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## What to Teach? A Critical Linguistic Perspective on News Reporting

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This study aims to probe for ideological construction within the linguistic structure of newspaper reporting. The study focuses on news reports relating the issue of new IOC chairman election in English version of four mainstream newspapers published in Korea: *The Donga Daily News*, *The Jungang Daily News*, *The Chosun Daily News*, and *The Korea Times*. The analysis of these reports adheres to the analytic paradigm of critical linguistic analysis and shows how the newspapers articulate conflicting ideological positions in their reports of new IOC chairman election. The analysis demonstrates how the event of new IOC chairman election is naturalized in racist accounts. This study is important for understanding the constructive nature of language practices. The study concludes with a discussion to explain the need for critical awareness in choosing right teaching material, considering that news reports are widely accepted as an authentic material for English education.

[critical linguistic analysis/language teaching,  
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### I. INTRODUCTION

This study examines the linguistic structures through which the issue of new IOC chairman election is ideologically constructed in newspaper reporting. Using the analytic paradigm of critical linguistic analysis (hereafter CLA) employed by van Dijk (1988a, 1988b), Fairclough (1989, 1995a) and others (Fowler, 1991; Halliday,

1985; Hodge & Kress, 1988; Thompson, 1984), this study examines how the Korean newspapers engage in discursive strategies that define the election of new IOC chairman in terms of racism. The discursive representation of the news reports is important for understanding the issue because it illustrates how the linguistic structures and processes combine to produce particular meanings which construct ideological representations of social reality from their own particular ideological position.

There have been some significant studies on media discourse with the critical linguistic perspective. Kress (1985) demonstrated how all aspects of the textual system of a language, that is, syntactic structures and lexical choices, are brought into play to express the ideological meanings articulated in news reports. Fowler (1987) examined how the press reproduces society's unequal power relationships by analyzing the transitivity structures and lexical classifications comprising news reports. Recent studies (Brookes, 1995; Caldas-Coulthard & Coulthard, 1996; Clayman, 1990; Dunnire, 1997; Fowler, 1991; van Dijk, 1988a, 1988b, 1991, 1993; van Leeuwen, 1995; Wodak, 1991; Wodak & Matouschek, 1993) have demonstrated how the Western news media linguistically construct ideological representations of different groups of people and different countries, and how these representations exercise a great deal of power in shaping our interpretation of the world. The focus of this study is to examine how the mainstream newspapers in Korea ideologically construct the issue of the new IOC chairman election as a racial issue through the use of different linguistic structures and processes.

The study concludes with a discussion about the educational implications of this finding for how texts are linguistically constructed within newspaper discourse guided by the professional canon of objectivity, balance, and neutrality. Considering that news reports are widely used as an authentic material for college English education in Natural Approach, Communicative Language Teaching, and NIE (Newspaper in Education), the need for awareness in choosing the right teaching material will be discussed. Finally, the need for teaching language awareness and devising strategies and methods for achieving it will be suggested.

## II. BACKGROUND

The International Olympic Committee selected its eighth president at its general

meeting in Moscow on July 16. Among the five candidates for the job was Kim Un-yong, chairman of the Korea Athletics Council. Kim Un-yong, president of the Korea Sports Council and executive member of IOC, was competing for the IOC presidency with Jacques Rogge of Belgium, Dick Pound of Canada, Anita DeFrantz of the United States and Pal Schmitt of Hungary. But Kim and Rogge were the leading contenders. As election day neared, foreign news outlets had named Mr. Kim as the strongest candidate to succeed Juan Antonio Samaranch, despite some personal disadvantages such as a lack of experience as an athlete on any level. Since the launch of the committee in 1894, the post has been an exclusive possession of Americans and Europeans. Therefore, the news reports defined it a historical event that the first Asian and non-white candidate was running for the election with a high probability of winning. The election was watched with keen interest from across the world due to whether or not it will produce the first non-European or American leader of the world sports governing body in its history.

The aim of this paper is to show how the discursive strategies of the mainstream newspapers in Korea work to define the election of new IOC chairman as a racial issue and to portray Kim as a victim of discrimination in the world of white majority.

### III. THEORETICAL BACKGROUND

This study adheres to the analytic paradigm of CLA. CLA has its roots in critical linguistics, which goes beyond the description of discourse to an explanation of how and why particular discourses are produced. Calling an approach to language study "critical" is a recognition that our use of language as a social practice 'is bound up with causes and effects which we may not be at all aware of under normal condition' (Fairclough, 1995b, p. 54). The exercise of power through the language is often implicit and not clear to people.

The primary focus of this field of linguistics is on discourse which is 'a field of both ideological and linguistic processes' (Fowler & Kress, 1979, p. 154). It is concerned with the way in which discourse builds social identities, social relations and systems of knowledge or belief and how these discourses maintain power through their ideological properties (Fairclough, 1989). Because the emphasis in

critical linguistics is on investigating the basis of comprehensive and systematic linguistic differences, critical linguistic analysis gives insights in 'the ideological determinations of discourse, and it shows the marks of its engagement in social processes and of some of the dynamics and stages in the reproduction and transformation of ideology' (Thompson, 1984, p. 156).

The claims of critical linguistics bring to analysis of media discourse a systematic view of text: the media text as 'multifunctional, always simultaneously representing the world (ideational function) and enacting social relations and identities (interpersonal function): seeing texts as built out of choices from within available systems of options in vocabulary, grammar, and so forth' (Fairclough, 1995b, p. 25). The relevance of the concept of meaning potential (Halliday, 1985) to this view of media discourse is evident. For Halliday, the semantic systems of language is meaning potential among which it is possible for the grammar of the language to express. What these claims suggest is that language used in discourse, including news reports, is not simply for information and comment, but rather, through the systemic linguistic differences serves to confirm and reproduce the ideological meanings.

The critical approach to discourse analysis typically concentrates on data like news reporting, political interviews, and counselling that describe 'unequal encounters'. For instance, Brookes (1995) exposes the neo-colonial racism evident in the portrayal of Africans in two British newspapers. Thus, we often see in CDA a need to broaden the social context to embrace the socio-political conditions that shape discourse. Like Brooks (1995) other studies working within a critical linguistic paradigm (Fowler, 1991; van Dijk, 1988a, 1988b, 1991; Wodak, 1991) have shown how racism is a cognitive and social phenomenon that has the social function of protecting the interests of the in-group. In the analysis of racial prejudice in western societies, they show racism becomes pivotal in maintaining the power relationships. These ideological meanings underlying newspaper discourse will be investigated in the present study.

Unlike all studies on the racist discourse which aim to reveal the racist ideology in news discourse, however, the present study aims to show how the news reports on the IOC chairman election in Korean mainstream newspapers systematically portray the event as a manifestation of racism.

## IV. DATA AND METHOD

This study is based on the analysis of data from the news coverage of the IOC chairman election in major national newspapers in Korea: English version of the *Donga Daily News*, the *Jungang Dairly News* and the *Chosun Dairly News*. One month of coverage of the relevant events (July 2001) was surveyed. The month covers roughly the peak of reporting on the issue. The data comprise every news item (total of 9) from the three newspapers. In collecting data, coverage by outside sources -- AP, UP, Reuters News Agency -- was excluded. All of the data analyzed in this study were written by the reporters of the three newspapers.

The analysis is undertaken in two stages. The first, a general characterization of the headlines from the news reports, reveals evidence of a systematically different representation of events and an 'us vs. them' dichotomy. The headlines are analyzed at the level of transitivity and lexical choices. The second part of the analysis of news discourse pertains to the news text, showing how specific textual structures are used to generate particular ideological meanings, and interpreting the textual patterns at the socio-political level.

The selection and repetition of a particular generalizing attribute hint at an underlying ideology of news reports. The choice of words is important in providing readers with cues for interpreting events, thus the selection of word meaning through lexicalization is one of the major dimensions of news discourse manifested by ideologies. The analysis of transitivity in syntactic structure treats the roles or subject positions that the grammar constructs for the participants, and the ideological and social meanings that result.

## V. THE NEWS REPORTS

### 1. Headlines

A distinct feature of news reports is the use of the headline and lead to express the gist of the news story in a very concise form and to orient the reader to process the text in a pre-determined direction. Together with the lead, the headline forms the summary of the report. Since readers often read and recall only the headlines and the leads, they construct not only preferred meanings of the news texts for the

readers, but also the most prominent ideological view of the texts (see Bell, 1991; van Dijk, 1988a). The function of the headline or lead is to form a cognitive macro-structure that serves as an important strategic cue to control the way readers process and make sense of the report. Part of this involves the activation of relevant background knowledge from our long-term memory that is needed to contextualize the meaning of the text. A case in point is the headline (*Donga* 13, July) "*I will break the biased view toward colored races*" Kim in a firm attitude, which recalls past reports of flourishing racism or racial discrimination. Thus, the words 'break the biased view' in the headline are meaningful only if set against this 'background knowledge' that the news report presumes readers to have. Likewise, the headline (*Joongang* 16, July) *Choice of Beijing may bode badly for Korean candidate*, while recalling a recent news event (China's bid for Olympic state) presupposes that the election of IOC chairman is affected by other issue. What is significant is how the writer has made the 'choice of Beijing' a bad influence on Korean candidate. The way the headline is constructed therefore suggests that the writer is interested only in looking at the bad effect of 'the choice of Beijing' for Olympic state on Korean candidate for IOC presidency rather than the issue of how it will be bad.

TABLE 1  
News Headlines under Analysis

Source	Headlines
<i>Donga</i> (7/09)	IOC chairman election, Korean candidate and European Rogge are to encounter at final vote
<i>Joongang</i> (7/11)	Korean on Olympic stage
<i>Donga</i> (7/12)	Kim will be able to beat the bias?
<i>Donga</i> (7/13)	"I will break the biased view toward colored races", Kim in a firm attitude
<i>Joongang</i> (7/16)	Rogge defeats Korean candidate, takes Olympic helm
<i>Joongang</i> (7/16)	Olympic vote might get lift
<i>Joongang</i> (7/16)	Choice of Beijing may bode badly for Korean candidate
<i>Chosun</i> (7/16)	Kim loses to Rogge in bid for Olympic residency
<i>Donga</i> (7/18)	Rogge, elected new IOC chairman

Typically, then, news reporting not only provides information for readers to

interpret but often comes packaged with the interpretation as well. Every word in a headline is carefully chosen and structured so as to maximize the effect of the headline. In this way headlines often encapsulate the newspaper's ideological values and attitudes, and analyzing the lexical choices and syntactic structures of headlines would allow the critical discourse analyst to get the underlying meaning behind newspaper reporting. The headlines of all articles on the election of new IOC chairman of July 2001 in the three newspapers are given in Table 1.

The analysis of the headlines begins with an examination of the lexical choices used in the headlines. The choice of words is important in providing readers with cues for interpreting events. Every word in a headline is carefully chosen and structured to maximize the effect of the headline. Thus, analyzing the lexical choices would illustrate the underlying meaning behind newspaper reports. It is fruitful to combine the analysis of transitivity with that of lexical choices. Transitivity refers to how meaning is represented in the clause, and is a key analytic component of the ideational function of language. The way in which transitivity carries out this ideational function is by expressing participants and processes (Halliday, 1985). The principle of transitivity can be expressed simply in terms of 'who does what to whom'. In this respect, transitivity is a useful analytic tool that foregrounds the agency or, the attribution of agency and process to the various participants in the text. Therefore, the analysis of participants and processes based on transitivity deals with the ways in which choices between different grammatical processes and participant types are made to be ideologically significant. Selection between process types has an effect of highlighting or backgrounding agency, and such choices are ideological because the motivated obfuscation of agency results in leaving attributions of causality and responsibility unclear.

A motif of racial discrimination in the election is suggested by the lexical choices used in the headlines. What we have is a series of news headlines that highlight racism and bias toward colored people. The lexical choices betray an explicit association of the election with racial issue involved. The headline, *Kim will be able to beat the bias?* (Donga, 12 July) is particularly telling not just suggesting that the election of IOC chairman is biased and that to win the election is to beat the bias toward colored races. Thus, prevailing atmosphere is one charged with unfairness arising from racial issue in the election on the one hand and other factor like the choice of China for Olympic state on the other. In light of this, the 13 July headline, *"I will break the biased view toward colored races." Kim in a firm*

*attitude* is strategically timed to re-assert racism involved in the election and, a face-saving strategy to call public attention to the issue.

Furthermore, the syntactic structure of this headline is deliberately manipulated to emphasize the active role Korean candidate is taking in the fighting against racism involved in the election. It is done by juxtaposing the direct speech in 'I will break the biased view toward colored races' and the reported speech in 'Kim in a firm attitude'. The effect of using direct speech is to portray Korean candidate in a personal manner, giving the impression that Kim is speaking directly to the readers (or, more specifically, to the world). This sort of syntactic manipulation is also evident in the 11 July headline, *Korean on Olympic stage*. Using small clause, in which the relational verb is omitted (a common occurrence in headlines) and a circumstantial element of location included, both agency and responsibility of Kim are backgrounded. This suggests states of being a Korean IOC chairman rather than action or process of the part of the carrier. What matters is not who is a qualified candidate but what is his or her nationality and race.

In contrast, the syntactic structure of the 18 July headline, *Rogge, elected new IOC chairman*, is the passive, in which the relational verb is omitted. Here again, the agency of IOC is backgrounded and 'Rogge' is foregrounded by occupying thematic position, instead. Information in a clause is ordered according to its perceived significance. Thus the frontal positioning of 'Rogge' foregrounds Rogge's visibility in the election, which is what the news report is about at all. It is only in this light that the incongruity between the news of a good but lone Korean's fight in the election of IOC chairman and the front-page headline position that Rogge occupies can be rationalized. In sum, we see how the active choices made in the way newspaper headlines and leads are couched can have a ideological effect on readers' interpretation of people and events.

## 2. The news text

The foregone is a general sketch of the newspaper headlines under analysis, aimed at providing a broad overview of the kind of discourse strategies that newspaper reporters can and do exploit, whether consciously or sub-consciously, to perpetuate a particular ideology. What follows is a more detailed structural analysis of a representative news text (*Donga*, 13 July) to further unravel the sort of ideological structures that are embedded within. This part of the textual analysis focuses on two major aspects: thematization and lexical cohesion, which are a



significant feature of news texts. Theme, as the first part of the clause (Halliday, 1985), is what the clause is about. The positioning of a piece of information in a clause is indicative of the kind of prominence or foregrounding what the writer wishes to attribute to it. Central to thematization is the notion of 'markedness' which refers to the organization of a piece of information in an atypical way. 'Unmarked' situation is the typical 'default' representation which is what we normally encounter unless there is a special reason that motivates the 'marked' selection. An analysis of the reasons behind the motivation of organizing information in a certain way can therefore provide the ideological meaning embedded within a text.

Cohesion is a property that contributes to the creation of textual coherence (Hoey, 1991). Cohesion, which is defined as 'the overt linguistically-signalled relationship between propositions' (Widdowson, 1978, p. 31), concerns the ways in which the words in a text are mutually connected in a sequence. On the other hand, coherence has been defined as the property of 'unity' (Hasan, 1984, p. 181) and concerns the ways in which the configuration of concepts and relations which underlie the surface text are mutually accessible and relevant. Therefore, cohesion of a text predisposes a reader to search for an underlying structure of relations that makes a text cohere or 'hang together'. Lexical cohesion provides the discourse analyst with a key to unravel the potential ideological construction that underlies a text.

The lexical patterning in the text belies two ideologically significant motifs: race and bias.

*I Will Break The Biased View Toward Colored Races.*

*Kim in a firm attitude*

"For me, to break the barrier of races is the urgent assignment." "This election will be one that cracks the biased opinion toward colored races", said yesterday the Korean Sports Council Chairman and an IOC member Kim Un-Yong, who will challenge the presidentship as a colored person for the first time in history.

Chairman Kim showed a confidence toward the election on 16th saying, "The fact that American news media have written positive articles of me recently is an encouraging phenomenon, and it is an evidence of people's support for me."

Chairman Kim, who is handing busy schedule to participate various meetings from 7am to midnight, and meeting IOC members from around the world to express his political opinion, seemed a bit tired, but his appearance was cheerful.

"Some said that it will be disadvantageous for me if Beijing becomes the host city

for the 2008 Olympic." "But, I don't think so." "It will be a good chance to strengthen the solidarity among Asia and African IOC members," he emphasized.

After the statement, "Although it is going to be a difficult fight, there will be a good result since I did my best," chairman Kim entered into the conference room, where reporters were not allowed to participate.

The headline immediately calls on a presupposed cultural consensus to show what is involved in the IOC election: biased view toward colored races, that is, racial discrimination. By juxtaposing the direct speech and the reported speech, the headline emphasizes the active role of Kim in taking the fighting against biased view toward colored races. Furthermore, using direct speech Kim is portrayed to speak directly to the readers. Like this, the headline reflects the main proposition of the news text that racial issue is involved in the IOC election. The main proposition is reiterated in the lead paragraph, which presupposes the IOC to be biased. What is significant is how the writer has made the 'biased view toward colored races' not only a defining but inalienable trait of the IOC. It is done by embedding the presupposition that the IOC is biased toward colored races within the lead. The way the lead is constructed therefore suggests that the writer is interested only in looking at the fact that the IOC is biased rather than examining how it has been biased. This inevitably colours the readers' perception of the IOC election. Thus, the subsequent references to biased view that recur throughout the report only serve to reinforce this presupposition.

The thematic analysis of the news text reveals a predominance of Kim. There are 6 clauses in total which have Kim occupying the topical thematic position. This thematic foregrounding of Kim is ideologically motivated to enhance the status and significance of Kim in his 'fight' against 'biased view' toward colored races. More significantly, an analysis of marked themes indicates a foregrounding of spatial circumstance at the end of the news report. This is not merely a story-telling device, common to news reporting, that serves to give the story a spatial or temporal orientation. It also sets up a contrast between reality where reporters were and 'the conference room, where reporters were not allowed to participate'. What it does is thrust Kim into a mystic position where he can exercise mystic power to fight against the prevalent biased view toward colored people. Whether he is in reality exercising his power, though, is quite a different matter. Thus, by looking at the marked themes, we are able to relate the surface realization in the news text with the underlying motivations behind the text.

Above passage sums up the lexical choices that co-construct a reality that echoes the world of racial discrimination, leading the reader to perceive Kim's struggle to win the election (fact) as a desperate fight against racism that an Asian candidate should face and beat (ideology). The word 'races' and its synonyms 'colored races', 'colored person', 'Asian', and 'Asian IOC members' are repeatedly used: words 'break', 'crack' and 'fight' suggesting a physical assault are used: and the word 'biased' is used twice. These deliberate lexical choices collaborate to emphasize the bias involved in the IOC chairman election.

Moreover quotations, both direct and indirect, are used both in the headline and news text. The effect of using quotations is more than a journalistic technique to allure the reader's attention. It also betrays a distinctly ideological purpose. By giving a voice to certain people, quotation patterns serve to enhance the status and credibility of those who are quoted. Lexical cohesion of the above news text, as revealed by the analysis of lexical choices, is found in the quoted speech. Therefore, lexical cohesion in the text transcends its cohesive role as textual linkers and assumes a role in the ideational function of language (Halliday, 1985), reshaping meaning and experience.

The macro-structural analysis of the news text reveals that it is a conventionally structured news report. It begins, typically, with the lead (in paragraph 1 and 2) which is followed by the background of the situation that describes Kim's appearance and condition. This is followed by a verbal action of Kim detailing the prospect of the IOC election, and ending with another background of the situation. There is a correlation between macro-structural organization of this text with its macro-propositional content.

## VI. DISCUSSION AND CONCLUSION

By analyzing transitivity and thematic and lexical cohesive patterns, this study has attempted to show how the discursive strategies of the mainstream newspapers in Korea work to define the election of new IOC chairman in terms of racial issue. What this analysis uncovers is an ideological battle that is being waged between the IOC and a Korean candidate, a battle which takes on distinct overtones due to the dichotomization of one as 'colored race' and the other 'white'. The macro-structural analysis of the headlines and news text brings to the surface further

evidence that point to this ideological battle that is being played out between the in-group (colored race or Kim) and the out-group (the white).

The question is why do the newspapers present news in such a way, why is there this dichotomization of the colored race and white? Why has this discourse come to be produced? To answer this question, we need to probe more deeply into the workings of the media industry and social psychology.

To understand why an international event such as IOC election is being represented in this way by the mainstream newspapers in Korea, we need to probe into the human cognitive process. The way we perceive and make sense of the world around us is very much a result of our experiential contact and cognitive processing. Stereotyping or generalization - whether of ideas, objects or people - is one way by which we slot inherently variegated elements of our experiences and perceptions into neat, discrete compartments. This tendency to generalize and compartmentalize falls into line with what some psychologists have termed 'cognitive bias' which predisposes our evaluation of people according to certain frames of reference, which once established, are difficult to change:

There is a tendency to view another person as consistent, especially in an evaluative sense . . . The perceivers distort or rearrange information to minimize or eliminate the inconsistency. This may happen to some extent when people perceive objects, but it is particularly strong in person perception. (Freedman et al., 1981, p. 89)

Another way by which we define the world is by using ourselves as the frame of reference. This egocentric framing of the world helps us to define ourselves in relation to others. Thus, people gain a sense of identity (be it personal individuality or group solidarity) by disassociation from others. As van Dijk observes:

People judge groups relative to what may be called the 'social principles', that is, the basic goals, norms and values of their own in-group. If a particular out-group is assumed to have properties that are incompatible with these principles, these properties are evaluated negatively. In other words, prejudiced attitudes imply fundamental (principled) negativization of differentiation and categorization (van Dijk, 1987, p. 197)

Studies that have examined the mainstream news reports in the West show how consistently white majority view the non-white-minority as different from them and hence, negative, leading to the polarization of the positive us-presentation versus negative them-presentation. They demonstrate and even assert that the

news reports on the non-white minority are colored with underlying ideology against the ethnics. Following this, the prevalent attitude towards the ethnics are expressed by the newspapers. This study, however, shows that the news reports in a non-western country such as Korea also work to define an international event like the IOC election in terms of racism. That is, the prevalent attitude of Korean society toward the world are expressed in its newspapers.

In fact, the recurrent manifestation of asymmetry at the lexical, syntactic and textual levels in the news texts supports the claim that discourse in news texts serves to represent, sustain and reproduce specific ideologies through daily reiteration. As an analytical tool of this study, critical linguistics provides the essential framework to demonstrate how the detailed structures of language continuously shape the ideas presented, moulding them in the direction of taken-for-granted established beliefs.

The approach of critical linguistic analysis discussed above has implications for teaching language awareness to adults as well as students in and out of school setting, and opens new ground for research that would devise strategies and methods of achieving this educational goal.

Critical language awareness is available as an activity that the individual can practice and 'this practice can be a valuable intervention in the de-construction of the all too-comfortable common sense' (Fowler 1991, p. 232) represented in various texts, specially newspapers. Newspaper readers cannot easily read through a newspaper article disinterestedly, and be aware of what is biased. What we really need is an educational programme in critical reading within which critical linguistics would be a new methodological input.

## VI. EDUCATIONAL IMPLICATIONS

The findings for how texts are linguistically constructed within newspaper discourse guided by the professional canon of objectivity, balance, and neutrality have educational implications for English language teaching using news reports in and out of school setting. Innumerable researchers have addressed the importance of authentic materials in English teaching, thoroughly discussing the advantages of the Internet as a source of authenticity in foreign language education. Over the years, English teaching professionals have been interested in the application of

news reports in the Internet into language classroom. As the trends in English education moved towards the communicative approach, professionals of foreign language education, especially ESL or EFL, have placed a lot of value on news reports in the Internet as the source of authentic and informative materials for all levels of language learning. Moreover, educators have seen the emergence of a new communicative teaching method using newspaper in education (NIE). NIE aims to effectively use a variety of news reports in education.

Considering that news reports are widely accepted as an authentic material for English education in Natural Approach, Communicative Language Teaching Method, and NIE, therefore, the need for critical awareness in choosing the right teaching material should be emphasized. The approach of critical linguistic analysis discussed above suggests that not all news reports can be used as authentic material without critical consideration and provides a way of choosing the right material through critical language awareness.

Based on his study of the English textbooks in two Koreas, Baik (1994) demonstrates that English education serves toward the propagation of the negative power relations. Baik (1994) suggests that English textbooks need to be critically re-evaluated so that students may develop critical language awareness. By analyzing the Disney animated movies, Pandey (1997) identifies the linguistic items through which differential prejudice toward speakers of the standard English dialect and Black English dialect operates in discourse. Pandey (1997) suggests the need for teaching language awareness to children and devising strategies and methods for achieving it.

The necessity for teaching critical language awareness, however, is not limited to the students in school settings. Unlike the textbooks and animated movies used as instruments of the educational process, newspapers impact a much broader range of consumers. For the majority of people, reading the newspaper makes up their most substantial and significant consumption of printed discourse. Therefore, the pervasive role of ideology through the newspapers is even greater. In this sense, the necessity of critical language awareness programs introduced by Clark et al. (1991) and Fairclough (1992) is very suggestive.

Language awareness programs need to be informed by critical views of language and discourse, as well as a conception of language learning which integrated the development of language awareness with the learners' own prior experience and with the development of capacities for practice. Fairclough (1995b) stresses the role of education at the heart of relation of language and ideology when he argues:

Not only is education itself a key domain of linguistically mediated power, it also mediates other key domains for learners, including the adult world of work. But it is additionally at its best a site of reflection upon and analysis of the sociolinguistic order and the order of discourse, and in so far as educational institutions equip learners with a critical language awareness, they equip them with a resource for intervention in and reshaping of discursive practices and the power relations that ground them, both in other domains and within educational itself. (p. 217)

To achieve this goal, another factor, that is the educators, in instilling the critical language awareness, should not be underestimated. As Kachru (1996, p. 191) correctly argues, the educators need to realize that 'language education does not and should not mean perpetuation of outdated prejudices and attitudes that result from them'.

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예시언어(Examples in): English

적용가능 언어(Applicable Languages): English

적용가능 수준(Applicable Levels): College/Higher

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