



**THE IMPACT OF NEWS SCHEMATA ON POLITICAL
DISCOURSE IN ANALYZING
THE NEWS ON" RELOCATING SULEIMAN SHAH TOMB"**

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Abstract

My paper focuses on Teun Van Dijk' approach of" news schemata' and "political discourse and ideology". The novelty of this approach consists in the argumentative effort to overcome the difficulties in analysis the political discourse. Discourse analysis underlines the importance of context when it comes to coding, decoding, interpretation and understanding of a discursive element. In the same time, discourse analysis has not done enough to clarify the role of schemata in creating and maintaining the discursive context. Without the use and proper comprehension of schemata theory, the expatiation that we offer to news analysis seems inappropriate.

Keywords: *Discourse Analysis, political discourse, Suleiman Shah Tomp*

**“SÜLEYMAN ŞAH TÜRBEİNİN TAŞINMASI” KONUSUNDAKI
HABERLERİN**

SIYASAL SÖYLEM ANALİZİNDE HABER ŞEMASININ ETKİSİ

Özet

Makalem Teun Van Dijk'in "haber şeması" ve "siyasi söylem ve ideoloji" yaklaşımına odaklanmaktadır. Bu yeni yaklaşım, siyasi söylem analizindeki zorlukların üstesinden gelmek için bir çaba içermektedir. Söylem analizi, bir söylem unsurunun kodlanması, çözülmesi, yorumlanması ve anlaşılmasının önemini vurgular. Aynı zamanda söylem analizi, diyalog bağlamını yaratmada ve sürdürmede şema rolünü netleştirmek için yeterince katkı yapmamıştır. Şema teorisinin kullanımı ve doğru anlaşılması olmadan, haber analizinde sunulan açıklamalar uygun olmayacaktır.

Anahtar Kelimeler: *Söylem Analizi, Siyasal Söylem, Süleyman Şah Türbesi*

Introduction

The present study emphasizes the impact of news schemata through celebrating the hypothesis that news reports are organized by a conventional schema and probably more than any other kind of discourse, political discourse is eminently ideological.



The formulation of this goal indicates that my approach requires being multidisciplinary. We are dealing with (a) discourse structures (b) socio-political context and (c) schemata theory. This study tries to combine these different strands of research, by asking ourselves whether specific schemata can formulate political discourse. Indeed, is the expression of the political discourse under the influence of news schemata?

The concept of culture intertwined with schemata is essentially a semiotic one. Believing, with Max Weber, that man is an animal suspended in webs of significance he himself has spun, I take culture to be those webs, and the analysis of it to be therefore not an experimental science in search of law but an interpretative one in search of meaning. It is explication I am after, construing social expressions on their surface enigmatical.(Geertz, 1973)

I indeed hold that news schemata exist. News schemata can be described as abstract structural properties of discourse, as representations, and as socially shared systems of rules, norms, or strategies for the use of news (Dijk)

The notion of a schemata in the study essentially goes back to Bartlett (1932) who uses it to refer to the mental organization of our accumulated experiences; that is, to the structure of our knowledge (Norman& Rumelhart,1975; Schank & Abelson,1977).

In my current study on news reports, I have paid detailed attention to the structures of domestic and international news. The date for my analysis of news schemata are partly derived from the newspapers of Turkish and Western Europe.

Theoretical Framework

Many like syntactic structures of sentences, the superstructures of sentences are defined by formal categories. Schematic superstructures, thus, are conventional forms that characterize a specific discourse genre. They order textual sequences of sentences, and assign specific functions to such sequences. They organize higher level units such as "episodes". Episode of the text is assigned an overall macro-proposition which may be seen as a semantic summary of the whole sequence. Macro -propositions are derived from the propositions expressed in the text by macro-rules. These rules delete, generalize, or construct detailed, local, or micro- information at a more abstract level, with the help of shared social information or scripts (Schank& Abelson, 1977)

Since micro -rules link the semantic micro -structures of sequences of sentences, they represent the second step of the link between schemata and textual surface structures, schematic categories such as summary. Introduction, conclusion, or resolution assign functions to macro-



propositions expressed in the sentences of a text or contained in the knowledge of the world that is necessary to interpret a text message (Van Dijk,1980)

News Categories

Although not all discourse genres may have a fixed schematic organization, journalists operate with conventional, shared categories that define a well- formed news report. I consider some of these categories as they may appear in news reports and then apply theoretical analysis in the description of a number of concrete news reports.

Summary

Many discourse genres have an initial summary category. Summaries are the verbalization of the underlying semantic macro-structure of a text. They express what the text is about. Summaries have important strategies functions (Kieras, 1982)

Summaries have functions like conveying to the reader what the intended semantic macro-structure of the text will be, so that the reader need not construct a bottom- up process that is much more difficult.

In general, news reports are headed by a summary that state the main events in two steps. The first step is main headline which is defined in tercets of the highest levels of the thematic macro-structure of the report. It is significant information of the news report. It is the information in the headline that monitors the further processors of comprehension (Kozminski,E.(1977).

The initial summary consists of Lead categories as well. The Lead expresses the thematic structure of the news report, and often repeats the highest level macro position as it is expressed in the headlines. Thematic structure features as the important capacity to tell what a text was about.

Main Events

After the summary in the headline and lead, the body of news report should minimally feature what we may call a main events category. This category organizes all information about the recent events that gave rise to a news report. The information in the main events category forms the basis for news values such as elite nation, elite actor, negativity, and geographical an ideological proximity. (Galtung & Ruge, 1965)

Background: Context And History

Background is the next standard category when gathering, selecting, or combining source data for final report. Background information is necessary for the reader to activate situation models from memory; that is representations of accumulated personal experiences and knowledge about concrete situations (Johnson-laird, 1983)



The present background of a news event will be called context. Context is marked by textual indications of temporal or local co-occurrence, expressed by words, such as during, at the same time, or simply in.

There may be a separate category in which we find information about the events as possible causes of main event which can be called history category. History is the past context that leads to the actual situation and its events.

Consequences

The relevance and importance of events are often measured by their consequences. Consequences category covers information about the actions and events that immediately follow the main news events.

There is one standard subcategory of consequences, namely verbal reactions. This category contains information about routinely gathered and quoted declarations of immediate participants and in particular of leading national and international politicians who have opinions or comments on the news events.

Comments

Finally, news stories often feature various comments categories, in that there may be implicit or explicit information that has evaluative dimensions. (Dijk, 1982)

Illustrating Theoretical Framework

To refine theoretical framework sketched above, let us analyse some concrete examples. Under the heading "How Turkish troops entered Syria with ISIS and Kurdish assistance, Alakhbar English in Beirut (Lebanon) of 23 February 2015 published a report about Turkish troops which pushed deep into Syria in an unprecedented incursion on February 22, relocating a historic tomb and evacuating the soldiers guarding the monument." The news schemata and its realization may be influenced by political and ideological perspective of the newspaper the analysis of the categories follows the order in which they occur in the news items.

Summary Headline Lead

The headline in Alakhbar English summarizes the event of relocating the tomb, the event is also summarized with a few more details in the lead, the paragraph which proceeds the main body of the article and gives the reader the main idea of the event. "Turkish troops entered Syria to relocate the remains of Suleiman Shah. The "seamless" operation relied on alliances and understandings forged by Ankara with the Kurdish force in the region and Islamic state of Iraq and Syria (ISIS)".



We are now able to focus on the ideological analysis of political discourse. The assumption has been that political discourse and its properties are controlled by one or more underlying ideologies, possibly through more specific social attitudes, on the one hand, and more personal mental models of concrete events, and finally by context models of the communicative situations on the other hand. (Dijk 1986)

The critical underlying ideology raised by the opponents of the Turkish Prime Minister and his beleaguered government have claimed that a distressed Erdogan may try to start a conflict with Syria and even invade Syrian territory. According to Erdogan's opponents, the aim of a Turkish invasion of Syria by Erdogan is to support his declining party during the Turkish municipal elections. The reader may follow the analysis by simply taking each clause of sentence as a tentative unit of schemata realization in the words of Dijk (1982).

PeotrIskenderov in Strategic Culture Foundation claims that operation to relocate Suleiman shah tomb mirrors Turkey's geopolitical agenda and he further expatiates in the lead that the military raid across the Syrian border demonstrates the desire to advance its interests while playing the " Syrian card".

Probably more than any other kind of discourse, political discourse is eminently ideological from the standpoint of Dijk (1986). If there is one domain of society where ideologies are rife, it is of course politics. Indeed, the common sense meaning of ideology often simply identifies ideologies as political ideologies since ideologies are the basis of the social representations of groups (Dijk 1998).

Barthes'(1957) classical study "fait divers" remains a good example of ideological analysis of the account of in the press (Aunclair, 1970). To illustrate and further refine the ideological analysis of the schematic analysis of tomb of Suleiman shah let us cast a glance at "business recorder" account of the event in its title and lead: tomb of Suleiman shah: Turkish troops enter Syria, evacuate guards." We follow the story in the lead in this way: Turkish forces entered into Syria overnight to rescue about 40 soldiers who had been surrounded for months by Islamic state militants while guarding the tomb of a revered Turkish figure. The Syrian government described the operation as an act of "flagrant aggression".

Since the major aim of this study is to produce explicit and systematic descriptions of units of language use called discourse, in here, the pragmatic description specifies what kind of speech acts exists in a given culture and the rules that determine under what conditions such speech acts are appropriate relative to the context in which they are used in that discourse. Since news discourse nearly exclusively consists of assertions, a pragmatic description in the strict sense would not yield the appropriate accomplishment of assertions in the eyes of Dijk (1988).



There is no fixed formal rule for organizing the news variation, for it depends on interests, goals, personal or ideological relevance. For instance, in BBC news example, we find the title as: "Turkey enters Syria to remove precious Suleiman shah tomb" and it follows the story in the lead in this way : "Hundreds of Turkish forces in armored vehicles have entered war-torn northern Syria to evacuate troops guarding a historic tomb demolishing it and moving the remains to a different site." This kind of narrative-rhetorical play keeps readers interested in what will happen next. It is one of the reasons BBC news frames the news provided in narrative schemata.

Narrative schemata are constructed through orientations and exposition which covers "hundreds of Turkish forces in armored vehicles." Then it moves into initiating event that is, "have entered war-torn northern Syria. The next step in goal which is represented in" evacuating troops guarding a historic tomb. Complicating action is the next step where they " demolish it and..." the last step is resolution where they" move the remains to a different site."

Although narrative is a powerful and general way of organizing information, it is essential to realize that the concept of schemata addresses narrative comprehension as expatiated above. In other words, what is expressed as part of the summary depends on what is the major topic of the news article and on what the newspaper considers relevant and important information

Main Events

After summarizing introduction of the headline and lead, the second paragraph of the Guardian specifies the main events. The same paragraph also delivers first installment of various types of background information, that is ,the role of Turkey in relocating the mausoleum. Guardian writes in the second paragraph that in 1973, the mausoleum was rebuilt a bit further from the water to prevent it being flooded by a new dam. Since last march, it has come under threat from ISIS. The ironic result is that.... The lead is Turkish soil, Turkey now has to defend it- but it has to invade Syria to do so.

Dijk (2004) holds that the study of knowledge in the news is vital to understand many fundamental aspects of news production and comprehension. The knowledge journalists have about news events relate to many structures like headlines, topic, news schemas, meaning, presupposition, implication, ordering of news. Now the news schema of Guardian is Turkish soil has come under threat and Turkey has to defend its soil through invading Syria to do it.

Cognitively, facts in the world exist for people because of the way these facts are conceptually organized in their minds as mental models. Structures of the world talked about (Johnson-Laird 1983). Mental models structure represents how language users perceive, interpreter, and segment the world on the basis of their knowledge of events. It is to be noted that mental models represent the reporter's knowledge what the text is about: that is, events described in the text (Glenberg et al. 1987).



Background

Given the structure of events, the proposition of re-building the mausoleum refers to an anterior event. It is assigned to history and context categories, the anterior event is referred to prior details of background meaning about the more recent events expressed in the proposition.

The phenomenon of grounding is one of the organization principles of meaning. It does this as on a three-level scale: foreground, mid ground and background. While foregrounded and backgrounded propositions became more or less informative in a given context, they nevertheless retain the foreground proposition in somewhat different words: more specific of concepts may be added. However, the meaning in background propositions represent the political, social, or historical context of the event. (1999)

Alkhabar English on 26.02.2015 provides a background of the event in the following way:" the burial site was the one and only Turkish enclave abroad in accordance with the Franco-Turkish Pact of 1921.Suleiman shah was the grandfather the Ottoman Empire's founder Osman 1, the founder of the Ottoman Empire, the state which was at the height of its power during the 16th and 17th centuries. It was a powerful multinational, multilingual empire controlling vast territories in Europe and Asia, including Syria. In accordance with article 9 of the treaty of Ankara signed between France and Turkey in 1921, the tomb shall remain the property of Turkey, who may appoint guardians for it and may hoist the Turkish flag there.

Now guardian models another ideological perspective through lexical variations identified as" a major means of ideological expression" Dijk,1998). According to the treaty, in the words of Guardian, that concluded its war with France, Turkey was only specifically granted the right to" appoint guardians for it, and may hoist the Turkish flag there”.

The third paragraph continues the main event by specifying further information. According to SANA 04.05.0215 "Baath party leadership (BASP) affirmed in a statement that this new move is a continuation of Turkey's approach of supporting the terrorist gangs, providing them with shelter, weapons funds, training and access into Syria across the border."

Horkheimer and Adorno (2002) describe a "culture industry" that is an ensemble of media forms that transmits ideological presentations of the world to the masses. (p.95)

Gramsci gives us an image of society in which the cultural realm is a central location for the exercise of social power. In his eyes, hegemonic power is something that is always contested; always historically contingent and always unfinished. He ascribes high levels of importance to the revolutionary political parties as agents of social change.

Stuart Hall (1996) maintains



that a discourse is a group of statement

which provides a language for representing a particular kind of knowledge about a topic. When statements about a topic are made within a particular discourse, the discourse makes it possible to construct the topic in a certain way. It also limits the other ways in which the topic can be constructed.

Mainstream critical discourse analysis literature considers news discourse as textual materials which has to be grounded in the interplay between the discursive and the social analysis.(Hodge et al(1979)

Critical discourse analysis pays due attention to the context in which the discourse is used as well as the manner in which discourse voice are represented. When discourse is contextualized which is an amalgam of voices, and to understand how these voices operate I will turn to the Russian philosopher Bakhtin (1994). Central to Bakhtin's theory are notions of dialogism and heteroglossia in which discourses are voices situated in their contexts. We are aware that news discourse is of multiple voices and we see these voices are represented in a specific way within media organizations producing discourse.

Habermas (1984) says, our lives are not free as we are made to believe because of the power the systems play in having us do and not do things. We rarely are aware of how the holders of this power control our lives. We grow to accept what the systems impose on us as natural and common sense

Consequences

Dijk (1982) holds that the events are measured by their consequences. The relocation of Suleiman shah's tomb was in itself very important event, but its political consequences were more categorical. Consequences category covers information about the actions and events that immediately follow the main news events and may be seen as caused by the main events in the words of Dijk (1982).There is one standard subcategory of consequences namely verbal reactions. This category contains information about the routinely gathered declarations of national and international politicians who have commented on the news events.

SANA 22.02.2015 concludes its statement by saying that the Turkish authorities will be responsible for any possible repercussions of this aggression. SANA adds that Syria is weighing all options for the Turkish government to be held to account.

BBC news reports that Turkish president Recep Tayyip Erdogan said his government and the armed forces had carried out a "successful operation which is beyond all kinds of appreciation".

Almost all Turkish press and media sources reflect the sudden relocation with a feeling of glory and success on the part of Turkish army.Turkish daily Sabah gives all details on its 22.02.2015



internet website regarding the relocation of the Suleyman Shah tomb closer the borderline and adds that Turkey reserves its rights emanating from international agreements and this relocation is temporary for the security and safety of Turkish troops guarding the tomb. In the news it is emphasized that the tomb has an historical value for Turks and when the chaos in Syria is over it will be returned to its previous venue. Haber 7 tv channel's internet site with the same date puts emphasis on the point that the tomb has been relocated 3 times since 1920s when the land in Syria was given to Turkey by international agreements

Comments

Dijk (1982) holds that comments may simply be speculations or expectations about what might happen next.

Türkiye, a pro-government Turkish newspaper in its 22.02.2015 issue reports President Erdogan's comments on the relocation in this way: “The tomb of Suleiman shah and Saygi outpost will continue to wave the Turkish flag and cherish the memory of Turkish ancestry in the new location.

Diakopoulos et al (2010) holds that the motives for writing comments can be based on information for educating others, clarifying the points unknown and correct inaccuracies in addition, comment tackles social interaction to see the reaction of community and persuading others. Dijk maintains that schemata of news discourse specify context and background, for central main events. But a comment is more typical for news discourse in the press. Dancygier et al (2012) hold that the news story continues further details about the events discussed, following by comments to initiate the key information from a featured speaker.

The findings of this study suggest that a detailed analysis of the specific discourse context in news schemata appear in specific genres which can greatly enhance our understanding of the ways that news schemata are used and interpreted in naturally occurring news discourse. News schemata and ideological discourse are two central pieces that do fit together.

Conclusions

The first stage of this study was to collect a corpus of news regarding the relocation of Suleiman shah.

The first main aim of this study was to apply van Dijk's theories in regard to news as discourse and schema including ideology and discourse to analyze the super structural categories including a general summary, main events, consequences, verbal reactions and comments.

The second aim of this



study was to use the data as the basis of a

discussion of the role of ideology in representing the events in the discourse through using schemata.

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