the target is the main aim because it has illocutionary power of presenting offers, and promises especially in the field of political discourse. (Brown and Levinson, 1987: 56-102).

Lights are still shed on another pragmatic branch which is contradictory to the term of politeness, and that term is impoliteness which is regarded as another exercise to dominate over the minds by the manipulators .

Culpeper stated that manipulators may have extra right to express their opinions more than ordinary people especially in the field of politics , more exclusively in the dictator regimes. They do that by forbidding other to express their opinions freely. However, impoliteness strategies are:

1. Bald on record impoliteness: This strategy is represented by saying things directly without doing any minimization of the information and without any linguistic fuzziness or ambiguity. The manipulators seize the weak spots of the target when the latter has no power to say impolite utterances.
2. Ironical or sarcasm politeness: Manipulators follow some the mixed strategies especially the polite one in order to convert their direct sayings. So, the utterances will be appeared justified and reasonable but the fact is vice-versa.
3. Politeness prohibition: Manipulators do not utter or say politeness while the target waits for that to hear or read (Culpeper, 1996: 354).

Manipulation could also be achieved by omission and commission processes. Based on Grice's cooperative principles in communication. Blass argued that the participants in the communicative situations must be well informative without ambiguous linguistic expressions. Hence, concerning the manipulation, the manipulator has very active means that can soften the information in the manipulative environment. The omission process is presented by non-prohibiting false information in spite of the visible facts for the targets. While in the process of commission, it happens when the manipulator insists for his own goals to be accepted by the targets. Therefore, the messages here are either implicit or explicit. As for explicitness, it includes lies, giving half-truth. For implicitness, it includes misleading under specified explicators and false implicature (Blass, 2005:190).

Using of deictic expressions has also very urgent role in the process of manipulation as Wilson pointed out that the usage of such expressions especially in the political discourse is never uttered arbitrary. Deictic expressions include spatial, time, place and person dimensions. One of these deictic expressions is regarded as relevant in the process of manipulation is the person. He asserted that politicians use these personal pronouns to distinguish themselves (rank) in comparison with ordinary people. Depending on the attitude, manipulators use deictic expressions like "I" or "we" to show either common goals and cooperation or make linguistic attack or may be used to express about ideological basis (Wilson, 1990: 21).

1.4. Types of manipulation

Sapir Handelman suggested that the nature of manipulative discourse whether it was written or spoken is geared into the spirit of the target without his acceptance. According to his point of view, manipulation is not always known or co-notated with compulsion or deception. It can be said that the evasive phenomena of the manipulation has its own area of the mentioned actions, as well as in the cognitive process. However, in accordance with his viewpoint, manipulation can be the following:

1. Limiting manipulation: These manipulative processes limit the target with only one poor option or give them options while making the decision.
2. Expanding manipulation: It aims towards opening the vision of the target's mind in order to think about the possibilities.

In addition, concentrating on the field of motivation, it makes us distinguish two manipulative techniques: emotional and intellectual. The difference between them is that the first strategy forces the target to act blindly. While the second strategy manipulates the target to make decisions by himself without any distortion (Handelman, 2009: 45-47).

Asya Akobova pointed that the nature of manipulative discourse is not restricted by the usage of some lexical or grammatical units in order to be manipulative, but it should be basically and firstly combined with speaker's intention or social relationships. She classified types of manipulation in different attitudes and situations:

1. By relying and concentrating on the field of mentalist and dominance in the communication, linguistic manipulation can be either rational or emotional. In terms of being rational, the manipulator achieves his goals depending on the number of the persuasive facts that he presents in order to persuade people consciously. Emotional manipulation is a concentrated on mettle or vim practiced by the manipulator in order to convince the target emotionally. The emotional side itself has two different kinds: the direct one that can be known through its direct influence toward the target, and the indirect which aims basically against the area of logical thinking.

2. In the field of interaction between the subject-object (manipulator-target), manipulation can also be direct when the manipulator presents his appeals to the target. This linguistic manipulation includes forms associated with corresponding illocution as the utterances of interrogative and declarative. Indirect approach or technique it aims to convey illocution force that is not related to the direct linguistic meaning. This method does not express the absolute of speaker's intention .

In terms of linguistic intention. Manipulation can be achieved either intentionally or non-intentionally. Intentional manipulation is when the manipulator attempts to get decisive aims from the people. While non-intentional manipulation is practiced involuntarily.

In accordance with the types of linguistic action, manipulation can be either:

- Social: It is restricted with special acts formed in oaths or greetings but it is not likely to be informational.
- Volitional: It includes forms of speech acts that can be orders, requests, advise and so forth.
- Informational and estimative: It includes by forms of setting public morals, praise accusation, threats and insults.

In terms of perlocutionary reaction, it includes :

- Evaluative: Its responsibility lies in changing the relation of subject-object .
- Rational: Its aim is to change the consciousness individual's mind.

Concerning the part of speakers, manipulation will be either person oriented or society oriented. For the person linguistic manipulation is aimed towards the target by the manipulator at which the latter got everything equipped for the sake of his goals. While in case of society orientation, the manipulator tries to create general influence for a specific group in the society .

In fact, the attempts that aim to construct linguistic manipulation theory has two sides. On one hand, it would be responsible to define and recognize manipulation in all its forms. On other hand, these different forms of manipulation also clarify different forms of language use (Akobova, 2013: 1-4).

Depending on what has been explained in terms of manipulation and its relation to pragmatics, it can be said that manipulation is regarded as a process of pragmatic communication where the manipulator achieves his own goals by changing the target's minds via using diverse manipulative techniques. In order to achieve persuasive goals, manipulator uses deceptive speech, breaks the Grecian maxims of speech or using kind of manipulative –pragmatic speech act. The influential techniques of logos, ethos have a prominent effect in manipulation

process. Finally, we say manipulators are so likely to use pragmatic hidden messages in their utterances and never come to use cognitive process.

1.5. Manipulative and linguistic techniques in newspapers

The language of journalism is regarded as an interesting part to be analyzed which presents competitive view on its sides and influence each journalistic genre. This language aims to know the way journalists write stories or reports, form viewpoints, manipulate people by hiding or exposing news. What the most familiar is that journalists use in writing hidden or coded messages via careful selection of words, syntactic strategies and the use of metaphor in its widest forms. Further, the language of newspapers is very distinguished in society which makes a challenge to discover how it is made or produced, how it is formed according to values and how it influences people perception. The analysis of journalistic style requires to know the diverse types of media language and that is regarded as the main reason which makes its language has its own discourse.

Borne, Gaert and Coulson remarked that the field of media and policy are likely to convey or transfer complexities by using specific linguistic tools for different reasons. Firstly, the need for being concise when they are involved to communicate with a wide audience especially in the written media. Secondly, the need to present ideas to the audience because both media and the political sphere share the same features of conveying ideas. Thirdly, people in general look at politicians and journalists as professions in conveying the information. The idea is that getting the right source of information is sometimes would be difficult; therefore language speakers use the language to form or shape information by different scenarios. They continued asserting that journalists attract readers and manipulate them by:

Headlines: The headlines give a summary of the whole article in newspapers and are considered to be smallest pieces of linguistic tools that give brief ideas by only few words. In terms of describing the pragmatic and semantic function of the headlines is characterized by two communicative functions. Ambiguity is

considered as a linguistic mean used to manipulate. Additionally, headlines can convey threats or humorous expressions. They also can convey: pun, alliteration, metonym (Borne, Gaert and Coulson, 2010: 220).

The use of indirectness Obeng, Samuel remarked that indirectness is one of the pragmatic act that politicians use in order to be shown saving - act especially when there are hard or hones statements in a speech. They are likely to speak in an ambiguous way to keep or protect themselves. It is also considered to be euphemistic expressions. He added that indirectness includes three types: "that" which is formulated indirectly; "that" which is addressed indirectly; "that" which has indirect author (Obeng, Samuel, 1997: 47-49).

In terms of Journalists attitudes, Thomson, White and Kitley stated that journalists as writers have different attitudes that they operate to confirm their ideas positively or negatively. These attitudes could be of different types depending on how the language is interpreted and understood (Thomson, White and Kitley, 2008: 221).

Marie Nordlund argued that newspapers are considered to be an independent type of discourse favored to the readers, journalists endeavourer to catch their reader's minds by conveying and manipulating the news via following different techniques:

- Sharpening: Summarizing and selecting what viewpoints must use.
- Concretization: It is a will not to use the abstraction and concentrating on the specific rather than general.
- Simplification: It is an attempt to make the complexity be more understandable to the reader.
- Polarization: It is a call for people to look at the opposite.
- Intensification: It is a call directed to the people in order to struggle or survive against the enemy.
- Personification: The events are described by adding queer or interesting qualities.

- Concealment: It is the process of blocking the relevant information (Marie Nordlund, 2008: 7).

As for the syntactic manipulation, it plays an important role in manipulating thoughts which aids language users to express their reactions or attitudes especially journalists in different ways:

- Transitivity;
- Active and Passive voice;
- Modality;
- Nominalization (Fowler, 1991: 80).

In other words, Thompson remarked that "the use of nominalization and other devices helps to reduce complexity; but reducing the complexity of an argument and limiting the terms which it can contain is a drastic intervention. Showing less means someone else seeing less. And seeing less means thinking less. Transformations involve the suppression and distortion of material contained in the underlying linguistic structure" (Thompson, 1984,121).

There are other techniques that should be taken into consideration. These techniques which are called permutation, innuendo and utterance context related exclusively to the word and its prominent role in the articles of newspapers. Permutation is the first manipulation strategy that journalists start with, it is related to the idea that the first word of a headline or a sentence in the article attracts the reader's attention from the very beginning. Therefore, the reader is in a situation of how the rest of sentences will be interpreted.

Innuendo is considered to be another technique of manipulation. It is a statement about an individual or situation combined with a qualifier can be either denial or a question. This linguistic strategy is exclusively related with how human mind works and interprets what is available in context, at which the system of human brain firstly deals with positive results before recognizing the negative or interrogative situations. While for the technique of utterance context, writers or speakers in general are so likely to use referential words or foreshadowing they may be anaphoric expressions, pronouns or words that are semantically related

with earlier topics. The idea is that there is no problem in understanding what is being referred to, but if there is too much of references in the context, it will create ambiguity in interpretation (Ng and Bradac,1993: 156).

In addition to the importance of Lexico-semantic manipulation, Anderson added that the most notable technique of lexical and semantic viewpoint is the use of words with emotional or cultural connotations. The idea is that there are words that have positive connotation while others are negative. They are called "plus words" and "minus words". Hence, word choice by the writer will have the effect on reader's minds (Anderson, 1996:128).

Theory of conceptual metaphor as Raquel Sanchez and Isabel Lopez pointed out is mainly related to Lackoff and Johnson who are considered to be the first founders of this theory. The essential idea asserts that the mind is materialized or embodied while thoughts are available unconsciously. In accordance with this presentation of this theory, it can be said that conceptual metaphor is naturally produced via all actions of human-beings, while thoughts are run to create metaphorical expressions. Hence, the metaphor could be understood in another viewpoint which is the process of mapping from a source domain (the physical world) to the target domain (concepts to be produced or reified).

In terms of using metaphor in language, there are three stages that must be focused on: the place of metaphor, interpretation of metaphor and explaining why such metaphorical expressions are used especially in the field of politics. However, what we do and speak is metaphorical in nature. Metaphor is defined in another point of view as a special technique or process of constructing or structuring our conceptual system and enables us to understand reality. However, in order to know how the metaphor is used within the language, it is divided into nine parts: animal, body which includes(health and sickness), food ,light, life, death, money, power and wealth.

The first type is animal metaphor. It conveys dysphemistic expressions. It denotes about a comparison or personification between men in general and animals. In other words, it is used for insulting and offending. This metaphor

matches the features of humans with features of animals that include sounds or actions .

The second type of metaphor is body. Both of two subcategories (health and sickness) are related to human body. It is typically used in the field of politics, therefore it is labeled sometimes as a body-politic. It could be used to refer to the actual physical body of human and it also refers to an entity e.g. government. In the latter case, the parts of the body can be treated separately, for example, we can consider ministry of education as a separate entity from the entire body of government. The only reason we treat them separately because of their importance that vary by their function .

The third type is food. It symbolizes for different positive conceptual metaphors. These terms are about liberties or freedom when they are considered to be urgent needs of the human being. It also might refer to negative connotations as in damnation or occupation .

The fourth category of the conceptual metaphor is light. It includes positive connotations like knowledge, happy life, human survival or good vs. evil angel.

Life and death as the fifth category is closer to the second category of body politic. It symbolizes which things or abstract are urgent for the individual, e.g. power.

Money is the sixth class of conceptual metaphor. It is widely used in political discourse when politicians describe certain countries as a treasure or big wealth.

The seventh class is power. What is meant by power in this context is the place. It also symbolizes dominating people in wars or anything that denotes power like money, management or necessity .

The weather is also considered as the eighth category of conceptual metaphor. It is used to make comparison between events or situations to common personal ones. The widely used term is the expression (bad weather) which symbolizes hard situations, while cold and rain symbolize harsh times, unfortunate events or actions

Synaesthesia which is considered as the subcategory related to the war. It is a sensible or predictable consequences that happen after war. However, naturally enemy use this strategy to express successfulness, truth and trust. While, the opponent use the same strategy to convey disgrace , hatefulness , and any other disgusting speech. Hence, it is used positively and negatively at the same time. It is also related to the cognitive pragmatics. Within the political sphere of war, politicians speech should be narrated to be seen, touched, heard or tasted; therefore the term synaesthesia is related to the human senses .

Particularly abundant is also related to conceptual metaphors. Its aims are concerned with terms of war or nations. for the term nation, it is connected with two connotations: e.g. describing the enemy's nation badly or any other nation as something prominent or significant. It also may be considered as an animal metaphor at which it describes the enemy as a beast. In the sphere of target domain of war, the conceptual metaphor of it can be either pure war or the consequences that come aftermath. (Raquel Sanchez and Isabel Lopez, 2015:398-407).

The conclusion that can be drawn is that because of regarding newspapers as an independent discourse or utterance in terms of manipulation to achieve influential goals; journalists use some of syntactic and semantic strategies in addition to the pragmatic ones that we previously mentioned. These strategies which are represented in using passive voice, modality, nominalization or transitivity each one of them has special own role whether in hiding information or exposing them and so forth. While, in terms of using metaphor especially in the political discourse. The idea is that it can be said that speech consists of 80% of metaphor expressions. The aim of which is to decorate contexts or utterances positively or negatively.

1.6. RESULTS

The data suggests that speech is regarded as a manifold act contains diverse interpretations and explanations in terms of dependence on the context. The context itself plays a significant role to convey a certain message. The message is

not always said in a direct way so that it can be understood clearly without any fuzziness, but it may contain complicated linguistic tricks hard to be comprehended. These linguistic tricks can be either semantic, syntactic or pragmatic ones which analyzes the social part of speech. That is why the speech in general and context in specific way are being highlighted widely and broadly by linguists to study obscure phenomena might occur in speech. Further, the interest in speech and the way to express logically are not of that new at which previous Greek scientist put certain roles for people to learn them how to express in a decorated way.

Nowadays exclusively, the context is being exploited to achieve Para-linguistic normal messages in the society cause of that speech and society can be combined to produce what is called a social influence. This type of social influence can be produced either by face to face speech or by technical –linguistic tips like propaganda, TV or newspapers. These tips involve a knowledge certain skills to make them influential especially that of newspapers cause of mostly they are regarded as widely spread and formal between people.

The Para-linguistic message and the term of social influence can be labeled under the term of manipulation. Such type of this linguistic phenomena is considered to be the most active linguistic skill used either by normal people or high rank people like politicians to give a satisfactory background or an introduction to the whom may concern to persuade them in an idea nevertheless of the message type negative or positive.

We would like to assert that because of manipulation is regarded as a dependent pragmatic speech act in general and in newspapers specifically, the ways to analyze and know it also requires a knowledge of the covert meaning of each linguistic faculty that is connected with the process of manipulation. For instance, the use of passive voice is used to hide a heartfelt fact or news in opposite of the active that is used directly to say something either emotionally or intellectually. The use of politeness an impoliteness pragmatically helps the journalist to write either something to criticize or to praise. The semantic

manipulation is summarized by the use of plus or minus words by dependence on the context. Metaphorically, the writer uses certain phrases or words to persuade the reader in an alternative way.

CHAPTER 2. MANIPULATION STRATEGIES IN JOURNALISTIC DISCOURSE (PRACTICAL ANALYSIS)

2.1. General Overview

The concept of media and psychological war is related to various governments and their hidden policy aiming to achieve malicious and destructive purposes against other countries. The goal of a war is to create crisis via systematic strategies of media campaign in order to manipulate and deceive people. The history of media war dates back to centuries ago. Then, it was developed and decorated by the minister of media in Hitler's government. One of his frequent mottoes lie till the people believe you.

United States of America is regarded to be the most among the group of countries that use media war. American media becomes an extra-power in addition to the military. They have different and interwoven strategies such as extortion, propitiation, manipulation, intimidation and so forth. What makes the American media specific among the others is the accuracy and careful control of the information.

United States of America started its media campaigns widely against Iraq by claiming that it is a source of danger in the Middle East especially after the war against Kuwait. After the accident of 11th of September, U.S.A used what is called *governmental terrorism* by conveying horrible tales and stories to the American public. Day by a day, Saddam Hussein got the same impressions as Osama Bin Laden had for the American people. Then, the British and American leaders declared to punish the Iraqi government for having atomic weapons. One of the prominent features of the American media is to glorify the enemy. They made a terrified propaganda by claiming that Saddam has monster soldiers *Sadam's militants* as well as the *policy gagging*. They also attempted to justify the war for the American people who were not satisfied by it. Therefore, American media campaign against Iraq can be summarized in the following ways:

- 1) Spreading rumors strategy: Presented by declaring that Iraq has atomic weapons. They also made a big rumor concerning the absence of Saddam's Hussein vice president because of fear.
- 2) Carrot and Stick strategy: Presented by the strong will of U.S.A to enter Iraq even if Saddam accepts the alert that is given to him for leaving Iraq.
- 3) Lobbying of Iraqi army strategy: It is aimed to create powerful dissipation between the army/people and the president by declaration legally that Saddam and his closest followers are the main targets.
- 4) Leaflet-distribution strategy: presented by throwing small papers from American airplanes to motivate Iraqis to surrender.
- 5) Recruitment strategy: presented by motivating civilians to fight against the president.
- 6) Controlling-media strategy: presented by arresting more than 2000 activists against the war inside America.

Talking about the Iraqi media and its role in the war, it could be said that it played an important role especially in low manipulation. We must put into our account that Saddam Hussein graduated from the University of Law. In addition to having very active minister of media (Al-Sahaf) he was not silent for a while by describing U.S.A as "Al-Aloug" which means *beasts*. Above all, all of the media institutions were owned by the son of Saddam (Uday). Thus, by talking about Iraqi journalism at that time, they were not restricted to write the little. But they were exaggerated in writing about Saddam personality, expressing emotionally. Their writings mixed with motivations as well as describing the enemy in a very horrible image; otherwise they would be killed with their families. In spite of the great efforts that Iraqi media did at that time, it did not survive because of the freedom that U.S.A promised to the civilians.

2.2. American analysis

The material for analysis was taken from various articles published in the Wall Street journal in 2002.

Iraq preys on material breach

Dealing with the headline, two strategies are used to clarify that these words are gloomy. Metaphorically, it is written in dysphemism words or animal metaphor through the word **prays on** means that Iraq breaks the laws of safety. Semantically, **material breach** is considered to be a minus word defined as a contract low term which refers to a performance of failure.

"Previous resolutions which include requirements to disarm and to the cruel repression of the Iraqi people have all been defined or ignored".

The usage of passive voice through the sentence **have been ignored** has a very significant role in terms of accusation. Its aim is to report that all Iraqi politics are accused of hiding the information concerning atomic weapons without limiting one responsible person.

"The Iraqi declaration may use the language of resolution, but it totally will fail to meet the resolution's requirements".

These lines are related to the limited manipulation since the writer wants to limit the readers with only one idea of **failure**. The limitation process is increased by the use of modality **will** that is preceded by the negative statement (innuendo). Therefore, there is no opportunity for the reader to think of something else in spite of the possibility that **may** indicates.

"Before the inspectors were forced to leave, they concluded that Iraq could have produced 26,000 liters of anthrax. That is three times the amount Iraq had declared".

By the usage of passive voice denoting the object **inspectors** and the use of transitivity, the writer wants to focus on the idea how of inspectors of the Iraqi government was the dealing. Again, journalists concentrate on the idea of total accusation via making the reader ask who and why the inspectors were forced on behalf of them. However, concerning the main clause, the usage of modality **could**

is to create a pretext to convince the public that Iraq may have sites of atomic material.

"Yet the Iraqi declaration is silent on this stockpile, which alone would be enough to kill several million people".

In the first part of the complex sentence, the writer conveyed his own attitude of rejection via the use of impoliteness bald-on record strategy which aims to agitate people's enthusiasm in order to support the government. The usage of **would** expresses semi-real picture of mass destructions weapons existence and their influence on the future, so it cannot be regarded as a light form of **will** that serves as a usual euphemistic modal.

"The Iraq declaration also says nothing about the uncounted precursors from which Iraq could have produced up to 500 tons of mustard gas and VX nerve gas".

What everyone expected at that time from Iraq is to declare its weapons. The writer starts the first sentence with negation or innuendo statement to make an attitude of astonishment. While modality **could** + **past** forms indicates the ability that is confirmed by mentioning of the statistics **500 tons**.

"For example, we know that in the late 1990, Iraq built mobile biological weapons production units. We also know that Iraq has tried to obtain high – strength aluminum tubes which can be used to enrich uranium. The Iraqi regime is required to report those attempts".

Pragmatically, the frequent usage of the pronoun **We** in the paragraph denotes that the author uses impoliteness / common-ground pretension or negative face act to make general agreement on the idea of nuclear weapon existence in Iraq. The verb **know** is used in terms of light metaphor to show that the information about weapons is not reported randomly. In addition, modality **can be used** gives extra capabilities of producing atomic weapons.

"It is said to be that we are with horns, but we are not deceived. This declaration is consistent with the Iraqi's regime past practices. We have seen this game again and again; an attempt to show confusion to buy time, hoping the world will lose interest. We must audit and examine the Iraqi declaration".

Two pronouns *we* in the first sentence are entirely different from each other. The first conveys dysphemism attitude through the word *horns* and can be considered as a minus word in the presented the context. While the second one is used to show power. Metaphoric dysphemism serves to criticize Iraqi's regime via personifying information withholding. *Must* is the modal verb that denotes necessity since the duty to find the weapons was the general aim that the writer wanted to convey.

"The inspection should give priority to conducting interviews with scientists and other witness outside Iraq where they can speak freely".

In terms of politeness, the modal verb *should* + *give* is used to give an advice depending on the context. In other words, the writer attempts to create implicit justification.

"We will continue to consult our friends, our allies and all members of security council how to compel compliance by Iraq with the will of international community".

The usage of pragmatic politeness / common ground pretension or face-saving act is to show collaboration. That can be recognized via the pronouns *we*, *our*. The use of plus words *friend*, *allies* means unity.

"Partnership for progress"

Here we can come across emotional manipulation. Semantically, a word *partnership* is a plus word aimed to encourage the reading of the whole article via presenting the permutation strategy.

"The middle east is a vast region of vast importance to the American people. Millions of us worship in churches, mosques, professing the great faiths that were born in the lands between the Mediterranean Sea and the Persian Gulf. Our language and traditions are filled with references to Jerualsim to Mecca".

In general, this abstract is full of emotional manipulation based on the usage of plus words. In terms of metaphoric analysis, the Middle East is represented by the money or wealth metaphors. While in terms of pragmatic, the writer deliberately does not mention the word Iraq. He chose another expression to make linguistic

fuzziness (Middle East). So, pragmatically he tended to use one of the Grecian's maxims (manner maxim) which aims to show something irrelevant. As for the second pragmatic factor, he used pragmatic politeness / common-ground pretension or positive – face act through the use of pronoun **us**, **our** which definitely confirm his continuous will to get satisfaction.

"Our middle east policy has emphasized winning the war on terrorism, disarming Iraq and bringing the Arab-Israel conflict to a green peace. The war on terrorism is not confined to the middle east".

In the given paragraph we can see the same strategy of pragmatic politeness /common-ground pretension together with bold on strategy that is expressed by the repetition of the pronoun **our** in order to show collaboration. Metaphorically, the word **green zone** is connected with the light metaphor to denote safety or peace. Then the writer shifted to the use of passive voice, which is not restricted to mentioning the subject. In this case, it is regarded as another technique of persuasion by clarifying the fact that Iraq is not only the meant target. In other words, he used linguistic fuzziness.

"We must also deal with the grave and growing danger posed by the Iraqi regime led by Saddam Hussein. The Iraqi regime can either disarm or it will be disarmed. The choice is theirs – but this decision cannot be stopped".

In this abstract, the syntactic structure plays more prominent role than the semantic one. Concerning the first part of the sentence, the modal verb **must** in the given context denotes intensification. The second is written in conditional modality to convey warning. Pragmatically, the use of impoliteness / bold-on strategy together with the minus words convey threat.

"We are working to bring a lasting peace based on president Bush' vision of living side by side in peace and security".

In spite of the plus words, which convey **peace** and **security**, the writer used abundant metaphor via the word **vision**. The aim of such process is to make people think positively of the war consequences.

"Today, however, too many people lack political and economic freedom and modern education they need. Some 14 million Arab adults lack the job they need to put food on the table. We are also seeing an explosion of media outlets, from satellite television stations to weekly tabloids. Altogether they are making information available to more people and with information, ultimately comes knowledge".

In general, the paragraph is entirely built on metaphors, which play an important role in persuasion. The idea is that instead of saying to someone "may I do war against your family and then give everything they need", it would be better to tell him about advantages in advance and then do whatever you want. However, metaphors can be characterized in the following way:

- Food metaphor (hunger the very political and economic freedom, food).
- Light metaphor (modern education, information, knowledge).

" Saddam Hussein delusion "

When you want to fight with someone and destroy his reputation, it could be done either by fabrication or criticism. However, concerning the headline it can be said that the writer tends to use pragmatic-impoliteness strategy by accusing Saddam of being deluded rather than saying that Saddam deceives people. In terms of journalistic view point, this headline is written in an innuendo strategy to attract the attention.

"All that Arab support for the security council must have hurt Saddam Hussein for he is the self appointed champion of the Arab cause".

Semantically, the paragraph is written in minus words. Their aim is to make a pun especially by the use of the word **champion**. Within the same field of words, pragmatically the writer used impoliteness / political-sarcasm. Metaphorically, dysphemism is used in the word **champion** for the same purpose of sarcasm. Syntactically, the use of modality **must** has the role of intensification of the verb **hurt**.

"This dream of power is not only problematic for Iraq's neighbors and fellow Arabs. It is problematic within Iraq".

Concerning these lines, the writer implicitly uses pragmatic politeness / common-ground pretension to clarify that the enemy is a danger for everyone. In addition, the use of innuendo *Is not only problematic* helps to make confirmation of the idea which denotes an enemy.

"Historically, only part of 7000 years biography of the land that is Iraq could be described as Arab. Under his vision, Iraq must be fully Arabized by force and if necessary, through genocide".

Combination of the active voice together with minus words refers to only one purpose of revenge as the context denotes: the strategy of nominalization *Arabized* together with passive voice *by force*. In addition the modal verb *must* creates a visual illusion or a virtual bad image of Saddam. Personal deictic expression *his* before the modal instead of the real name (Sadam) reveals underestimation.

"Saddam Hussein has dragged the people of Iraq and to some extent the rest of Arabs into several tragic adventures. Soon, he may drag them into another".

The writer started the first sentence of the paragraph with a journalistic technique of permutation by inserting the name of *Saddam Hussein*. He continues to use the negative word combination *tragic adventures* to insult the leader of the country. While the use of the modality *may* which refers to the possibility predicts that Saddam might do risks in future.

"Saddam' last ploy".

The words of the headline are quite catchy and can be characterized by the strategy of permutation which is presented in a word *ploy*. Semantically, this minus word has different connotations related to the subject. These connotations can be presented in terms of the political field like declaring the information about the nuclear weapons without knowing what will happen next.

"The central question being put to president Bush is this: is your purpose in Iraq limited to the destruction of all its present and potential weapons of mass destruction? or is your goal "regime change" ? "The answer I hope Bush will give tonight is that the two purposes are inseparable".

Generally, throughout reading the whole article it can be deduced that the writer used different linguistic strategies that aim to avoid blaming president **Bush** policy. However, concerning the first sentence, the writer used pragmatic viewpoint the so called positive-save act or common-ground pretension to show his care toward the president and to impulse other people to feel the same. While the modality **will** plays an important role in context understanding that can be treated through the same role of **must** in terms of necessity, satisfaction or persuasion.

"He sees the U.S congress falling into step with the U.S president this week. He knows that this will push the U.N to pass an or else resolution. Accordingly, to prevent the purpose of disarmament from being joined to the purpose of his regime's overthrow, Saddam will lunch his pre-emptive diplomatic strike".

In spite of the minus words, which denote danger, pragmatically the writer tended to use politeness. The use of the modal **will** is to persuade the American civilians of how Saddam might be presented: a great danger their lives. The author also used the food metaphor through **Saddam will lunch his pre-emptive diplomatic strike** in a purpose to show that Saddam is a foxy man in urgent situations.

"We must not take that lying "yes" for an answer ".

Pragmatically, the writer used impoliteness / bold-on record technique as if he wants to shout. While the modal **must** is used to convey intensification or a call directed to the audience in order to be awake.

"We will be flooded with confessions about Saddam's terrorists connections, such past experience should remind us now: there can be no guarantee of disarmament in Iraq without the overthrow of Saddam and his gang".

Syntactically, passive voice here plays a fake role. It is used to get implicit sympathy especially in the sentence **we will be flooded with confessions**. In the next sentence, the modal verb **shall** processes the off-record strategy which conveys indirect messages and implicitly is used as a metaphor.

"His "yes" will bring hosannas from the diplomats he has duped before. Delay will buy him the time his scientists and arms buyers need to provide enriched uranium as well as the ability to deliver a germ weapon to the west's major cities".

In the first sentence of this paragraph the writer used pragmatic impoliteness to show sarcasm or irony toward Saddam. Further, the use of deictic expression – personal deixis (his) shows scorn. While **will** is used to make people agree with the idea that the war will be as fast as possible. In addition, negative innuendo is used to intensify or support the aim to overthrow Saddam.

"A statement, not cowboy".

The headline has two strategies to be analyzed: polarization which is a kind of call or speech directed to the audience to think of something alternative and the use of innuendo (negation) to negate an idea of the bad impression of **Bush**.

"The conventional wisdom among some European elites has a long been that Mr. Bush is a political light-weight. Strangely, Mr. Bush is portrayed as either of two mutually exclusive stereotypes: as a Texas cowboy or an Ivy league yuppie. It turn out now that he is a remarkable statement with a strong and underlying political will. In the first case, Mr. Bush record's on the matter had made clear that he did not intend to mean a crusade against Islamic terrorism. The word was well chosen".

One distinguish feature that pragmatics and discourse analysis deals with is the use of coherence that exists in minds and ways of its interpretation. In spite of the minus words or the animal metaphor that are used to show Bush in a bad light, these words can be interpreted pragmatically to show impoliteness political sarcasm to make people omit the bad impression against Bush by being defensive or use the clown way to cheat people. Further, passive voice **is portrayed** was chosen to make people focus on the futuristic achievements of Bush rather than Bush himself as a political figure. Further, the writer conveyed a powerful image of president praising through the use of power metaphor **remarkable statement**.

"But guess what? That helpless cowboy Bush kept his nerves and today you can hear music again in Kabul. You can play soccer in a stadium that was used by

Taliban as a killing field. Afghanistan remains to be a dangerous place, but it is far better than it is used to be under Taliban".

The writer starts this paragraph with a question that can be regarded as a permutation to make the reader keep on reading. However, in this part, he used pragmatic politeness bold on record strategy by calling the audience directly throughout the use of the modal **you + can** which is the verb that denotes certain ability.

"And Iraq? How much criticism has Mr. Bush had to take from Europe on that front? How revealing the prejudice has been. Everything has been said . European critics of the president who are in touch with reality should by now admit their error".

Simply, it can be said that the writer finally determined to persuade people emotionally via using the positive save-act as the context conveys **How much criticism has Mr. Bush had to take from European on that front**. In addition, the use of the light form of modal **shall** is to present advice not an order or command. He also used the structure of passive voice **Everything has been said** without limitation of what was said and by whom. It is connected with emotional manipulation.

"CIA warns Saddam Hussein could turn to terror attacks".

This headline could be analyzed in different techniques. The first viewpoint is a permutation strategy as this headline conveys threat and warning due to the minus words. Additionally, the writer used pragmatic impoliteness bold-on record strategy to make people show objection of Saddam's regime. He also used the modal **could** plus word combination **chemical and biological weapons** to terrify people.

"Saddam Hussein may mount attacks against the U.S with chemical and biological weapons if he concludes American military action is inevitable".

In increasing attitudes and crisis, journalists take advantage of these matters to terrify people of the coming danger; so that they want civilians to support the

government in the idea of war. However, the writer tended to use the active voice via mentioning the subject **Saddam** at the beginning of the paragraph as if he wanted him to be the main target. In addition, the use of the modal **may** gives the idea of possibility as **could** in the headline for the purpose of terrifying.

"Alas Tuesday, two gunmen killed on U.S marine and wounded another during a militarily exercise. U.S officials say they do not know yet the reason for the attack. In Kuwait, officials say the gunmen approached the U.S troops in a pickup truck and were shot and killed when they tried to open fire on a second group of soldiers".

The entire paragraph is full of ambiguity for the aim to covert the truth. Ambiguity can be analyzed in different criteria. Pragmatically, the writer broke the Grecian's maxims of the speech by lacking the quality of reporting news. He also used the innuendo strategy by deliberately negating the reason. In addition, the use of passive voice has a prominent role of hiding the information or clipping the role of the subject for the purpose of accusation.

"Do we understand all of that yet ? No, and that is a concern, but if you look at history ... you find that pulling these things out of the root early is easier than letting them flourish".

The writer used the innuendo strategy in its two cases question **Do we understand all of that** and negation **No** at the very beginning of the context in a way as if he wants to reproof people by objecting against Saddam's regime. In addition, he used the direct speech act in a form of suggestion.

"The goal this time should not be merely disarmament or even regime change, but the liberation of the Iraqi people".

In a simple way, it can be said that the writer used politeness positive save act to soften the attitude through the use of modality in a negative form. As well as the use of the food metaphor **liberty** is a way of safe manipulation or agreement.

"What we learned".

The headline is a rhetorical statement aimed to nourish people. In other words, it is regarded as a polarization that make people change their way of thinking.

"During my life time a majority of world's people has been ruled by madmen like Hitler or Stalin. I happen to believe we should pay more attention to the possibility that Saddam was complicit in leaving the world trade center".

The whole article is written with a subjectivity. It can be deduced that semantically the use of minus words against Saddam is an influential way in terms of persuasion. In terms of pragmatic viewpoint, it seems that the writer used off-record strategy which is characterized by the use of implicit metaphor that aims to accuse Saddam.

"What we learned last September 11 is that the internal character of remote regimes can become life and death issue for American civilians".

By the first look, it can be recognized that the writer is likely to use politeness *we* positive-save act in terms of seeking agreement. He also warns people via using death and life metaphor in words like ***existence and bereavement***.

"We face the prospect that the next eruption will involve biological, chemical or even nuclear attacks. In this kind of world" if we wait for threats to fully materialize, we will have waited too long". The president continued: "Our security will require all Americans to be forward-looking and resolute to defend our liberty and our lives".

In the first sentence of this paragraph, the writer used impoliteness bold-on record together with the modal ***will*** trying to declare attack. In addition, in terms of journalistic technique, the writer used another reporter's voice within the article to convey warning in syntactic way by using conditional clause preceded by the modal ***if + will***. He also used particularly abundant metaphor in the conditional clause ***we have waited too long*** to warn.

"Saddam Hussein stands out with madmen action such as starting wars, repressing his own people, deploying poison gas on civilians. Leaving such men in power is dangerous to their neighbors and the world order".

The sentence with active voice or transitivity is regarded as a way used by the journalist to keep the subject in the box of accusation. The writer also used

pragmatic / impoliteness / off-record strategy by insulting Saddam as if he wants to predict danger. He also used then the metaphor **dragon** which can be considered as either an animal metaphor or particularly abundant metaphoric expression aims to warning.

"President Bush threatened Saddam Hussein today in dire terms, vowing the severest of consequences if Hussein did not fully disclose Iraq inventory of weapons".

Permutation strategy is not exclusively limited by a word or phrase. It is sometimes extended to a full sentence as in the given example in order to be catchy for the reader. The minus word **threatened** can be analyzed pragmatically in terms of bold-on record strategy. While in terms of the metaphor, the language is particularly abundant in warning phrases **severest of consequences**.

"NATO must develop more modern military skills including more precise bombs and bigger special operations forces".

In terms of nominalization, the word **NATO** is used to make a great aura for the context for the sake of representing power. In addition, the use of modality **must** conveys urgency for fighting and danger.

"The great evil stirring the world and Hussein loomed large. He has been given a very short of time to declare completely and truthfully his arsenal of terror. Should he again deny that this arsenal exists, he will have entered his final stage of lie".

The minus words **stirring**, **great evil**, **terror** are not used exactly to insult Saddam's regime; rather the writer wanted to terrify people of that regime. In the second sentence, passive voice **has been given** is used to make the reader pay full attention to the time rather than to the subject itself. For the last sentence, the use of modal **should** that comes before the verb without a question mark at the end construct a rhetorical question and together with another modal **will** aims to agitate sarcasm.

"We are threatened by terrorism, bred within states, it is present within our cities. We are threatened by the spread of chemical, biological and nuclear

weapons which are produced by outlaw regimes and could be delivered either by missile or terrorist cell".

Here the writer tended to use pragmatic politeness which can be seen through the existence of the pronoun *we* in order to convey an implicit message. Further, the entire paragraph is written in passivisation without specifying one enemy *outlaw regimes* thus, denoting the possibility of more than one source of danger.

"If the decision is made to use military force, we will consult with our friends and we hope that our friends will join us. The world needs the nations of this continent to be active in the defense of freedom".

Concerning the first conditional sentence *if... will...* it is not used to convey warning. Thus, through interpretation of the context, the writer seeks for agreement in terms of pragmatic politeness. In addition, food metaphor *freedom taste* is used to persuade people to stand against the enemy.

"U.S should prepare public for an attack, not scare it".

In order to analyze the ambiguity of this headline in terms of pragmatic and semantic viewpoints, it should be understood either as an evidence to the government via using the modal *should* or manipulation of the Americans by the fact that there will be a war and there is no doubt that they will face a great threat.

"If a chemical or biological attack occurs near your home, should you put your family in the car and drive as far as you can or go into your house and look the doors?"

In the sphere of pragmatics, these questions are not regarded as real questions that need answers. They can be regarded as direct speech acts in forms of questions used to make people think of war.

"The Bush administration seems to be suffering from a sort of odd schizophrenia. On the one hand, it wants Americans to know they face a grave threat, so the public will support the president. On the other hand, the administration does not want to talk about how people should prepare for the threat".

By using of the body-politic metaphor from the very beginning of the article the writer tended to use impoliteness negative save act to make people think of the coming danger.

"Fleeing the scene of bioterrorist attack means leaving the place where treatment will be available first. It also increases the likelihood that a communicable disease will spread widely and rapidly around country. The result could be something akin to civilian war".

Generally, this paragraph is full of minus words that might have wide negative connotations. In terms of metaphor, the whole paragraph is written with dysphemism in addition to the body-politic metaphor in order to terrify civilians.

2.3. Iraqi analysis

The material for analysis was taken from Iraqi newspapers Al-Thawaraa, Babel published in 2002.

- العراق
- *"Iraqis have placed their soles and principles under the ensign of their banner".*
- "شعب العراق لا يتقن التسويات ويحب الحق ويقف ضد الباطل ويتعاضد ويقدم ولاءه للقائد الذي يحبه". العراق
- *"Iraqi people are stable in their opinions, love the rights, they stand hand by hand against the bad and offer their loyalty to their lovely leader".*

Journalists may write two headlines for only one article either to manipulate people emotionally or to confirm an idea. The given speech is related to the final elections of the Iraqi's president Saddam Hussein. However, in the sphere of passivisation two headlines are written in the active voice and denote powerful and direct existence of love by the Iraqis for Saddam Hussein. Here, it should be stated that active voice is used to avoid ambiguity so that the agent will be prominent and well-known. The writer uses technique of pragmatic / politeness (searching for general agreement) to sound emotional. In the same process of passivisation, transitivity is also available through the existence of action /transactive verbs that

denote the subject the **leader** and the object **Iraqis**. The verbs of transitivity are **placed** and **offer**. In terms of using the language pragmatically, these two headlines do not possess ambiguity that puts the reader in a puzzle how to interpret the text because everything was written in plus words and bold on record strategy which means that everything is clear and direct. Concerning the journalistic viewpoint, it should be said that the journalist used different criteria such as: simplification presented by the usage of simple structure and words, implicit intensification via the expression **against the bad** and the use of metaphor in the words **banner** which symbolizes power or victory and **soles and principles** which denote the most expensive wealth that Iraqis have. In conclusion, the presented headlines are related to the emotional manipulation since at that time Iraqis started to express indignation against the dictator regime especially after the news of freedom that the enemy promised to give.

"وزارة الخارجية تنفي ادعاءات كويتية " . العراق

"The ministry of Iraqi foreign affairs disclaimed Kuwaiti pretensions".

Pragmatically, the given headline reports information in an ambiguous way so that the reader can interpret these minus bewildered words which lack the Grecian maxims (quantity) in different ways. The journalist also used the permutation strategy by starting the headline with an important word combination **ministry of foreign affairs** which metaphorically represents one of the vivid institution of body-politic. In addition, innuendo strategy was used since the reader first deals with positive attitudes. Therefore, denial statements **disclaimed** came to justify what had happened. Socio-pragmatically, bold-on record strategy is used in emergent situations to confirm an attitude of politeness. While strategy of negative politeness/pragmatic saving act is activated in order to soften threats toward someone's negative face. In fact, the story was fabricated by the American and Kuwaiti governments to agitate the crisis and motivate Iraqis against Saddam because the Iraqis did not want to fight against Kuwait. Keeping in mind that there were two American soldiers at that time in the boat. Therefore, two governments concealed the entire news since what was improved by the Iraqi agency of news:

"The two boats were crashed because of thick fog ".

- "بعد ان زارت فرق التفتيش ٢٠ موقعا اثبرت حولهم الشكوك".

- *"After checking out 20 suspicious sites by a special inspectional team"*.

- "بليير و بوش اشهر كذايين العالم" العراق

- *"Blare and Bush are the most famous liars in the world "*.

These two headlines are related only to one article. When reading the first line, the ambiguity can be recognized throughout the semantic use of words like **suspicious** which attract the reader's attention and make him read the whole article in order to know what inspection team was found. In terms of pragmatic viewpoint, two headlines are referential or hints for what is mentioned in the text. However, as fast as possible, the writer shifts to write the next line with a technique of bold-underlying which conveys the writer's view point negatively to confirm his opinion against two presidents. It is also expressed by minus words or dysphemism metaphor that insult the policy of two governments. In pragmatic sphere, the writer used the technique of impoliteness in ironical and sarcastic strategy to show impoliteness. In terms of syntactic structure, the writer uses the technique of nominalization by converting the verb **lie** to a noun **lyres** simply to persuade for the reader or may be for the purpose of sarcasm. The writer used these techniques for one reason: to convince the readers without using any linguistic fuzziness that Iraq does not have atomic weapons or places that contain Uranium:

"Inspection team came to Iraq and visited the 20 places and they found nothing. But Blare claimed as such to manipulate the American and British".

- صواريخنا تجبر طائرات العدو على مغادرة اجوائنا " . العراق

"Our missiles forced enemies planes to leave our sky".

In terms of pragmatic politeness, the writer used the called off-record strategy which conveys indirect message and usually tends to be implicit by using the metaphor hints. The indirect message here is represented by implicit power symbolism or Iraqi resistance by the use of plus and motivated words which are regarded as permutation **missiles** for the purpose of attraction. In addition, the

word **missiles** here is used metaphorically to denote power. Within the text of the article, the writer increases the manipulation for the sake of motivation and persuasion:

- " تصدى مقاتلونا الابطال من رجال قواتنا الصاروخية ومقاومتنا الارضية لغربان الشر الامريكية والبريطانية عند خرقها امس اجوائنا في محاولة يائسة للنيل من عزيمة واصرار شعبنا الابي في التمسك بخياراته السياسية ومواجهة العراق والامة العربية " العراق

"Our heroic fighters thwarted by using missiles against the evil crows of the enemy when they attempted hopelessly to break our sky in order to decrease determination and persistence of our people to fight against the enemy of the Arabic nation and Iraq in particular".

In order to grasp the reader's attention, the writer started his article with the motivated word combination **heroic fighters** that is the linguistic-journalistic technique called permutation. It aims to motivate the Iraqi army and people since these air raids were regarded as an usual attack. The text is full of plus words and euphemistic expressions that denote the positive attitude and clarify the brevity of Iraqi soldiers through words like **heroic fighters, persistence**. While the minus words such as **decrease** are semantically related to the enemy denoting its malignant goals. Concerning the passivisation, the whole paragraph is written in active voice underlying the active agent **fighters**. Furthermore, it seems that the writer has chosen the bold-on record strategy which is pragmatically considered to express impoliteness especially after using the words **evil, crows** to destroy reputation of the enemy. He also used the common ground pretension strategy to show cooperation or the unity by using the pronoun **our** and the sentence **enemy of Arabic nation** for the sake of emotional persuasion. He also used the animal metaphor by describing the enemy entirely with the word **crows** to symbolize evilness in Arabic.

- "البوشية" العراق

- *"The Bushism"*

From the linguistic point of view, this headline could be interpreted and understood in different ways. In terms of ambiguity, the word could be

semantically obscure if we do not pay attention to connotations in the article (although the name might suggest its meaning). Socio-pragmatically, it is regarded as a referential statement where the writer wanted to steal the reader's attention. The concentration is to look for additional description of the famous political agent **Bush**. Similar to other headlines, the writer chose the permutation strategy for the sake of horrible understanding, sarcasm or pun. Nominalization that the writer created by changing the proper noun to another noun is an attempt to create an independent entity. In order to digest what the word has in context, we clarify it by the following abstract:

- "العالم برمته الان متهم من قبل الادارة الامريكية بتهمة جديدة تضاف الى تهمة سيئة الصيت الا وهي (معاداة السامية)". هذه السلوك النفسية للرئيس الامريكي دفعت معهد لوفتسين الامريكي الذي يعد واحد من المراكز العلمية المهمة حيث يضم مختصين من السلوك النفسي وجمع من المورخين الى ان جورج بوش الصغير هو اغبي رئيس على الاطلاق حكم الولايات المتحدة الامريكية ".
العراق

- *"In addition to the previous bad accusations that U.S.A government claimed. Recently, the whole world is being accused by showing enmity against Israel. These psychological behavior of G.w.Bush motivated (Lofsten) one of the important academic institutions in U.S.A including psychological specialists and historian scientist . This academy concluded that Bush is the most stupid president ruling America".*

Passivisation, nominalization and metaphor play an important role in manipulation here. However, the writer intentionally possessed his narration by not limiting an individualism or event in the context. This way is related to the strategy of nominalization that is accompanied by passive voice by the usage of the word **world** in order to improve that America is an enemy for everyone. The writer intended to get the common-ground pretension through the use of pragmatic face-saving act. In other words, he determined to get the reader's satisfaction. Concerning the metaphor, the writer used general expressions to create different viewpoints. The body metaphor politic is available via the word **U.S government**

which represents domination as well as the power metaphor. Furthermore, science is used to improve facts. The existence of academic institutions as well as the scientific persons is related to the light metaphor which symbolizes the role of knowledge.

- "في خضم هذه الارتباكات الامريكية والسياسات الطائشة التي اعتمد عليها بوش الصغير , يتم ذكر موضوع المفتشين مجددا فقد اتخذه الرئيس الامريكي ذريعة بهدف تسويق عدوان جديد على العراق وليس الهدف الحقيقي التحري عن اسلحة محظورة لان عقلية الامريكان هي عقلية العدوان والشر منذ ان طردوا سكان امريكا الاصليين . فقد عادت الادارة الامركية ورئيسها بشكل مسعور الى التصريحات والتهديدات. فنحن لانضع كل هذا الا في حقل الافلاس السياسي والاخلاقي بغد ان عجزت ان تنال من العراق ووحدته الوطنية والقومية فكل هذا لم يرف له جفن طفل عراقي , فكيف بالابطال الشجعان ". العراق

- *"Within the foolishness and unwise American policies that Bush depended on, the speech concerning inspection team was agitated again to be a helpful material as a pretext for the sake of showing his enmity against Iraq at which the ideology of America is characterized by hostility since they deported the original population of America from their own land. Again, the American government with its rabid president to threat our nation again but all of these would not terrify the Iraqi baby, so what it would be for Iraqi soldiers !".*

In terms of linguistic viewpoint, this article is free of any syntactical ambiguity as everything is written in simplified structure to make it understandable for the reader. Lexically, pragmatically and semantically it is regarded as clue where every word has an implicit meaning. In other words, the idea is expressed metaphorically with the use of personification. Every written word no matter whether it was plus, minus or dysphemistic expression is used to get satisfaction as if the author writes a critical poem. This way of writing is entitled in terms of informational and estimative manipulation since it denotes public morals, praise accusation or threats and insults. Metaphorically is also implicit here with the use of dysphemistic expressions that are related to animal metaphor like **foolishness, unwise, hostility**

and rapid. While money metaphor is represented by **deportation of the original population** which implicitly means that America seeks for wealth and domination. Power metaphor is also presented here by using **our nation, Iraqi baby, and soldiers.** Pragmatically, the writer uses the common

ground pretension(saving-act).

- "القيادة الامريكية تؤكد اصابة الطائرة البريطانية". بابل

- *"American leadership affirmed that British military plane was destroyed"*.

In order not to lose its military prestige, ideology of American media does not confess or declare the whole truth when they fail or lose something. These news are reported by the American military camp in Qatar. However, linguistically, this headline and the article are both ambiguous. Ambiguity can be seen through the use of passive voice **was destroyed.** The strategy of transitivity also works in passivisation by mentioning only the object **plane** which means that the event is expressed by only one source. In order to clarify the entire ambiguity, the article reports:

- "أكدت القيادة المركزية للقوات الامريكية في قطر ان الطائرة التابعة لسلاح الجو البريطاني اصيبت بصاروخ. ولم يكن في وسع المسوول اعطاء المزيد من التفاصيل في الوقت الحاضر".

- *"The central leadership of American forces in Qatar affirmed that the plane that is related to the British air force was destroyed by a missile. The responsible behind reporting is not able to give more information about the event now"*. بابل

Both American and Iraqi media deliberately did not tell the whole truth. The American concealed the reason for destroying the plane by using the passive voice for the purpose of strategic issues which pragmatically means that the journalist used what is called relation maxim by omitting the urgent information. While in Iraqi media, the writer reported this news without any additions for only one purpose that is because of Iraqi news at that time were full of victory and motivated statements. Therefore, he used the strategy of permutation in order to be pragmatic and make the reader think only that the plane was destroyed by the Iraqi missile. Such strategies are related to the limiting manipulation.

- "وعي شعبي" بابل

- "Public awareness".

Simply by starting to analyze the headline, we can see many different linguistic journalistic strategies. The metaphorical use of language light symbolizes the knowledge through the term **awareness** which is related to consciousness or mind. Implicit polarization is about a call directed to the audience in order to survive against the opponent. Totally, it conveys emotional manipulation through the euphemistic expression **public** which is pragmatically considered as politeness in terms of common ground pretension. However, all previous linguistic strategies in the headline and other additional technique are clarified in the article:

- "من جانبه اوضح الدكتور احمد صدقي المفكر الفلسطيني ان تداعيات هذا العدوان الذي يتم الان على المستوى الدولي والاقليمي من المتوقع ان يحدث تفاعلا يندر بتغيرات وتطورات مهمة. كما وحذر من انه اذ لم تلتفت الانظمة العربية الى هذه التغيرات فسيؤدي ذلك الى انفجار جماهيري تخشى عواقبه على الوحدة الوطنية الداخلية". بابل

- *"By his own viewpoint, the Palestinian thinker Dr.Ahmed Sudqi pointed out that the recent aggression against the regional and international level is expected to create prominent changes and developments. He also warned that if Arabic regimes do not care for these changes, we will be afraid of an effective public explosion against the internal unity".*

Metaphorically in addition to the term **awareness** which denotes light metaphor the existence of scientific individuals together with awareness are to predict what will happen in the future since opinions and thoughts of those scientific individuals are taken into consideration. Furthermore, different metaphorical expressions are used within the time of war to predict consequences. These metaphorical expressions can be used negatively and positively depending on the attitude. The American government used these strategies successfully to manipulate and persuade the Iraqi civilians by promising them to remove dictator. While for the Arabic media in general their use was to warn people against the enemy. The use of indirect speech act /perforative verbs have a significant role

here by using verbs that consider an action themselves **pointed ,warned**. Conditional clause together with modality **will** convey warning and certainty.

- "الحواسم " بابل

- "Al- Hwasim"

Before going in depth, there is an Arabian proverb: " Too much of lying by the liar leads him to believe himself". Personally, Saddam and his policy can be considered as a significant emotional manipulator. Without caring on syntax or structure, the writer carefully chose the word either from semantic, pragmatic or metaphoric points of view. His words were very effective as he named the second Gulf War by **Um Al-Maa'rik** which is literally translated into **mother of battles**. He also named the war against Iran **Al-Qadisia** since this name is historically associated with the Arabic victory in the war. However, concerning this headline, the journalist chose this word for different purposes:

- to create motivation and public persuasion, the name of this battle carries implicit polarization and intensification. In addition to that it can be regarded as a minus word as its aim is to motivate.
- from the point of view of journalistic technique, it is related to permutation strategy in order to be attractive and the use of Grecian maxim (manner) pragmatically could be enough for persuasion.
- pragmatically/politeness is expressed by the common-ground pretension especially by using the plural structure. The name itself suggests to convey morality that Saddam wanted to give for Iraqi civilians. The name simply means (victory).

- "اذا اقدمت امريكا على العدوان العسكري على العراق فسترتكب حماقة مطلقة".

- " من سمات العراقيين الشهامة اليعربية والاحساس بالمسؤولية ". الثورة

- "If U.S.A administration attempts militarily against Iraq, it will commit an absolute foolishness".

- "Iraqis are well-known for Arabian nobility and sense of responsibility".

One of the distinguished features of the newspaper articles in Iraq before the war is the presence of two headlines for the reason of persuasion. In terms of

journalistic techniques, both articles are written in intensified, polarized language of threaten. The first headline could be analyzed syntactically, pragmatically as well as semantically. Syntactically, the journalist used present simple either in negative or affirmative sentences that make the speech more realistic and direct. In terms of passivisation, he presented active voice either to mention the name of the opponent directly to show the attack, brevity or boldness or to support Iraqis. This headline also conveys threats and warning. Dealing with it as a statement or a sentence, we find the conditional clause **if** that is preceded by **will** which expresses certainty. However, politically, the author expressed his vehement attitude to the enemy. Semantically, he used to describe America in general with different names that can be analyzed in terms of minus words. Once, he described them as crows which denotes maliciousness. He also described it with metonymical expression or pun **Administration** to reduce the high prestige of this terrified name. Abundant metaphorical expressions are also used to show warning in the article:

"انها سترتكب حماقة مطلقة بمعنى انها لاتستطيع ان تفهم وتتمتع برووية او بصيرة حكيمة "

- *"It will commit an absolute foolishness which means that it cannot understand and does not have a wise vision".*

Here the pronoun (it) is used as a deictic expression instead of America denoting non-importance of this government. Synthesia is also used to describe U.S.A as blind (animal metaphor).

- "خطاب بوش مجرد هراء ". الثورة

- *"Bushes' speech is just a non-sense "*

- "على الرغم من الضجة الدعائية التي احيط بها بوش الصغير فانه لم يكن سوى هراء. فهذا الخطاب الحافل بالجمععة والتهريج الهوليودي هو استمرار لخطاب ادارته السياسي ومنهجها العدواني الثابت منهج الكذب والخداع والتضليل . ان بوش وعناصر ادارته الاشرار تحدثوا مرارا عن وجود معلومات سرية لديهم تثبت صحة ما يدعونه على العراق , فاين هذه المعلومات, ولماذا لا يقدمونها الى لجنة المفتشين ".

- *"In spite of the wide world media that (small) Bush is lucky with, but it is just a non-sense . His speech that is full with garrulity and hollyowdic clowning is a continuation for the speech of his political administration and*

its stable policy that is known by deception and lying. Bush and his evil administration claimed that they have secret proves of nuclear weapons in Iraq. So, where are these proves, Why do not they present these proves to the inspection team to the inspection team".

In order to create justifications, the man is either to say emotional words or attack his opponents by thoughts to show his power. It is the same with the writers in newspapers. In terms of similarity, it could be said that a headline is the strongest weapon that writers use to influence reader's minds. Thus, starting with the headline, the writer possesses the permutation strategy on the whole words because he knows that either minus or plus words at the current attitude will be eye-catching in addition to the impoliteness /bold-on record strategy which denotes pragmatic sarcasm. Personification in the article plays the role of pun which can be recognized via the words **small and hollyowdic clowning**. The writer also personifies the speech of Bush with (hollyowdic clowning) which means that it is just a fabricated scenario which pragmatically can be analyzed in Grecian roles of speech that lack evidence. The indirect speech act that is combined with rhetorical questions such as **where and why** serves to disable pretexts and convince the reader of non-honesty of the American attitude.

- "هذه حرب امبريالية" /الثورة

"This is an imperialism war".

There is no doubt that in the given headline, the writer activates the permutation technique to make the reader think about what this war attempts. In other words, he activates polarization which pragmatically indicates warning. In addition of regarding the word (imperialism) as a minus word criticizing the political regime of America, pragmatically it is used as a hint or referential signal for what the article includes. Furthermore, the writer used nominalization strategy by giving only one name of this war; so he avoided too much explanation. However, concerning the article itself, it is reported:

- " اكد المفكر الفلسطيني في الجامعة الاميركية في القاهرة امام طلابه ان لاينخدعوا بالاعلام الاميركي وان رغبة الادارة الاميركية لاتسعى من اجل نشر الديمقراطية وحقوق الانسان وانما من اجل السيطرة على موارد العراق " .

- *"The Palestinian thinker at the American university in Cairo asserted before his students not to be deceived by the American media since they do not attempt to spread democracy and human rights, but to control Iraq and its resources".*

In this article, two factors could be analyzed. In terms of journalistic technique, the existence of the Palestinian thinker is considered to be a technique used to mention the name of another reporter's voice to support him in his will of persuasion. The word **Imperialism** is interpreted metaphorically and means the control over wide lands which symbolizes that U.S.A searches for wealth money metaphor and dominance power metaphor. The light metaphor is also used to make people think of what the future hides. Concerning the techniques of persuasion, the write used the impoliteness /bold-on strategy mixed with minus words. The author also uses innuendo technique by explicitly criticizing American policy. Finally, concerning the tangible sequence of war, he used the metaphor particularly abundant in a predictive way to convey warning.

- " سنعجز العدو مع طول الزمن " الثورة

"We will incapacitate our enemy in the course of time".

- " اننا نثق بكم وبقدراتكم وبانكم رجال الحاضر والمستقبل لاننا نعرف انفسنا ونعرف طبيعة التهديد الذي يواجهننا . العدو لايستطيع ان يسلب ارادة العراقيين على النصر والصمود.يجب ان نوصل العدو من خلال صمود العراق الى ان ارادته لاموجب لان يستخدمها علينا فهل هناك متهور بمثل هذا الوصف ! وكم دولة تستطيع ان تنافس امريكا بكل شي ؟ فلماذا يذهبون الى العدوان والشر !

- *"We trust you and your abilities . You are the men of present and future because we know ourselves and nature of threat we face. The enemy must know that it cannot fight. Is there any imprudent behaves as such! how many countries that can compete with America in everything ? So why do they want to fight the whole world".*

Generally, modality plays a considerable role in the headline and the article. Starting with the headline, it conveys metaphorical power via the use of word **incapacitate**. Politically, the leaders used the strategy of face-saving act to show co-operation and avoid loneliness that can be recognized through the pronouns **our, we**. In other words, politeness /common-ground pretension is the usual pragmatic technique which aims to get the total satisfaction. Semantically, the article contains plus words that aim to motivation; and minus words which criticize the enemy and show his weakness. However, concerning the modality it could be said that every modal verb has its own function. In the headline, the use of **will** conveys warning and that is what usually happens in the sphere of politics. The usage of **cannot** denotes the incapability of the enemy to do something. The whole statement **cannot despoil Iraqis** is regarded as an innuendo statement. Therefore the statement is an attempt to negate or deny the power of the enemy. The modal **must** which denotes necessity together with the statement, metaphorically represents power metaphor. The last three lines of rhetorical questions are used to describe the enemy from the bad side. The first question is an innuendo statement. While the second question is a pun in spite of the **competition** plus word as if the writer wants to show America as a bad policy. For the last question, the answer would be metaphorical animal metaphor which insults America for domination.

- " امبراطورية مسكونة بالخوف " . الثورة

- " *The empire that is haunted with fear* " .

" من يصدق ان الولايات المتحدة القوى العظمى التي تمتلك كل اسلحة انواع الدمار الشامل هي امبراطورية مسكونة بالخوف . ان الخوف صار قوتا يوميا للاميركيين خاصة بعد مجي بوش . فقد انتقد الكاتب الامريكي تشارلي ريز بالقول (اذا كانت امريكا تريد تحقيق السلام , فهل يكون تحقيق السلام عن طريق الحرب !!! كما حد ان احفادنا ستكون حياتهم تعيسة في عالم خطر" .

"Who believes that powerful united states which have all kinds of mass destruction weapons is an empire haunted with fear . That fear got a daily food for the Americans especially after coming of Bush for the presidency. The American writer Charlie Reyes criticized the policy of American regime by saying "if America wants the peace, is that can be done by wars!"

He also warned "our grandsons will have a miserable life in a dangerous world".

Regarding the headline, it is pragmatically ambiguous as it is written with a passive voice technique in order to make the reader think. The author also activated nominalization by giving only few words for the sake of ambiguity. He also tried to agitate sarcasm by making pun through the usage of the word **empire** that means the opposite. The article starts with the rhetorical question which pragmatically is interpreted as an impoliteness /political sarcasm. In order to reach the manipulation goal, the writer supported his ideas by metaphoric expressions as he matched the fear of American people as something edible food metaphor. He also used the journalistic technique through inserting another reporter's voice **Charlie** for the same reasons of satisfaction and persuasion. The use of the light metaphor with modality **will** is to predict that something dangerous will happen in the future.

2.4. Results

Based on the method of observation and comparison, it can be said that the use of pragmatic politeness is more frequent than impoliteness in Iraqi journalistic discourse with 19%. The main reasons for it are the principals of motivation and emotional manipulation. In order to make the lines seem more emotional, the writer used the strategy of searching for general agreement to achieve the general satisfaction through the statement "*Iraqis have placed their soles and bloods under the ensign of their banner*". Impoliteness in Iraqis newspapers was bounded in 15% to show specific purposes. To show scorn or contempt, the strategy of bald-on record impoliteness was used against Blare and Bush in the statement "*Blare and Bush are the most famous foxes in the world*".

In syntax, all of Iraqi news was written with active in contrary to passive in the American news articles. In order to make the statement more expressive and powerful, the sentence "*Iraqis have placed their soles and bloods under the*

ensign of their banner" was written in active voice to ensure the idea of victimization.

The use of modality in Iraqi is 15% shared the same roles with American news of showing warning and certainty together with conditional clauses "*if Arabic regimes do not care for these changes, we will be afraid from an effective public explosion against the internal unity*".

In the field of semantic usage, the phenomena of minus words in American and Iraqi discourses were notable. It was existed with 21% . However, they might be different in connotations. For instance, the minus words to insult two presidents by matching them with "*Foxes*". Then "*Imperialism*" came to denote the political domination of U.S.A. While the usage of plus words concerning the Iraqi side was limited to some extent 17% but rich with emotional influence. Sometimes it was used to show love "*Iraqis have placed their soles and bloods*". Then it came to symbolize implicit motivation in the phrase "*our missiles*".

Metaphorically, For the Iraqi it was with 13% can be recognized in: "*Blare and Bush are the most famous foxes in the world*", "*Our heroic fighters thwarted by using missiles against the evil crows*", "*Bushes' speech is just a braying*".

For the American manipulation, the frequency of pragmatic impoliteness was more evident with 14% when dealing with the idea of war. To convey threat or stubbornness, the writers used the strategy of record impoliteness in the sentence "*The Iraqi regime can either disarm or it will be disarmed*". For the usage of pragmatic politeness, it can be said that in spite of the minority existence with 12%,but it was chosen and activated skillfully. For instance, the writer once used the strategy of common ground pretension or the face saving act in order not to show avoidance or domination of opinion "*We will continue to consult with our friends, with our allies and all members of security council*".

For the syntactic usage in American newspapers, it can be said that it is essentially different from the Iraqi one. The role of passive was 8% prominent than active. Writers used it in "*Previous resolutions which include requirements to disarm and to the cruel repression of the Iraqi people have all been defined or*

ignored" to accuse everyone in the Iraqi government. Concerning the modality, it was with 31% used for the purpose of a powerful influence. For instance, in the statement "***The Iraqi declaration may use the language of resolution, but it totally will fail to meet the resolution's requirements***", the modal *may* is used as a word to manipulate people's mind.

In terms of the semantic connotations, two discourses share the same usage of minus words. It is available with 16% In the statement "***Iraq preys on material breach***" it is negatively denoted that Iraq is about to break the laws of safety. In the statement "***It is said that we are with horns, but we are not deceived***" the writer wanted to justify his own government by the usage of minus words. The plus words were characterized with 3% mostly by denotative meaning. In the statement "***Partnership for progress***" the positive connotation was used to denote unity against the danger.

In terms of the metaphor usage, it was with 16%. The two discourses tended to use animal metaphor to insult the policy of each other. But the difference is in the use of the food metaphor which was significantly found in American side.

CONCLUSION

Any war is preceded by an intensified speech of politicians or decision makers that plays important roles either to convey sharp attitudes, threats or make another side think positively about the consequences of the war. In other viewpoints, this kind of political discourse is called a cold war. A newspaper article might not be well effective if we compare it with the oral speech, but it can constitute a specific type of written discourse that can be easily read. Furthermore, the careful selection of words as well as the freedom in writing are very urgent factors in terms of manipulation or persuasion. The general comparison make us conclude that in ways of narration we mostly rely on headlines in our analysis rather than the articles. Concerning the Iraqi part the articles were not rich in content while the American ones were powerful both in headlines and content. However, the importance of this paper was to recognize and examine if it is possible to show that newspapers with divergent political positions linguistically display different attitudes when reporting news.

The first chapter consists of an introduction presenting the background information about the speech. We also discussed the impact of media and newspapers on people's mind and tried to reveal the answers to the following questions: what is understood by the newspaper discourse and what are its main characteristics. Then we give an account to different definitions of the term manipulation and present extra linguistic skills to manipulate. This can be done with the help of syntactic maneuvers, for example the choice between active and passive voice, modal expressions and nominalization, Lexico-semantic choices, metaphor usage. Finally, the analysis was organized on the material of American headlines and newspapers articles from the Wall Street Journal as well Iraqi newspapers like Iraq, Al-Thawaraa, Babel.

Depending on the method of comparative observation, it was noticed that the American discourse pragmatically was impolite in declarations of being more dominant by the use of record-impoliteness strategy as well as the expressions that

contain sarcasm. The use of passive voice was more recognizable than active to make either linguistic fuzziness in the whole discourse or to produce general emotional manipulation. Modality usage in the American side was sharper than in Iraqi one in terms of warning and necessity expression. The existence of minus words in both discourses was similar, but the American discourse can be characterized by stronger connotation. Moreover, American discourse is also full of various metaphoric expressions of different types. Concerning the types of manipulation, the Americans were more prominent in the use of intellectual and expanding manipulation due to the statics that they present about the atomic weapons.

The Iraqi discourse pragmatically used politeness or the face-saving act to be closer to people. Most paragraphs were written in the active voice for the purpose of openness. The modality as we previously asserted was sharp but less than in the American discourse especially in necessity expression. They also shared the existence of minus words only for the purpose to insult while the American journalism used these minus words for justification. Metaphorically, a lot of animal metaphor were used for the purpose to insult, but at the same time no other types of metaphors could be found in newspaper articles. The nature of manipulation was opposite to the Americans and was restricted to emotional and limiting manipulation.

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