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Analysis of the Political Power Speeches of Jr. Martin Luther

King and Barrack Obama: In the light of Critical Discourse

Analysis as a Literary Research Method

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Abstract:

Discourse is a speech of communication. It is conceptual frameworks which enable some mode of thought and deny or severely constrain certain others (Foucault p.6). Discourse Analysis has introduced a new methods of research, new avenues of conceptualizing research questions, new ways understanding and looking at the nature of literary texts. Analysis of such discourse deals with the producer that are writer and speaker; and the consumer that are reader and audience, in which language is *invested* in a specific way of talking about and understanding the world. This include all text and talks in the form of fiction (poetry, novels, plays, graphic narratives such as comics, graphic novels, memoirs, movies etc.), non-fiction, conversation, blog, interview, newspapers, magazines, essay, advertisement, notice board, engraved word, and all such possible medium of speech communications. Discourse Analysis is a general term for all the possible approaches use to examine and understand in relation to social interactions.

The presents paper makes an analysis using the Critical Discourse Analysis (CDA) of the first part of King Martin Luther's speech "When I Have a Dream" and Barrack Obama's speech, I Believe" in power political public speech context. The study investigates how it lies on the basis of application of Fairclough version of CDA in the first part of the text. It cover ups various modes and varieties of discourse analysis as critical discourse analysis (CDA) and computer aided discourse analysis at all possible levels of texts and talks in qualitatively and quantitatively methods

Key Words: Discourse, Critical Discourse Analysis and Computer-aided-Discourse Analysis.



Introduction:

Applied linguistic, **Norman Fairclough**, use the term ‘discourse’ to make the connection between texts and their social purposes., for example structure of a crime report in a magazine. In discourse analysis, we focus on both language and its social context. For example there is a discourse between police and criminal; lawyer and criminal, judge and criminal, police and judge, lawyer and judge, doctor and patient, and between two lovers and later as a husband and a wife. The aim of such discourse analysis is to produce and ‘explanatory critique’ (Fairclough 2001: 235–6) of how and to what purpose language use is *invested* through the deployment of specific textual features (lexical, grammatical, semantic). Data in discourse analysis is drawn from different forms of “**talk**” and “**text**”, which means that it can consist of interviews, ethnographies, discussions, case studies, blog posts.

The analysis of textual features such as narrative voice (who speaks), grammar, wording, and so on provides insights into ‘the ways in which texts treat events and social relations and thereby construct particular versions of reality, social identities and social relations’ (Phillips and Jorgensen 2002: 83).

Research Questions:

1. What is discourse analysis and how can it be used as a literary research method?
2. How does the Critical Discourse Analysis CDA be used in literary realm?
3. What types of Discourse Analysis can be optimized in literary realm?
4. How can we analysis Jr. Martin Luther King and Obama’s power political public speech using discourse analysis methods?

2]. Discourse and Discourse Analysis:

In its simplest form, discourse is **verbal or written communication** between people that **goes beyond a single sentence**. Importantly, discourse is more than just language. The term “language” can include all forms of linguistic and symbolic units (even things such as road signs), and language studies can focus on the individual meanings of words. Discourse goes beyond this and looks at the **overall meanings conveyed by language in context**. “Context” here refers to the **social, cultural, political, and historical background** of the



discourse, and it is important to take this into account to understand underlying meanings expressed through language.

Discourse analysis (DA), or **discourse studies**, is an approach to the analysis of written, vocal, or sign language use, or any significant [semiotic](#) event. The analysis of textual features such as narrative voice (who speaks), grammar, wording, and so on provides insights into 'the ways in which texts treat events and social relations and thereby construct particular versions of reality, social identities and social relations' (Phillips and Jorgensen 2002: 83).

We need to consider our research aims, objectives and research questions. Of course, this means that you need to have these components clearly defined.

Discourse analysis has been taken up in a variety of disciplines in the [humanities](#) and [social sciences](#), including [linguistics](#), education, [sociology](#), anthropology, [social work](#), [cognitive psychology](#), [social psychology](#), [area studies](#), [cultural studies](#), [international relations](#), [human geography](#), [environmental science](#), [communication studies](#), [biblical studies](#), [public relations](#), [argumentation studies](#), and [translation studies](#), each of which is subject to its own assumptions, dimensions of analysis, and [methodologies](#).

In Europe, [Michel Foucault](#) became one of the key theorists of the subject, especially of discourse, and wrote [The Archaeology of Knowledge](#). In this context, the term 'discourse' no longer refers to formal linguistic aspects, but to institutionalized patterns of knowledge that become manifest in disciplinary structures and operate by the connection of knowledge and power.

3]. Varieties of Discourse Analysis:

DA has come to the fore as a research method since the 1970s in a number of humanities and social sciences disciplines including linguistics, literature, sociology, psychology and politics. Wetherall et al. (2001b: 6) have distinguished the six distinct discourse analytical research traditions as I. Conversation analysis and Ethnomethodology, II. Interactional sociolinguistics and the ethnography of communication, III. Discursive psychology (DP), IV. Critical discourse analysis and critical linguistics, V. CRITICAL DISCOURSE ANALYSIS-CDA and VI.



I. Conversation analysis and Ethnomethodology:

Ethnomethodology refers to the study of everyday reality. Ethnomethodology and conversational analysis are schools of sociology which focus on the mechanisms by which people use commonsense knowledge in structuring their day-to-day encounters to construct shared meanings and social order from their conversations and interactions. Conversational analysis", which was influenced by the Sociologist **Harold Garfinkel**, the founder of [Ethnomethodology](#).

Conversation analysts focus specifically on *talk* in interaction: how talk progresses, how it is facilitated or impeded, how turns are taken in talk, and how these processes both shape and are shaped by social context. In conversation analysis, what people say is just as important as how they say it. Also important are the pauses people take in expressing themselves and how or whether they interrupt themselves or others while talking. Conversation analysts might study recordings of court proceedings or legislative debates to learn about the social construction of law and punishment. They might also study more simple interactions, such as a conversation between two people meeting for coffee.

II. Interactional sociolinguistics and the ethnography of communication

It studies how people use language in face-to-face interaction; specifically –how people manage social identities and social activities as they interact.

Interactional sociolinguistics is a sub-discipline of [linguistics](#) that uses [discourse analysis](#) to study how language users create meaning via [social interaction](#).^[1] It is one of the ways in which linguists look at the intersections of human language and human society; other subfields that take this perspective are [language planning](#), [minority language](#) studies, quantitative sociolinguistics, and [sociohistorical linguistics](#), among others.^[2] Interactional sociolinguistics is a theoretical and methodological framework within the discipline of [linguistic anthropology](#), which combines the methodology of linguistics with the cultural consideration of [anthropology](#) in order to understand how the use of language informs social and cultural interaction. Interactional sociolinguistics was founded by linguistic anthropologist [John J. Gumperz](#). Topics that might benefit from an Interactional



sociolinguistic analysis include: [cross-cultural](#) miscommunication, [politeness](#), and [framing](#) (n.pag.).

III. Discursive psychology (DP)

It is a form of [discourse analysis](#) that focuses on [psychological](#) themes in talk, text, and images. As a counter to mainstream psychology's treatment of discourse as a "mirror" for people's expressions of thoughts, intentions, motives, etc., The origins of what is now termed "discursive psychology" can arguably be traced to the late 1980s, and the collaborative research and analysis sessions that took place as part of [Loughborough University](#)'s then newly formed Discourse and Rhetoric Group (DARG). A key landmark was the publication of [Jonathan Potter](#) and [Margaret Wetherell](#)'s classic text *Discourse and social psychology: Beyond attitudes and behaviour* in 1987 (p.12).

IV. Critical discourse analysis and critical linguistics

that discourse analysis aims at revealing socio-psychological characteristics of a person/persons rather than text structure.

Bakhtinian research: The twentieth century Russian philosopher and literary theorist [Mikhail Bakhtin](#) wrote extensively on the concept of *dialogue*. Bakhtin states that the listener also creates understanding by uttering appropriate responses to the speaker's speech. So he believes that meaning only occurs inside a dialogue. From this point of view language is something more than an arrangement of grammatical structures, language is connected to ideology.

Bakhtin described the *open-ended dialogue* as "the single adequate form for *verbally expressing* authentic human life". In it "a person participates wholly and throughout his whole life: with his eyes, lips, hands, soul, spirit, with his whole body and deeds. He invests his entire self in discourse, and this discourse enters into the dialogic fabric of human life, into the world symposium.

Foucauldian research : Foucauldian discourse analysis is a form of [discourse analysis](#), focusing on [power](#) relationships in society as expressed through language and practices, and based on the theories of [Michel Foucault](#). how discourse is produced to govern social groups. The analysis attempts to understand how individuals view the world, and studies



categorizations, personal and institutional relationships, ideology, and politics. The disciplinary interaction between authority and their followers emphasize the power dynamic found within the relationships.^[7] In a specific example, a study may look at the language used by teachers towards students, or military officers towards conscripts. This approach could also be used to study how language is used as a form of resistance to those in power. For Foucault, biopower is a [technology](#) of [power](#) for managing [humans](#) in large groups; the distinctive quality of this political technology is that it allows for the control of entire populations. It refers to the control of human bodies through an *anatomo-politics of the human body* and *biopolitics of the population* through societal [disciplinary institutions](#).

[School](#), [prison](#), [barracks](#), or the [hospital](#) are examples of historical disciplinary [institutions](#), all created in their modern form in the 19th century with the [Industrial Revolution](#). Discipline "cannot be identified with any one institution or apparatus," [Deleuze](#) explains, "precisely because it is a type of [power](#), a technology, that traverses every kind of apparatus or institution, linking them, prolonging them, and making them converge and function in a new way. Discursive practice refers to a historically and culturally specific set of rules for organizing and producing different forms of knowledge. It is not a matter of external determinations being imposed on people's thought, rather it is a matter of rules which, a bit like the grammar of a language, allow certain statements to be made. Discursive practices are the way in which discourse brings hegemonic norms into life and are usually determined with the power/knowledge dichotomy. Latin verb *discurrere* meant 'to run about' - from this word we get 'discursive'. Collins Dictionary: **Discursive** means relating to knowledge obtained by reason and argument rather than intuition. It also means wandering from one topic to another.

V. CRITICAL DISCOURSE ANALYSIS-CDA

Critical discourse analysis (CDA) is an interdisciplinary approach to the study of [discourse](#) that views language as a form of [social practice](#). Here Social Practice (referring to Praxeology, or Theory of Social Practices) is a theory (or 'family' of theories) which seeks to understand and explain the social and cultural world by analyzing the repetitive practices in daily life. Here social and cultural world means all the institution from our day to day life which govern our community, society, state, nation and the whole world setup. The examples



of such domains are as education, media, and politics of a specific region. It is outlined by [Sherry Ortner](#), "seeks to explain the relationship(s) that obtain between human action, on the one hand, and some global entity which we call 'the system's on the other" (p.22).

What is an example of discursive practice?

A poststructuralist term for the way in which a discourse is acted on and circulated within a culture, for example, it is a discursive practice within some cultures for a man to shake hands when he greets another man but to refrain from doing so when greeting a woman. We have various controlling agencies by administrative and executive level which is termed as apparatus (dispositive) by Foucault, that operate institution such as prisons and asylums to impose social control and discipline in a society. Foucault generally uses apparatus to indicate the various institutional, physical and administrative mechanisms and knowledge structures, which enhance and maintain the exercise of power within the social body. [Michel Foucault](#)'s concept of 'discipline' is structure and power that have been impressed on the body forming permanent dispositions'. Foucault laid particular emphasis on the violence through which modern regimes (e.g. prisons and asylums) are used as a form of [social control](#). CDA deals and investigates such power discourse in humanities. It was first developed by the [Lancaster](#) school of linguists of which [Norman Fairclough](#) was the most prominent figure. Fairclough's CDA is concerned with the relationship between the subject, which is a capable and influencing perception for various social processes, for example crime prevention machinery of a government who have a certain usage of languages. An investigating police officer can arrest a criminal using certain codes of languages, and with the same language codes a lawyer can release a criminal. This clearly indicate relationship between the subject, social process and language. **Fairclough's** critical discourse analysis is thus also a theory of the subject and of agency in that it is concerned with the relationship between language, the subject and social processes, viewing the subject as capable of influencing perceptions of the world, and thus of changing things, through his or her use of language (p.33).

Critical discourse analysis centers on the premise that discourse is *invested*, and operates to actualize the agendas of both speakers and listeners. This recognition has led to the notion of critical discourse analysis whose aim is to produce an analysis or 'explanatory critique'



(Fairclough 2001: 235-6) of how and to what purpose language use is invested through the deployment of specific textual features (lexical, grammatical, semantic), in order to facilitate understanding of its effects and the possibility of resistance to that investment.

Phillips and Jorgensen (2002: 60–4) identify six common features among the diverse versions of critical discourse analysis that exist:

1. The understanding that *language and discursive practices* (how texts are produced and consumed) *contribute to the constitution of the world. It means that the whole world's being is depended on language production and consumption cycle. As Michel Foucault explains discursive practices as “the way in which discourse brings hegemonic norms into life and are usually determined with the power/knowledge dichotomy”.*

Latin verb *discurrere* meant ‘to run about’- from this word we get ‘discursive’. According to the Collins Dictionary *Discursive* means relating to knowledge obtained by reason and argument rather than intuition. It also means wandering from one topic to another.

2. The notion that a discourse is both *constituted by* and *constitutes* the sociocultural world. It means discourse is arose out of sociocultural phenomenon, and create sociocultural world as well. It's like our human, male and female biological organs that gives birth and constitute human world.

3. The focus on *actual language use* within a given context as the object of research. This means that there are different discourses for varied context, e.g. legal discourse, religious discourse, medical discourse and our research scholar discourse. So it depends on a given contest as the subject or data of a research.

4. The notion that *discourse is invested*, and contributes to the (re)production of power relations in society and to the interpretive schema operating within a given society.

The best example to understand it is hegemony power of politician or any legal machinery. One political party and leaders are successful in persuading certain people of a specific state due to fruitful discourse, now they will constitute the power using their position.

5. The notion that *discourse is historically situated*, hence contingent or dependant and subject to change.



This implies that discourse was there, is there and will be there. With the advent of time, and as par with human progression discourse also evolve. So it is active and dynamic phenomenon. We have lots of changes in our democracy in comparison to the past, and it will be going on so in future.

6. The demand that discourse analysis should be concerned with a *critical* examination of language in order to promote change.

(p.70)

It means that one must use all possible avenues critically to look at a discourse. This is the clear cause of different inventions and discoveries in our world. We have certain discourse in the form of a question, than we strive to get answers with all critical examination. Language thus simultaneously refers to 'the world' and constructs it through imbuing it with particular meanings. When Jane Austen in the opening sentence of *Pride and Prejudice* (1813) claims that 'It is a truth universally acknowledged, that a single man in possession of a good fortune, must be in want of a wife', she not so much proclaims a neutral and objective fact as musters her rhetorical force to offer a particular construction of a specific kind of 'single man'.

There is a difference in discourse of the month 'April' that links Geoffrey Chaucer and T.S. Eliot. In the month of 'April', weather gets warmer after sheer cold winter and has some religious importance in English countries too. Hence, Chaucer's description of the month of 'April' in the Prologue to Canterbury Tale is as:

'When April the sweet showers fall

And piece the drought of March to the root...

However, T.S. Eliot's depiction of the month of 'April' in *The Waste Land* is as:

'April is the cruelest month, breeding

Lilacs out of the dead land, mixing

Memory and desire, stirring

Dull roots with spring rain'.



There are plenty of critic analyzed the above discourse in the form of mentioned a month and varied depiction. In addition to [linguistic](#) theory, the CDA draws from social theory—and contributions from [Karl Marx](#), [Antonio Gramsci](#), [Louis Althusser](#), [Jürgen Habermas](#), [Michel Foucault](#) and [Pierre Bourdieu](#)—in order to examine ideologies and power relations involved in discourse. In addition to linguistics, societal, there is a psychological versions of CDA was also developed by [Teun A. van Dijk](#) and Ruth Wodak, there is assumed to be a socio-cognitive interface between [social structures](#) and discourse structures. Thus, the fact that Jane Austen describes ‘a single man in possession of a good fortune’ as ‘in want of a *wife*’ as opposed to, for instance, ‘friends’, indicates the commitment to marriage the text seeks to promote in its focus on heteronormativity. As Robert Scholes (1982: 16) suggested, we need to view the literary text as ‘the product of a person or persons, at a given point in human history, in a given form of discourse, taking its meanings from the interpretive gestures of individual readers using the grammatical, semantic, and cultural codes available to them’ (p.34).

Discourse and Its analysis produce ideological contention (conflict/debate) Griffin finally gives an example of the ways in which the language of business and institutions seeks to (re)present ‘problems’ as ‘opportunities’ to provide a positive and supposedly energizing ‘spin’ on a difficult situation. We can relate to it with the recent advertisements, news articles and medicine propaganda during COVID 19. Some Baba neglected science and allopathic medicine to sale their so called aryuvaiddik products. We can even analysis such kinds of discourses as well.

VII. WHAT KINDS OF TEXTS?

In its general sense, we may assume that discourse analysis is limited within the frame of English studies. Because sometimes DA has been narrowly viewed as the study of ‘literature’ (that is, the study of high literary forms and of a set of specific authors’ works) however, this is not the case. In fact, the field of English studies at the beginning of the twenty-first century has expanded to encompass all manner of texts and writers who were not part of the ‘canon of literature’ that formed the backbone of the teaching of English literature until the mid-1970s.



In 1990s, there was a turn in English literature towards science. English literature scholars started to explore the interrelationship between literature with the different domains and the impact that these narratives have. Gillian Beer's *Darwin's Plots* (1983), or Jonathan Sawday's *The Body Emblazon'd: Dissection and the Human Body in Renaissance Culture* (1995) are examples of 'turn to science' on English studies as a field move.

Hence, Discourse analysis as a research method for English studies may not be confined to the study of 'literature' only. It is a high cultural form which can be applied to many different kinds of texts.

VII]. WHAT LEVEL OF ANALYSIS?

Discourse analysis may be carried out on very brief texts or on extensive bodies of text or corpora. Taylor therefore makes the points that 'the analyst must decide how much detail the data encompass' and that the data thus 'are not given but need to be selected according to the analyst's focus' (2001: 313).

When conducting discourse analysis, a researcher therefore of necessity has to be selective, concentrating on certain textual features at the expense of others. Taylor therefore makes the points that 'the analyst must decide how much detail the data encompass' and that the data thus 'are not given but need to be selected according to the analyst's focus' (2001: 313).

In Discourse Analysis as a research method, a researchers makes a description of the research process, description of how they conducted their research and the choices they made (for example, Phillips and Jorgensen 2002; Taylor 2001). The researcher need to have reflexivity and the ability to think critically about his or her actions and reactions in relation to the texts studied. Hence, explicitness, transparency and reflexivity are the key words here.

VIII]. WHAT TOOLS?

When conducting discourse analysis, researchers need to utilise the variant of discourse analysis best suited to their material and the knowledge pursued. Thus, in analysing, for example, a dramatic text, or conversations in novels, a researcher may use the tools of conversation analysis in order to understand how turn-taking (who speaks and in what sequence) in 'making conversation' is structured in the plays or novels in question.



Through analysis of conversations/dialogues of diff. genres, in a comparative fashion provide, open up a new insight of the particular period and illuminate the difference between, for example, pulp fiction vs high- brow writing and absurd vs naturalist drama, and graphic novel vs prose novel. Through analysis of conversations/dialogues of various genres in a comparative fashion provide a new insight of the particular period and illuminate the differences between, for example, pulp fiction vs high- brow writing and absurd vs naturalist dram.

They can also – if conducted over a large group of texts and in comparative fashion – provide insights into the conventions of particular genres and particular periods, that is, they can illuminate the differences between dialogue in drama of the absurd and in naturalistic drama, or the differences in (re)producing conversations in modernist and realist novels, or the differences between dialogue in pulp fiction and in ‘high-brow’ writing.

Discourse analysis provide avenue to explore the knowledges outside of those texts, derived from their understanding of the culture, and with the acquired knowledge of what, the researcher work in re working in and the knowledge they have already acquired of what, for instance, constitutes pulp fiction as opposed to ‘high-brow’ writing, or of periodisation (the situating of a text within a given period, the latter itself, of course, a construct).

Researchers will have to consult other texts on these subjects, and their research will thus consist of more than ‘discourse analysis’, involving possibly archival research, the application of certain theoretical models regarding ‘literature’, and so on. Discourse analysis is then always used in conjunction with other modes of enquiry or research methods, even if these are only recall of previous knowledge. Researchers with the ingredient of intertextuality with the pragmatic and previous knowledge of certain culture can have conjunction with Discourse Analysis. This may open a new avenue to look at literature. There are many different textual features. A feminist perspective may direct the researcher to pay particular attention to the way in which gender operates in a given text: how women and men are represented within it through, for instance, linguistic features such as the nouns that are used to refer to them, or semantic features such as the kinds of words (for example, ‘lady’, ‘bitch’, ‘bloke’, ‘lad’, and so on) that are used to describe women and men and the specific meanings



or biases that attach to these words in the discourse analysis researcher's culture. So we can conduct discourse analysis using Feminist perspective in which we need to pay particular attention to the manner in which gender operates in a given text.

Discussion & Analysis of the Power Political Speeches of Jr. Martin King and Barrack Obama with Discourse Analysis Methods:

Researcher has collected data from the speech of Martin Luther King 'When I Have Dream'. First 12 lines containing 178 words have been analyzed and interpreted by applying Fairclough's 3D model which talks about expressive, relational and ideational values. It critically analyses the whole text on the basis of three aspects in a broader macro and micro level; which are related to the analysis of linguistic choices (text), discourse practices in the back scene of that particular text and socio- cultural practices keeping in view particularly social, economic and political factors. Researcher has applied CDA as a theoretical framework of this research as it focuses the text which reveals social inequality, racial discrimination or other discursive practices by looking at the text from socio-cultural perspective. It is critical and explanatory in its nature. This approach of Fairclough systematically throws light on all aspects like at first it gives the description of linguistic features used in that particular text. Secondly, it tries to interpret the relation of that particular text with the interaction and thirdly it explains the link of interaction with the broader socio-political variables.

African American civil rights leader Martin Luther King Jr. addresses the crowd at the Lincoln Memorial in Washington, D.C., where he gave his "I Have a Dream" speech on Aug. 28, 1963,.

He was the winner of Nobel Prize in 1964 for 'Peace' @ 35 the First Youngest!

I have a dream that **one day** on the red hills of Georgia, the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood.

I have a dream that **one day** even the state of Mississippi, a state sweltering with the heat of injustice, sweltering with the heat of oppression will be transformed into an oasis of freedom and justice.



I have a dream that my four little children will **one day** live in a nation where they will not be judged by the color of their skin but by the content of their character. **I have a dream** today.

SOUNDBITE OF APPLAUSE

I have a dream that **one day** down in Alabama with its vicious racists, with its governor having his lips dripping with the words of interposition and nullification, **one day** right down in Alabama little black boys and black girls will be able to join hands with little white boys and white girls as sisters and brothers. **I have a dream today.**

Source: <https://www.youtube.com/watch?v=sQHSnld8nOQ>

2]. **U.S. President Barack Obama addresses supporters at his election night victory rally in Chicago, November 7, 2012.** It has 140 words and 10 lines.

I believe we can keep the promise of our founders, the idea that if you're willing to work hard, it doesn't matter who you are or where you come from or what you look like or where you love. It doesn't matter whether you're **black or white** or Hispanic or Asian or Native American or young or old or rich or poor, able, disabled, gay or **straight**, you can **make it** here in America if you're willing to try.

(APPLAUSE)

I believe we can seize this future together because we are not as divided as our politics suggests. We're not as cynical as the pundits **believe**. We are greater than the sum of our individual ambitions, and we remain more than a collection of red states and blue states. We are and forever will be the United States of America.

Video Link: <https://www.youtube.com/watch?v=sQHSnld8nOQ>

Conclusion:

Discourse Analysis is a useful research method for investigation of ideological dispositions evident in texts. Koenraad Smedt makes a point that learning how to use software packages provides researchers with proficiency in software tools, analytical skills in how to deal with non-uniform data (n.pag.).



It can be concluded that in this speech certain textual and stylistic devices have been used very frequently in order to achieve some specific purpose. It carries all those prerequisites which a speech must have to propagate the ideology in a sophisticated manner. It seems to be syntactically well-organized with frequent repetitions emphasizing the main theme which is inequality of socio-cultural rights and racial discrimination on the basis of color and creed. The choice of the lexemes is not well ordered according to situation but also recapitulating background and indicating the relational and expressive values of the speaker. Luther king very impressively and successfully with the help of metaphors and other devices identifies the relationship between the powerful and oppressed. He very persuasively succeeds in achieving the strength and support of the powerless without creating any conflict with the powerful. His speech very peacefully sheds light on the institutionalized social inequalities. There are certain other factors like social cognition in this speech which can be pointed out in further research. There are other approaches in CDA which can be applied on this speech by keeping in view same patterns. The models proposed by VanDijk and Wodak can also be applied to carry out qualitative nature of research.

Discourse analysis thus both enhances researchers' research capacity and creates process- and content specific knowledge that are useful across many different kinds of activity. As **Norman Fairclough's** work shows, it can also determine your research future and field, a case that might be made.



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