

Environmental critical discourse analysis based on Fairclough model, case study of Al-Ahram and Al-Watan, Egypt

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Abstract

The environment plays an irreplaceable role in human life. The relationship between the environment and language has improved human life. In the first step, this made humans overcome environmental crises, and in the second step changed his attitudes, perceptions, and behaviors toward the environment. This article explores the origins of critical discourse analysis based on the Fairclough model in Egyptian environmental texts in three levels of description, analysis and explanation through the descriptive-analytical approach. It also aims to evaluate the usage of words and grammar and consider the role of social functions and the construction of power relations from critical discourse analysis. The linguistic and grammatical features were examined at the descriptive level. The linguistic features such as sentence types, emphatics, similes and metaphors, the naming process, and other linguistics components were described. At the level of interpretation, effective processes in text production and its use as a discourse act and its relationship with other discourses have been studied. At the level of explanation, the relationship between the text and the social, political, and cultural context is examined to clarify the influence of power, ideology, hegemony, alienation, and other factors involved in the text's structure and content. It is noteworthy that the formal study and analysis of the formal features of a text can be practical along with intertextual analysis. As it can demonstrate the prevailing ideology of society, draw power relations and the conditions of language study in the socio-cultural context with a paralingual description.

Keywords: critical discourse analysis; Fairclough; environmental discourse; power; text.

1. Introduction

The theory of critical discourse analysis explores the influence of the social environment and the narrator. It investigates how meaning and message of linguistic units are crystallized and formed about intralingual factors (text context), linguistic units of the relevant linguistic environment, as well as the entire linguistic system and extra-linguistic factors (social, cultural and situational context) (Fairclough, 2001: 8).

This analysis considers the mere description and explanation of metalinguistic data, the ideology and situational contexts influencing discourse. Fairclough theory of critical discourse analysis is one of the theories which examines the text and discovering the unspoken, hidden meaning behind the textual context which has three levels: 1- description: a linguistic analysis of the text (syntax, word formation, semantics) and at this level the text is described based on the specific linguistic features of the discourse; 2- interpretation: at this level, the interpretation of the text is examined based on what is said at the description level and by considering the situational context, the practical concepts of language and intertextual factors. At this level, the relationships between the processes that produce and comprehend the discourse and the effect of choices on discourse corpus (vocabulary, construction) are used. 3- At the explanation level, text production is explained about sociological, historical, ideological discourse and social-cultural power and knowledge. This level explains the reason for the relationship between discourse and social elements. Its purpose is to explain the interpretation of a particular discourse based on social action, according to that discourse's cultural background and the reasons for selecting and using specific words in the text (Aghagolzadeh, 2007: 19).

Discourse analysis tries to study the apparent effects of speech, i.e., factors outside the text (situational, cultural, social) that reveal the relationship between ideology and speech formation and its effects on the structure. Because in addition to the interactive relationship between text and context, an interactive and dialectical relationship between discourse, power, knowledge and truth is also available (Yahyaee, 2010: 14). Critical discourse analysis intends to systematically explore the relationships between cultural and social processes in a broad way by exploring the unknown relationships between texts of events and discourse practices and structures.

Language represents concepts and ideas formed from society, discourse and ideology and manifests itself in spoken and written language as a means of communication. Therefore, it is always a worthy subject for study and research (Aghagolzadeh and others, 2010: 2). In this paper, Norman Fairclough analytical approach is used to analyze critical discourse, including three levels of description, interpretation and explanation, to analyze environmental texts in Egypt. It aims to examine three levels of *description* (sum of textual features), empirical, relational value, expression of words and grammar, *interpretation* (discourse and

interdisciplinary order) and *explanation* (use of institutional and social processes). There present article pursues to answer the following questions:

- 1- What are the lexical and linguistic context features of critical discourse in environmental texts?
- 2- How Fairclough critical discourse is manifested in the two texts of Al-Ahram and Al-Watan newspapers?

2. Critical discourse analysis

According to Fairclough's approach, ideologies and ideological practices may deviate slightly from society's origins and the particular interests that have created them. Thus, appear to be common sense rather than arising from social classes or groups (Fairclough, 2000: 38). In critical discourse analysis, a complete package of theory and method, analytical methods are used to discover and explain the relationship between language and power relations. Linguistic methods are a means by which the researcher, by quantitative and qualitative analysis of linguistic forms, explores how ideology and power relations affect the linguistic framework of discourse.

Critical discourse analysis analyzes the relationship of language with these macro-political and social concepts. The theoretical presupposition in this approach is that people in the language they use, consciously or unconsciously, are influenced by ideas. These ideological and power relations and power relations are so naturalized by those in power using propaganda and indoctrination methods that people are less skeptical about these concepts (Jafari, 2015: 56-57).

In the interaction between power and ideology, the role of language is also analyzed and evaluated. Also, the position of power is one of the determining axes in discourse analysis; so that the connection with the source of power or authority cannot be ignored.

The advent of critical discourse analysis further developed environmental critique. Although there is a stark difference between them, critical discourse analysis looks primarily at discourse, that is, speech, and therefore critique words, syntax, and written usage of texts, while environmental linguistics critiques the language system, which in many cases, environmental fragmentation and human separation from other living and inanimate things occur in it (Hosseinzadeh, 2009: 35). Critical discourse analysis intends to conduct research that contributes to so-called injustice and inequality in society.

2.1. Level of description

The first level of critical discourse analysis uses "a set of formal words of a text that include specific choices among the words and grammar of that text" (Fairclough, 2000: 167). The

description is a step that relates to the features and content of the text. In this regard, ten questions are asked regarding vocabulary, grammar and textual sources. Several parameters include lexical analysis of texts, different types of verbs and sentences, and repetition. In discourse, each word is chosen for a specific purpose. "The purpose of constructive words is not to create patterns of sounds, but to harmonize the 'significations' of words and to organize them in the way presupposed by reason. Since the process of literary construction is a process in which an internal set of relationships is revealed in linguistic forms that convey a meaning or experience" (Abu Dib, 2015: 77).

Regarding different types of verbs and sentences, the equality of past and present tenses indicates the equality and contrast of the audience's past and present state in the speaker's mind and is proportional to its persuasion.

Verbs are often used to express the failure of a rival's ideology. The use of the past participle suggests the continuation of the struggle against misconceptions and misinterpretations. The meaning of modernity and continuity in the past participle verb indicates that the above cases also appear in new forms and place and threaten society. When the emphasis on nominal sentences is more than the verbal sentences, it indicates stability and durability. "Verbal sentences, in addition to time, indicate dynamism and movement" (Akasheh, 2005: 83).

One aspect of practical value most prominent in Fairclough's work is how ideological differences between texts in their various representations of the world have been encoded in their vocabulary. Semantic relations such as synonym, hyponym and antonym are among the empirical values of words (Nozari and others, 2013: 164).

Fairclough believes that "hiding activism can have an ideological motive" (Fairclough, 2000: 189). At the level of description, Fairclough also considers lexical choices, syntactic agency relations, i.e., active or passive voice, nominalization, a metaphorical representation of facts, direct quotation, mood, selection of personal/impersonal pronouns are among the examples of these discourse-oriented structures (Aghagolzadeh and others, 2010: 4).

This level of analysis in Fairclough's analytical model is related to the formal features of the text. Knowing and interpreting a text, knowing its linguistic features in the first stage, is logical; without knowing these formal features, it is impossible to enter the text's world.

Fairclough's approach at this stage reflects an objective view of the interpretation of text and discourse, which means that the text is considered an independent unit, and the interpreter must first examine its linguistic features. At this level, Fairclough examines how the formal features of language relate to the concepts of power and ideology (Jafari, 2016: 104).

Critical discourse analysis is a theory that states that every text has an experiential and textual linguistic application, given the multiplicity of language. Thus, in the description section, Fairclough analyzes the formal features of the text, i.e., words, sentences and phrases, to show that the formal features of the text are related to each other, and all these features are studied based on the text's place in the discourse order and relationship between power and ideology. Examining the usage of words in the text shows that the text's creator chooses words in a text and uses words with value in his intellectual and ideological framework (Jafari, 2016: 106).

Values that have the text's formal features are multifaceted, which means that any formal attribute, such as vocabulary, grammar, or text construction, can simultaneously have multiple values. The level of description analyzes these multiple values. In the process of description, it is shown how ideology and power relations are crystallized in the choice of different formal features in the text or any other communication event and how the formal features carry desired semantic loads. In a communication event, the type of words, grammar and text structures depending on the situation and the type of communication event, and the creators of the discourse are influenced by the nominal or everyday nature of the situation, and this effect is reflected in the type of choice of formal features (Jafari, 2016: 110).

2.2. Level of interpretation

It refers to the relationship between the text and the interaction and considering the text as a product of the production process and as a source in the interpretation process. This section looks at the context of the situation and intertextuality and types of discourse. What is most central and decisive at the level of interpretation is the situational context.

The turning point in the situational context is the confrontation of different perceptions of an ideology. Therefore, through the conversation, the narrator and the addressee are available. The interpretation stage includes both the processes of discourse participants and the text (Fairclough, 2000: 215). At this point, Fairclough raises four basic questions: What is the story? Who are involved? What are the relationships between them? Moreover, what is the role of language in this? (Jafari, 2016: 222).

It deals with issues such as situational context, intersexuality, and various types of discourse. A situational context is a social approach to discourse (i.e., political, social, and cultural). Textual context is, in fact, textual analysis in terms of linguistics and thought (structuralism). Discourse is a form of language use whose components are interrelated and depend on two approaches. In the social approach, situational context (political and social conditions, etc.) and in the linguistic approach, the text's context is described. These two contexts are also called language, cognition and interaction in social and cultural contexts (Abbasi and Abdi, 2012: 119).

Interpretations are a combination of the text's contents and the interpreter's mentality, i.e., the background knowledge that the interpreter uses in the interpretation. Also, from the commentator's point of view, the formal features of the text are, in fact, clues that activate the elements of the interpreter's background knowledge, and the product interpretation will be the interrelationship and dialectic of these clues and the interpreter's background knowledge (Fairclough, 2000: 215).

Level of interpretation: every communicative event is a discourse practice that participates in the production and consumption of text. Each communicative event has a social practice (considerations of what social theories and social contexts raise the text's discourses and reproduce the established discourse order or conversely, restructure it) (Nozari and others, 2013: 159).

The second level of discourse analysis in Fairclough's model is the level of interpretation. Fairclough divides this level into multiple realms:

1. The surface of utterance: This initial level of textual interpretation describes how the interpreter divides a set of sounds or signs into words, phrases, and sentences. Therefore, the interpreter must use the aspect of background knowledge that is often referred to as linguistic knowledge, which is referred to as the phonetic system (grammar).
2. Meaning of the word: The second level of interpretation gives meaning to the text's components, which is called raw word and has a broad meaning. In this section, commentators use the semantic aspects of their underlying knowledge - the semantic representation of words, their ability to combine word meanings and grammatical information, and the acquisition of implicit meanings in order to understand the meanings of whole propositions.
3. Text coherence: In this section, coherence means establishing coherence in a specific part of the text (Jafari, 2016: 113-114). The essence of a text is the summary of its interpretation as a whole unit that the interpreter can achieve and keep in his long-term memory to refer to it if necessary (Fairclough, 2000: 219).

2.3. Explanation level

The level of explanation answers this question: does the current discourse seek to maintain the current political situation and strengthen power structures, or does it seek to change it? Fairclough sees discourse as a social action against the ruling power that seeks to change society's ruling power and ideology.

The purpose of the explanation phase is to describe discourse as part of a social process. He describes the explanation of discourse as social action and shows how social

structures determine discourse. The explanation also shows what kind of reproductive effects; discourses can impact those structures and lead to their preservation or change (Fairclough, 2000: 245).

While interpretation focuses on how to use contextual knowledge in discourse processing, explanation deals with the social underpinnings and changes in contextual knowledge and, of course, its reproduction during discourse action. Fairclough refers to social structures that shape discourse, power relations, and the purpose of social processes, which is related to social struggles. In general, in the explanation, the researcher sees discourse as a part of the process of social struggle in power relations (Nozari and others, 2013: 171).

With the help of Fairclough theory, it is possible to identify discourse practices and macro-social theories that play a role in describing the text and to achieve critical linguistic awareness. The critical discourse analysis approach (Fairclough) shows us how a communication event (newspaper article) serves the dominant or anti-discourse by providing a detailed analysis of the produced text.

Each text reflects the social structure that governs society under the influence of different and conflicting discourses. Accordingly, any text is produced in the sphere of power to maintain the existing order or overthrow it. In this way, the text should be placed in a broader social structure to indicate that texts have been produced to highlight which type of discourse and to marginalize which discourse (Nozari and others, 2013: 174).

Critical linguistics and critical discourse analysis are interested in analyzing the overt or covert structural relationships of domination, racial discrimination, power, control, and language manifestation. In other words, the purpose of critical discourse analysis is to examine social inequalities critically. As used in language, this continuous use causes its formation, consolidation, and legitimacy (Aghagolzadeh and Ghiasian, 2007: 40).

Fairclough's goals are to study language critically (to correct the widespread lack of attention to the importance of language in the production, preservation, change of social relations of power, raise awareness of how language helps the domination of some over others. Through discourse, people can legitimize certain power relations without being aware of what they are doing (Fairclough, 2002: 41). In all three stages, we deal with analysis, but its nature is different in each stage. In the first stage, the analysis suffices to label the text's formal features and considers it an object.

In the second stage, discourse analysis analyzes the cognitive processes of participants and the interactions between them. The explanation stage also expresses the relationship between social events (reflections) and social structures that affect and are affected by these events (Aghagolzadeh and Ghiasian, 2007: 43). The purpose of the explanation phase is to

describe discourse as part of a social process. The explanation stage explains discourse as social action. It shows what reproductive effects discourses can have on those structures, which lead to the preservation or change of those structures.

Social structures refer to power relations and the purpose of social processes and actions in attrition to the processes and actions related to social struggle. Discourse can be considered a part of social struggle, and it can be placed in a broader (non-discourse) context of struggles and the effects of these struggles on structures. This attitude emphasizes the social effects of discourse on creativity and the future (Jafari, 2016: 119-120).

3. Critical discourse analysis of Al-Ahram and Al-Watan newspaper

Social issues have always been the target of critical discourse analysis; it is not merely a description of the language but also a critique of power relations. The result of such an approach has been the attribution of a fundamental role to language in social phenomena, which uses systematic role-oriented linguistics to explore the relationship between the linguistic features of the text, namely words, grammar, and social power.

Critical discourse analysis is one of the new approaches that have linked ideology to research on language and everyday language's practical applications. This approach aims to discover ideological implications in the structure of discourses and texts; therefore, there is a dialectical relationship between discourse, ideology, and power relations in this approach. One of the accepted principles in critical discourse analysis is that discourse has an ideological function (Jafari, 2016: 77).

An ideology creates the relationship between the text and power, and the goal of critical discourse analysis is to explain this ideology.

3.1. Al-Ahram newspaper text analysis at descriptive level

What is essential at the descriptive level is that words represent the beliefs and political and social experiences of discourse creators? Analyzing words and terms that are repeated or emphasized in the text helps the analyst to understand the discourse goals of the creator of the text. There are several terms and words in this text that have an ideological meaning in discourse analysis.

The author repeats thoughts and beliefs in which part of the inner texture's beauty is summed up. The text is examined at three levels of vocabulary, syntactic structure, and text structure in the description level. The use of nouns or colloquial words, grammatical elements and pronouns used in the text and the identification of metaphors in the text are some of the issues examined at this level.

PICTURE 1

Al-Ahram newspaper, Egypt, Tuesday, April 7, 2020, headline: Minister of Environment says: Together with Fodafone Egypt, we are looking to implement an application for recycling electronic waste.

رئيس مجلس الإدارة
عبدالمحسن سلامة
رئيس التحرير
ماجد منير

الأهرام
بوابة الأهرام

الرئيسية محليات شئون سياسية محافظات حوادث اقتصاد رياضة فنون ثقافة منوعات عرب وعالم

محليات

وزيرة البيئة: نبحث مع فودافون مصر تنفيذ تطبيق لتدوير المخلفات الإلكترونية

11:56 | 7-4-2020



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دينا المراغي

التقت اليوم الدكتورة ياسمين فؤاد وزيرة البيئة بالمهندس أيمن عصام رئيس قطاع الشؤون الخارجية والقانونية لشركة "فودافون مصر"، وصي ياسين رئيس قسم الاستدامة لـ فودافون مصر؛ لبحث آليات التعاون في تنفيذ التطبيق الإلكتروني (إي تدوير E Tadweer) لـ تدوير المخلفات الإلكترونية من خلال مشروع إدارة المخلفات الطبية والإلكترونية التابع لـ وزارة البيئة ، والذي يتم تنفيذه من خلال البرنامج الإنمائي للأمم المتحدة بمصر، حضر الاجتماع ممثل برنامج الأمم المتحدة الإنمائي ومدير مشروع إدارة المخلفات الطبية والإلكترونية وعدد من قيادات الوزارة .

The word (*al-bay'ah*, meaning environment) appears eight times in the text, indicating its central role in the discourse. Similarly, the term (*tadweer*, meaning recycling) occurs four times, emphasizing the focus on sustainable practices. The adjective (*electroni/ya*, mean-

ing electronic) is repeated seven times, reflecting the prominence of digital or electronic contexts within the discussion.

The repetition of this term indicates that from the perspective of discourse analysis, the audience is interacting with an environmental discourse that aims to involve the private sector and the public in solving environmental problems in e-waste.

Based on descriptive level, it is necessary to address the issues that ideologically, what kind of semantic relations (synonymy, semantic inclusion and semantic contradiction) exist between words? Are the words formal or colloquial? Are the sentences more known or unknown? Which type of mood has been used realis, interrogative or imperative? Have our and your pronouns been used? How are they used? (Fairclough, 2000: 170-171).

What is essential about repetition is that the word's repetition strengthens the text's structure and strengthens its semantic side (Helwa, 2012:20). The use of word repetition creates linguistic and psychological features in the phrase. Among other things, the repetition of a word focuses on the text's subject and forces the audience to think carefully and explore it. The author uses it as a model to discover and explain the meaning.

The type and patterns of choice proposed in this discourse have ideological burdens. In this regard, a person uses compound or straightforward sentences or uses interrogative, imperative, declarative sentences to express his words. The frequency of nominal was (n=5) and verbal sentences was (n=19).

Nominal sentences in discourse analysis indicate proof and the permanence of the subject matter. On the other hand, they are used to express the continuation of the search and cooperation mechanisms in implementing the application (E-Tadweer) through the management of medical and electronic waste, depending on the Ministry of Environment. One of the essential features in the words, phrases and sentences of this text is the avoidance of obligation and explicit expression. In other words, words are entirely at the service of meanings. This issue aims to create a kind of public participation in the problem of recycling medical and electronic waste.

More use of the realis mood indicates the certainty of the words of the speaker. Verbs and sentences are more than known. The fact that most sentences are known indicates the specificity of the participants in the process, which is due to the author's accurate knowledge of them. Of course, the author's real experience of them and, of course, goes back to the author's real experience and direct experience of the process. Also, knowing the verbs' subject increases the audience's decision-making power to conclude and provides the pre-conditions for understanding the text. Unknown verbs and sentences are mostly used to tell an event or story that belongs to the past, and are mostly used to express the past. Past tenses are mostly used for narration and past events (Ebrahim and others, 2019: 61).

3.2. Al-Ahram newspaper text analysis at interpretation level

This text was formed in the presence of the minister of environment and the head of foreign and internal affairs of Egyptian Fopdafon company, the head of development of this company, the representative of the UN transformers program, the director of medical and electronic waste management project and some officials of this ministry. Over there in society, a citizen should use these awaking messages to safely dispose of medical waste at home in the emergency caused by coronavirus. Next is the initiative of the president entitled “be ready for green”. One of the most critical issues to be considered at the interpretation level is coherence, theme, contextual context, type of discourse, and intertextuality.

Fairclough summarizes the text's essence and interprets it as a whole that remains in the interpreter's mind for a long time and is reread. “One of the most important issues criticized in environmental discourse is the issue of human-centeredness. In environmental discourses, some words and terms create the impression in the audience that man is the center and axis of nature, and other beings and phenomena have been created to meet his needs. In this type of discourses, human beings always separate themselves from other phenomena and try to be the axis of their natural environment” (Hosseinizadeh, 2009: 75). This text indicates principles that can be examined in the following cases:

- turning the problem of medical and electronic waste into an opportunity;
- creating job opportunities for young people in the field of the environment;
- reducing the environmental crisis of natural resources and preserving it for future generations;
- encouraging citizens to use the application (E -Tadweer) to get rid of electronic waste in exchange for incentives or purchase cards;
- increasing the level of awareness of citizens against the spread of the coronavirus.

3.3. Al-Ahram newspaper text analysis at explanation level

The purpose of the explanation stage in Fairclough's model is to describe discourse as part of a social process, and what is the place of this discourse in power relations? The concept of ideology and power relations is examined at this level. Examining this text's form and content shows that there is a positive and constructive ideology in it. This ideology can be examined in terms of form and content. In general, this text expresses the ideology of improving Egyptian citizens' living standards in this period. This text's positive and constructive ideology is one of the basic concepts such as the right of citizens to enjoy living in a clean and healthy environment, away from environmental pollution.

In critical speech analysis, it is stated that every text and discourse is related to the structure of power and has an influential place in power conflicts. The place of the use of language in this view of power is that language can be used as a tool for groups in power to direct thoughts in the direction of their political interests. It is in this process that domination is imperceptibly exercised and consolidated through the media. The idea behind critical discourse analysis is that the exercise of power can be done in a rigid form or soft form. In the exercise of power in a soft form, the power classes use the method of persuasion and conceptualization to control the domination classes, which is a useful tool and in a way that does not create tension.

One of the goals of critical discourse analysis is to examine how power groups control others' minds through language and writing and the consequences. The use of sophisticated propaganda tools and hermeneutic tools help politicians implement their policies, pay less financial or military costs, and control and guide the minds using propaganda methods (Jafari, 2016: 73-75).

From the perspective of critical discourse analysis, this text is expressed to maintain the improvement of social conditions, health and well-being of citizens. Its prevailing discourse have been raised when, in addition to the increase and density of electronic waste, the coronavirus is also threatening their lives.

PICTURE 2

Al-Watan newspaper, Egypt, Wednesday, March 11, 2020, *Seizure of 100 tons of hazardous medical waste inside one of the Qalyubia factories*²



كما تم ضبط (15) منشأة بنطاق مديرية أمن القليوبية، لارتكاب العديد من المخالفات منها عدم وجود سجل الحالة البيئية، ترخيص مزاوله النشاط، سجل المواد والمخلفات الخطرة، التخلص الغير آمن من المخلفات السائلة الناتجة عن النشاط، استخدام الزيوت المعدنية المرتجعة كوقود للأفران، عدم ارتداء العاملين مهمات الوقاية، التخلص الغير آمن من المخلفات الخطرة، عدم أخذ التدابير اللازمة لمنع تطاير الأتربة، عدم وجود مدخنة لسحب الانبعاثات، بالمخالفة لقانون البيئة، ضبط قضيتين "زيادة الضوضاء عن الحد المسموح به" بالمخالفة لقانون البيئة.

وفي مجال حماية الثروة السمكية تم ضبط (49) قضية متنوعة، بالمخالفة لقانون الصيد، وفي مجال الملاحه الداخليه تم ضبط (19) قضية متنوعة بالمخالفة لقانون الملاحه الداخليه، في مجال حماية نهر النيل والمجاري المائية ومنافع الري والصرف والأراضي الزراعي، تم اتخاذ الإجراءات القانونية.

شنت الإدارة العامة لشرطة البيئة والمسطحات حملات أمنية، لضبط كافة المخالفات والقضايا المتنوعة حيث جرى ضبط 100 طن مخلفات طبية خطيرة داخل مصنع بالقليوبية.

كما تم ضبط 11 عيادة طبية بدون ترخيص، بنطاق مديرية أمن القليوبية، لارتكاب العديد من المخالفات ومنها عدم وجود ترخيص من الجهات المعنية، عدم وجود طبيب بيظري، بالمخالفة لقانون حماية المستلزمات الزراعية والحيوانية.

كما نجحت الحملات في مجال حماية البيئة ضبط مصنع بنطاق محافظة القليوبية ضبط بداخله كمية وزنت 100 طن مخلفات طبية خطيرة بدون ترخيص وموافقة بيئية، سجل بيئي، ملف التخلص الآمن من النفايات الطبية الخطرة، بالمخالفة لقانون البيئة، ضبط (22) سيارة لتجاوزها النسب القياسية لعوادم السيارات (انبعاث أدخنة كثيفة) بنطاق محافظة القاهرة بالمخالفة لقانون البيئة.

This discourse was delivered by Yasmin Fouad, minister of environment, in a clear and fluent manner, in a meeting with Ayman Essam, head of foreign affairs and legal affairs of Vodafone Egypt, and May Yassin, head of development department of Fodafon, Egypt. On the other hand, the president's initiative approach "*be ready for green*" guarantees it. One of the basic features of such a text is the accompaniment of word and meaning and avoidance of obligation.

3.4. Al-Watan newspaper text analysis at descriptive level

At the level of description, which examines the formal features of the text in relation to the ideology and structure of power, the following issues can be mentioned: The first thing that attracts attention in this text is its title *detention of 100 tons of hazardous medical waste inside one of the Qalyubia factories*. The frequency and types of sentences used in this text were past (n=8), Present (n=0), Nominal (n=1) and verbal (n=8).

Current sentences refer to movement and continuity and are used to express the course of events. The use of past sentences is to express the historical course of affairs from the past to the present. In fact, in this text, the aim is to express the measures taken by the Director-General of the Police (DGP) of environment and green space to stop all violations of various laws and issues regarding that 100 tons of hazardous medical waste have been confiscated inside a workshop in Qalyubia.

Similarly, 11 unlicensed veterinary offices in the Qalyubia Security Directorate were closed due to violations of the law, lack of permission from the competent authorities and lack of a veterinarian in violation of the law on the protection of agricultural and animal needs. Interpreters of the text can find coherence between utterances, even in the absence of formal cues, based on implicit assumptions that are often ideological in nature.

This coherence is the result of the intellectual presuppositions used by the creator of the discourse in the text, and the ideological meanings expressed in the light of these presuppositions in the text. What has caused the coherence in the text is the logical course in the expression of ideas and its logical and purposeful expression.

The closure of a factory in Qalyubia Province and the confiscation of 100 tons of hazardous medical waste were carried out due to the absence of permits and environmental approvals. Additionally, 22 cars were confiscated for exceeding the standard limits of exhaust emissions.

Fifteen centers in Qalyubia Province were also shut down for various legal violations, including operating without an environmental license, lacking a permit to continue operations, failure to maintain records of hazardous materials and waste, unsafe discharge of liquid waste, use of recycled industrial oils as furnace fuel, failure to provide workers with protective equipment, unsafe disposal of hazardous waste, failure to implement nec-

essary dust control measures, and the absence of chimneys for the release of excessive smoke and noise.

In addition, some measures were also conducted to the law of fishing and in the field of maritime, (19) related to the violation of domestic maritime law. In this regard, the connection tools “cama”, “and” have been used repeatedly to create a semantic link in the time sequence of events related to the environment and the health of citizens.

One of the most widely used linguistic mechanisms is the use of passive construction. Through using this trick, the text producer consciously tries to highlight some aspects of the event and marginalize others; because the clause or sentence that passes from the active to the passive through passive transformation, in fact causes the actor to be demoted and marginalized, and its importance in performing the action is either eliminated or completely degraded. Simultaneously with this action, the object is promoted to the initial position and is highlighted (Hosseinzadeh, 2009: 27).

Highlighting verbs in the passive structure makes the action more important than the actor. Because active verbs are supported by the power and ideology that govern society, they accompany with a definite subject. On the other hand, “the passiveness of verbs is due to the fact that, based on mental adaptation, an event can be received in different ways according to how it is encoded in the mind. The way of expressing an event is related to the type of conceptualization in the mind of the speaker” (Gulfam, 2006: 8). In this text, the passive phrase “confiscation of the quantities of 100 tons of medical hazards in the factory” is one of the grammatical structures that marginalizes the cause and effect of the process.

When we use passive, we actually remove the subject from the sentence or add it after the letters at the end of the sentence, thus highlighting the agent of the subject and highlighting the object and moving it to the beginning of the sentence.

In most of the active sentences, man appears as an actor and agent, but in environmental texts, where we express sentences more obscurely, we actually deprive humans of the responsibility for destructive and anti-environmental actions; so that we do not mention and even marginalize those responsible for those processes and actions.

Passive sentences can be divided into two categories: a) passive sentences in which the subject is transferred to the end of the sentence and is mentioned after the prepositions. In other words, the actor goes to the margins and becomes a passive actor; b) sentences in which the subject is mentioned. Although the avoidance of responsibility in the first type is less than the second case, but in any case, the main factor is marginal (Hosseinzadeh, 2009: 65).

In the above sentence, the beginning of the sentence is changed from actor to patient, the agent for doing the work is removed; so that it may be difficult to identify or not identify it

at all; since the author of the text may aim to shift the focus from the agent who is doing the work to the process which is taking place.

Many times, in the middle of an action performed by a verb, we use the infinitive. Through using the infinitive and the noun-making process from sentence or verb, the actors and participants in the action turn their attention to the action itself (and in some cases to the recipient of the action), and thus, the agent of the action may remain passive. In this process, speakers can conceal the time and manner of performing the action, which is a part of the sentence or verb (Yarmohammadi, 2004: 145). In the present text, in several cases, instead of mentioning the subject and using the active sentence, the author has used the verb “نَمَّ”¹ in addition to the base form of the verb:

- 11 illegal veterinary offices were sealed⁴.
- Also, 15 centers in the protected area of Qalyubieh province were sealed.⁵
- 49 various cases of violation of the fishing law were closed.⁶
- 19 various cases of violation of the Inland Navigation Law were closed.⁷
- Legal measures were taken to protect the Nile River, waterways, benefits of irrigation, sewage, agricultural land.⁸

In the naming process, the noun replaces the verb and is used to denote events. In this process, a linguistic category shifts from one more common grammatical class to another; Thus, during the naming process, the true intent of the speaker or writer is hidden. The verb tense is lost and a part of the phrase comes emphatically at the beginning of the sentence and in the nominative form, and the subject and other components are attached to it (Hosseinzadeh, 2009: 26). In the above examples, the omission of the subject does not change the meaning of the sentence, but is done in the form and appearance of the sentence, while the mind of the audience and the listener processes and rereads the omitted part in their mind meaning is established in this process. Such omission can be done according to the position and the use of language and text in most components of sentences and phrases. The word ‘ضبط’ is one of the most frequently repeated words in the text, appearing 11 times. It indicates the power of the ruling hegemony in the use of force in the face of lawbreakers. Similarly, the word ‘طبية’ emphasizes the field of medicine and ‘البيئة’ emphasizes the field of environment, each repeated 6 times, indicating their significance within the discourse.

Duplicate words reveal the main message and ideology of the author's discourse, and the repetition of most derivatives of the word indicates the centrality of the meaning of the word and its derivatives. Repetition is a feature of immortal literature; Because when something is important and valuable for human beings, it repeats some of its concepts, thoughts or phrases (Mortaz, 1991: 210).

3.5. Al-Watan newspaper text analysis at interpretation level

Vocabulary selection and relational and expressive value “pay attention to how choosing the right equivalents helps to strengthen these relationships”. One of the characteristics of vocabulary is that it deals with relational values, and the formality or informality of the situation requires that social relations be similar to that situation, and this is done by the words (and other linguistic levels). In a way that uniformly, informal selections are used instead of the more formal available options in the informal text (Fairclough, 2001: 97-98).

One of the basic concepts in critical discourse analysis is the structure of the text and its basic issues. Knowing this concept is essential to have an overview of the text and its main goals and meanings. This involves adapting the text to one of the frameworks or representations of specific organizational patterns related to different types of discourse. In the light of the structure of the text, it can be said that this text represents a re-reading of violations in the field of environment, waste, veterinary medicine, fisheries, irrigation, sewage network and agricultural lands.

This text was formed in the presence of the Director-General of the Police (DGP) of environment and green space and the police chief of Qalyubia. On the other hand, there are factories that have violated many laws in the field of protection of agricultural and livestock equipment, and cars whose exhaust in Cairo province does not work properly and is disrupted, and workers who did not use preventive equipment.

3.6. Al-Watan newspaper text analysis at explanation level

Verbal performances not only are evaluated in terms of fluency, efficiency, and social impact, but also are evaluated through communication roles and participation. This is the instrumental ideology of language. Title language is a tool for doing things in both cases of the classification scheme, a special way of classifying an aspect of reality based on a specific ideological representation of that reality. Thus, the vocabulary structure is based on the ideology (Fairclough, 2001: 96). It is at the level of explanation that the relationship of micro-discourse events to macro-political and social structures and power relations is analyzed and examined.

The place of the use of language in this view of power is that language can be used as a tool for groups in power to direct thoughts in the direction of their political interests. Explanation is related to the relationship between interaction and the social context, and in fact to the social determination of the processes of production, interpretation, and their social effects, and in this section, the social factors and ideology used are questioned. It is in this process that domination is imperceptibly exercised and consolidated through the media. The idea of exercising power in a hard or soft way is of essential importance so that in the soft form; to control the classes of domination, the classes of power use more persuasion and conceptualization away from tension as an effective tool.

How power owners use language and writing to control the minds of others, and what the consequences are. The use of sophisticated advertising tools and the use of hermeneutic tools help them to pay less for the implementation of their policies and to control and direct the minds using advertising methods. In explaining this text, in the power structure, it can be said: this text expresses the ideology of the Egyptian environmental officials towards this environment and the cleansing of the society from waste in the service of improving the lives of the citizens.

It is noteworthy that these officials are ideologically fully committed to the principles of health and have made every effort to achieve such goals. Therefore, influencing and using power is not a goal, but a means to achieve the mental health of society, and the orientations of these officials in the field of health reinforce such a view. Here one can clearly understand the attitude of the responsible authorities in the field of environment towards the concept of power and the connection between their type of thought and their social attitude.

Since one of the purposes of discourse analysis is to examine how the power of speech and writing is used to guide and control the minds of others. In this context, ideology and power are the foundations of critical discourse, because discourse is created in line with or in opposition to the worldview of the ruling power of society.

4. Results and conclusion

Fairclough critical discourse analysis examines the two-way interactions of language and meaning construction, and also highlights the role of sources of power and authority in directing the ideology of society and the opportunity of using the necessary mechanisms to politicians and those in power and seeks the relationship between form, meaning, grammar and lexical collocation.

Since there is a deep and close relationship between language and human body organs as the basic elements of critical discourse, and this relationship can play a role in shaping human ideology and thought, those in power can play a role in the formation of thought and human cognition to play an active role.

A review of critical discourse analysis in Al-Ahram and Al-Watan newspapers shows that at the level of description there is a significant and purposeful relationship between form and meaning. Word in the text is in the service of meaning and those in power have been able to form their own views and opinions by using various linguistic strategies such as grammatical structures, semantics and analysis of sayings and texts in the context of power relations and convey them to the audience in the social context.

The author of the first text has chosen words that are more convincing to his audience and change their ideology in the face of the coronavirus. Such a discourse with those who, by disobeying the rules and by not using the means of preventing the infestation of this deadly virus, cause pollution and harm to others, is by no means peaceful and conciliatory.

Rather, it emerges and spreads contradictions and clashes. Therefore, any use of words in this text has a political dimension. In the second text, there is such an atmosphere of power relations. Seizure of eleven veterinary offices for violating agricultural and livestock laws, as well as failure to empty medical waste that led to their seizure.

At the level of interpretation, context in its comprehensive meaning has a fundamental role in recognizing and analyzing the text.

In each text, in addition to intertextual context, text is influenced by temporal and spatial space, and this affects the formal features of the text. Consequently, the ruling class has some freedom and ability to exercise power and interact with environmental offenders, owners of unlicensed factories, drivers of cars that produce smoke beyond the permissible limit and those who violate the privacy of fisheries and therefore divides society into two ruling and condemned classes.

A class that commands and, in addition to providing incentives to the people and presenting the President's initiative approaches, has a kind of structuralist attitude towards power, and thus these two texts of Al-Ahram and Al-Watan newspapers can also be classified as the texts which service both ruling and condemned class.

¹ اتحضر للأخضر

² ضبط 100 طن مخلفات طبية خطرة داخل أحد مصانع القليوبية

³ ضبط بداخله كمية وزنت 100 طن مخلفات طبية خطرة

⁴ تم ضبط 11 عيادة بيطرية بدون ترخيص

⁵ كما تم ضبط 15 منشأة بنطاق مديرية أمن القليوبية

⁶ تم ضبط 49 قضية متنوعة بالمخالفة لقانون الصيد

⁷ تم ضبط 19 قضية متنوعة بالمخالفة لقانون الملاحاة الداخلية

⁸ في مجال حماية نهر النيل و المجاري المائية ومنافع الري والصرف والأراضي الزراعية تم اتخاذ الإجراءات القانونية

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تحليل الخطاب النقدي في النصوص البيئية بناء على نمط فركلاف، دراسة في صحيفة الأهرام والوطن المصرية نموذجاً

الملخص

لا شك أن البيئة تلعب دوراً فريداً في حياة الإنسان وإنَّ العلاقة بين البيئة واللغة دفعت الكثيرين إلى استخدامها لتحسين حياة الإنسان وتفادي أزمات البيئة ومن ثمَّ فهي تُغيِّر رؤية الإنسان وإدراكه وسلوكه بالنسبة إلى البيئة. يسعى هذا المقال إلى أن يتطرق إلى مصدر تحليل الخطاب النقدي بناء على نمط فركلاف في النصوص البيئية لمصر وذلك في ثلاثة مستويات: الوصف والتحليل وتبيين الخطاب وفقاً للمنهج الوصفي- التحليلي ويدرس نوعية استخدام الألفاظ والقواعد النحوية فيها من منظور تحليل الخطاب النقدي و وينتبه إلى دور الوظائف الاجتماعية وبناء علاقات السلطة. وفي المستوى الوصفي تمَّ وصف الخصائص اللغوية والنحوية المستخدمة في النص والخصائص اللغوية كنوع الجمل، والتأكيدات والتشبيهات والاستعارات وعملية صنع الأسماء وعناصر أخرى لسانية. وفي المستوى التفسيري، تمَّت معالجة العمليات المؤثرة على إنتاج النص واستخدامها كعمل خطابي وعلاقتها مع الخطابات الأخرى. وفي مستوى التبيين تمَّت دراسة العلاقة بين النص والنسيج الاجتماعي والسياسي والثقافي ليتبيَّن تأثير عوامل السلطة والأيدولوجيا والسيطرة والسيرية وسائر العوامل المؤثرة في سياق النص ومحتواه، ومما يلفت الانتباه هو أنَّ الدراسة الصورية للنص وتحليل خصائصه الصورية تستطيع أن تكون مؤثرة وسارية إلى جانب التحليل التناسي وتكشف عن الأيدولوجيا السائدة على المجتمع وترصد مناسبات السلطة وتحقِّق ظروف قراءة اللغة في السياق الاجتماعي- الثقافي إلى جانب وصف ما وراء لغوي.

الكلمات الرئيسية: تحليل الخطاب النقدي، فركلاف، الخطاب البيئي، السلطة، النص