

Politics and Media

(Politics , Ideology , media , power)

Asst. Instructor Wasan F.Hadi

Ministry of Education / Rusaffa 3

السياسة ووسائل الإعلام

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مدرس مساعد

وسن فاضل هادي

وزارة التربية\المديرية العامة الرصافة الثالثة

The abstract

Politics and media are of a mutual effect on each other .Politics ,and since a long time ,takes its role on communities through affecting them , their life, and their choices. On the same respect media , on its role , creates the issues of public interest , widen the people's scope of thinking ,focusing on their social problems on one side, and helps them to get their Rights on the other side. This relation between politics and media creates power for politicians and subject through presenting them to people ,lets people think critically and makes the power of ideas , believes , and social culture are the dominant over the field . This relation between politics and media let communities inform politicians how to behave and what people want from the politician .Political culture and political discourse have a role through making people think politically (critically) based on reason and cognition .

ملخص عربي

السياسة والاعلام بينهما تأثير متبادل . السياسة ،ولانها لفترة طويلة، تاخذ دورا في المجتمعات من خلال تأثيرها بهذه المجتمعات سواء كان في حياتها او في اختياراتها .ومن نفس المنظور الاعلام ودوره في صنع القضايا التي تهتم الراي العام وتوسعة افق تفكير الافراد حيث يقوم الاعلام بالتركيز على مشاكل المجتمع من جانب،ومساعدتهم على معرفة حقوقهم من جانب اخر .هذه العلاقة بين السياسة والاعلام تخلق للسياسيين المواضيع وتقدمها للناس ايضا .الاعلام يجعل الناس يفكرون بشكل نقدي ويجعل القوة للافكار ، المعتقد ، وثقافة المجتمع هي المتحكم في هذا المجال . هذه العلاقة بين السياسة الاعلام تعلم السياسيين كيفية التصرف ،حاجة الناس ،لان الاعلام هو الذي يعرض الافكار وامال الافرد . المجتمع السياسي والخطاب السياسي له دور في جعل الافراد يفكرون بطريقة سياسية نقدية مبنية على الحجة والادراك .

1.1 The aims of the study

- 1.Accounting for the term politics and media and the mutual relation between them .
- 2.Identifying the relevance of media to create issues and achieve political goals.
- 3.Stating the term critical thinking and its development through media .

1.2 The Hypotheses

- 1.Media has an enormous effect on people and the choice of the elite.
- 2.Power of reason allow people not only to choose their representative through , but also to get their Rights
3. Critical thinking takes an essential part to make people think reasonably relating on reasons and to attain the good choice .

1.3 Some findings

- 1.Media what constructs the relation between politicians and people relating to what it observes concerning issues and decisions makers.
- 2.Media is not only a means to choose elites , but it also assists people to take their Rights, and develops their institutions .
- 3.Terminal decisions are achieved through persuasion and communication.
- 4.Media and ideology promote critical thinking

2.1 Introduction

Fasold and Connor-Linton (2006:9) state that it is not easy to provide or to affirm a precise definition for language, because language is a complex phenomenon .Language could be defined as a finite system of elements and principles that make it possible for speakers to construct sentences to do particular communicative goal .

Language is considered as a guide to social reality ; powerfully states all our thinking in social life and processes .Human do not live alone , nor alone with social activities which is directly understood , but with language which is the means of expression for their society .It is an illusion to think that one could attach reality without using language , and language is only used as a means for solving communicational problems or reflections .The real world is built on the language of the group (Davie and Elder 2006:237).

The hypothesis that language works on two tendencies which are: expressing and creating thoughts . Moreover that language is responsible for attitudes and believes that comprise culture (ibid:235)

Chilton ,Schäffner (2002:25) argue that, in terms of language , politics with certain representations and social organization are to be integrated. They add that people are interacting according to the mental representations of themselves , the group they belong to , and the form of the action they perform. Language is viewed as discourse in action and it represents the cognitive perspectives ,and the interactive perspectives in one hand and the social action on the other hand .

2.2.Political language within politics

Chilton and Schäffner (2002:9) believe that only through language one can issue commands , ask questions , make offers and promises . One can declare war or pronounce guilty or not ,postponing parliaments and through language one is attached to social and political organization and so on . Language according to them is neither search for an exchange nor effect the social contact ; it is merely talk .

Relating to politics, Chilton (2004:4 as cited in Miller 1991:390) argues that political procedure naturally involves persuasion as well as bargaining , and through this there is a need to clarify how the use of language creates the effect of authority , legitimacy , and so forth that could be seen naturally in politics. Hague (1998:14 as cited in Chilton ,2004:4) argues that decisions are achieved through communication , in other words through persuasion , bargaining which become authoritative(a process that occupies force or the threat of force). Politics hardly exists where decisions are made through violence , force or threat .

Bloommaert (1999:8) states that in the field of politics there is a discursive struggle which is restricted under the term debate .The process of politics has developed through series of interactions relating to the range of the social factors .Politicians and decision makers , academic or not academic all are interested in public and media .

Politics according to Jorgensen and Philips (2002:36) is stated within the theory of discourse and it could not be interpreted narrowly , but in contrast of that , in a broad way that constitutes other social ways . Laclau and Mouffe (1985) state that politics represents the organization of the society in a certain way , and it is not merely a surface of social

reality , but social organization which represents the results that could be deduced from the political processes .

The researcher finds that politics is the need of the society to negotiate , persuade, making decisions, and to create authority .It doesn't take place in the political life, but in all fields of life. Politics must be adapted in a certain way with specific language terminology.

2.3. Political culture

What is important about analysing political discourse is that language of a close relation with culture and practice and culture in turn is of a close relation with practice of politics in particular society (Chilton ,Schäffner :2002:8) .

In the concern of politics and how it is affecting culture and why. There are certain factors in this respect: first of all is idea .Ideas have power, everyone is influenced by ideas –beliefs – values , and symbols more than we have expected .Ideas provide us with rational thinking concerning life and guide people to determine what is right and what is wrong. In a boarder sense , political institutions are formed by certain ideas and the political leaders are concentrated by such ideas during their political life. Political culture also covers widespread ideas about who will govern and by what means. Political culture includes number of factors that shape the form and the purpose of this culture in terms of values and beliefs. Values are the shared ideas restricting what is good and desirable ,and what is bad. This will provide standards for judgment. Beliefs are the shared ideas deciding what is true. Values and beliefs are regularly related to each other and justifying one another; for example if someone has the belief that humans are created by God with Wright to

life , liberty then s/he has the value to protect these Wrights , so beliefs justify values (ibid) .

2.4. Political Discourse

Davies and Elder (2006:142f) say that the concept of discourse comes when utterances are made ,intentions are formed ,many topics are introduced ,terns are taken and actions are reformed reactions are raised , contributions are acknowledged , away out is negotiated . People ,often ,do things with meanings ,interpreting them , negotiating them . In this term discourse is seen not as a product , but as a process that joins actions .

In terms of communication, discourse analysts believe that communication means not only transferring "message' from the speaker to the hearer ,but more than that .Communicative process is a way of putting certain ideas into words and pass them into the hearer's head who is in turn tries to converse these words in to an explicit meaning . Whether they are in a text or in a talk there is an implicit meaning which requires an efforts from the hearer to explicit it to get the intended meaning with the aid of some contextual cues and the mutual shared knowledge .The human utterances do not only mean to give an information in its normal sense , but also reflects the social origin , gender or the political orientation of the interactants (Chilton and Schäffner 2002: 9). Halliday and Hasan (1985:11) argue that the interactionality of discourse is not merely on spoken language ; text is a kind of exchange , and the basic form of a text is the dialogue as a means of interaction between speakers. Every kind of language is meaningful since it is associated with the interaction among speakers in ordinary everyday spontaneous conversation. It is argued that written discourse is

not less than spoken one in interaction since it is a dynamic practice happened between the readers and the writers.

Political discourse according to Woods (2006:46f) has been primarily affected by rapid expansion of media in the twentieth and the twenty – first centuries .The mass communication system has an out come from the enormous explosion that it could represent . There is no longer restriction to see only a face -to-face encounter with politicians .We have a contact to parliamentary debates , party political broadcasts, TV. staged debates and press conference , and highly polished multimedia campaign .The text of the political speech and interviews are available to the people in an electronic form .This will give people a chance to examining the language used by politicians .Most of the political discourse is more or less stage-managed, public statements are prepared by pre- arranged press conference and they are adapted by professional writers .

Woods ,in terms of political vocabulary, has stated that careful and well selection of words is essential in the construction of the political discourse ,besides it is urged that the context or the word form which transmits the meaning. This choice of words is constructed to people and regarded as a strategy or a tactic . He also thinks that the operation of a language system in terms of sentences or phrases could be achieved with some kind of delicacy, (ibid:59) .Bloor and Bloor (2007:115)state that political speech is usually prepared or written , but as if not written . That is to say it is prepared , but it is given some likeness of spontaneous form , or may be carefully planned and not directly taken from the script . The political speech is not prepared by person , but by professional speech writers . Another point , is that the speaker has monopoly or the domination of the floor with respect to some interruption . Despite the

fact that this is a face –to-face discourse with the audience ,but it is one-sided in terms of verbal output .

Chilton and Schäffner(2002: 203) think that the political information is a forming of discourse arguing that to a great deal of the political actions that are achieved through discourse and communication .

Political discourse as seen above is a way of selecting certain words or expressions that suit the situation discussed . The inspiration of media in the last two centuries helps politics in terms of presenting meetings, arguments, and conferences .On the other side , people imitate the political speech in terms of vocabularies, phrases made, or badges which are professionally prepared by experts to be spontaneously uttered .Hence , politics and media affecting societies in speech ,behave, and judgment sometimes .

2.5. Critical Discourse Analysis

Discourse analysis according to Davies and Elder (2004 :134) is defined as the study of language seen communicatively or linguistically communicative, and language in use represents the use of language beyond or above the sentence. Language in its representations as a meaning of interaction and language in situational and cultural context depends on its sincerity , function , structure and social interaction .

Crystal (2003:117f) states that Critical Discourse Analysis (CDA) is a viewpoint that studies the relationship that gathers the discourse events with the sociopolitical and the cultural factors especially when discourse influences the powers relations in society .Wardhaugh (2010:15) adds that critical discourse analysis (CDA) focuses on how language is used to exercise and maintain power and privilege in society , how this discourse buttresses social institutions , and to know what is normal or natural

.Gee (2005:1f) collects the all ideas when he says that Critical discourse analysis is something that is seen everywhere and always. This means that discourse analysis could be found where human social communication ,and relationships have implications for social goods. He calls politics "social goods" when a group of people have the source of power, status or worth. The relation between politician and language Gee argues that Politicians and through their speech or writing produce grammar which reveals their perspectives including what is normal and what is not , what is acceptable and what is not , right and wrong, and how the world looks like

In details , how social and political variations are manifested and reproduced through discourse .Besides, it is not one- way method of doing critical discourse analysis like conversational analysis , but implies a set of methodological principles that varies in style and focus. In the light of studying the principles of critical discourse analysis, some critical discourse analysts focus on the role of cognition which is essential in understanding and interpreting texts and discourse practice claiming that people need to know the social cognition. The way of thinking in the world comes out from social activities ,while others focus on context of the discourse(the environment) of the discourse. Despite the differences of styles, critical discourse analysts try to investigate the role of discourse in producing (or reproducing) the power relations with the social constructions (Wooffitt ,2005:137f) .

The researcher finds that the critical discourse is what makes the relation between language, culture and power. It is associated with people's life to sustain power so , it is seen everywhere .

3.1. Critical thinking (persuasion and argument)

Critical thinking is defined by Freely and Steinberg (2009:2) as the ability to analyse ,criticize, and advocate ideas to reason so as to get factual or lucid judgmental depending on reliable inferences . These inferences are taken from clear-cut declarations of knowledge or beliefs. On the other hand, Howell and Kemp (2005 :2) point out that when one is asked a certain question specially a question begins with 'why ' . This is known as the question of reason and the person who answers it has to give the reason behind her /his doing certain action , why s/he should vote for this not for that and so on .There is a kind of justification ,and giving reasons not only reasons ,but good reasons behind doing or behaving in such away .This reason what motivates people to do an action or recommending others to do so. Critical thinking should primarily concern with arguments whether they succeed in providing us with good reasons, belief or not .

Critical thinking means a clear reasoned thinking, according to Beyer (1995) critical thinking means to create clear reasoned judgments .During critical thinking the ideas must be judged reasonably .The etymology of the term critical thinking comes from the Greek source then it becomes *kritikos* and then *critic* and it identifies the intellectual capacity and ways of judging (Net Source 1) .

People usually think critically when they rely in their judgments on reason than emotion ,and this requires evidence when this thinking tries to find the best explanations to what has happened not only through right analysis, and asking questions ,but also by thinking about reasons (Net Source 2) .

Freely and Steinberg (2009:2) consider persuasion as a kind of communication whose intends to influence others decisions ,values and beliefs ,while argumentation is represented by giving reasons to the communicative situations ,and to justify their acts ,beliefs ,and attitude .

3.2. Ideology

Ideology according to Dye (2001:39) is a system of ideas ,values and beliefs that a person has in mind. Political leaders do not show a consistent view concerning a certain situation , but their views are changed according to many factors one of which is ideology .

Ideology helps to shape opinion in that many politicians and active people apply toward certain questions with certain responds or a certain act. This behaviour represents a consistent or an integrated set of principles that reveal their ideology (ibid:132) .

Chilton (2004:8) argues that one of the items that formulate ideologies is presumptions. From his view point, presumptions hold two dimensions :the first is the shared knowledge that the speaker assumes to have like facts, time schedules , institutions and the like. The second is assuming that these factors are not only identified, but also accepted as a standard legal . These ideologies agree to far extent with the political institutions and religious beliefs .In many cases the presumptions of one speaker challenged by another, this what makes the political discourse idiosyncratic: fundamentally dynamic and of importance in understanding culture as a whole .

3.3. Argumentation

Miroff ,et al (2012 :3) point out that debate is an essential material in democracy not because of its leading to make the fitting choice , but also debate creates better citizen thinking in criticizing and analysing the political situation . This requires an open –minded from the listener to

hear both sides alternatively , to examine their assumptions by which they clarify their political views to each other and to listeners , then make judgment at end .They add that in democratic debates the issue supporters set their position not to argue for this side or that , but to appeal to the public interest .

Debates provide the society with the method that creates the correct choice and decision - making process.They also argue that debate is of benefit to both the individual and the society(Freely and Steinberg ,2009 :6) .The individual gets benefit from the principles of argumentation and the idea of appealing certain aspects for making decisions besides affecting the decision of the others . In term of society benefit , free and open debate protects the individual Rights and offers free decision making by which the societies get their Rights without force (ibid:9) .

Argumentation could be seen everywhere on TV. programs or in newspaper, editorial in newspaper trying to persuade you of various matters in different issues .It could be in a lecture where the student is arguing for pint of view .Argument means an attempt to persuade readers , listeners by using techniques to let other accept any point of view or to do a certain action. This makes an argument amazing by telling someone how to do or to give reasons to behave in a certain away . In other words individuals ,often, give each other reasons for behaving or doing something . All the time we expect something to happen, (Bowell and Kemp2005 :3) .Bloommaert (1999:10) thinks that it is an essential thing to identify people contributed in a debate and their responding to a certain situation at a certain time .

Critical thinking is interested in arguments whether they provide good reasons for acting or believing in certain manner or not .Persuasion is not

always straight forwards, in many times any attempt to persuade others involves a mixture of argumentative and non-argumentative practices to let others accept a certain action or a point of view (Bowell and Kemp, 2005:2) .

The researcher finds that Ideology is not only a way of thinking , but it is also a belief and assumptions that are made for that belief. All these factors shape the ideology of a person ,and even his justifying things is based on this ideology and affecting other ideologies as well. Argumentation is linked to ideology by getting use of its believe as a base for any argument ; a person builds his arguments on his belief and assumptions though they are of a mutual relation. Sharing with the other side of ideology which is the critical thinking .

critical thinking is a reasoned thinking builds on a deep thinking and collecting logical reasons and causes to get the ultimate judgment. These reasons are the bases for the argumentations to persuade others by giving reasonable reasons (evidences) .So ,what is mentioned here is how an ideology works .

3.4. Rhetoric

In any democratic argument politicians do not force people to agree with them by threatening or bribing them , but through reasons instead and that is rhetoric ; the finding of good reasons for people to think and fell in a convincing way . Thus rhetoric is an essential constituent of the political life in democratic societies (Net Source3).

Although political communication is dominated by print , broadcast media ,online and mobile technologies , speech remains the essential in political communication especially in Britain. Rhetoric in television news reporting influences people, but speech remains more influential,

intimacy in terms of its ability to reshape feelings and opinions to those who are listening. The scholarly study of political rhetoric and its importance tells that rhetoric lets people know how politics works and how people think politically. This is done through detecting the changes that the politicians present in their arguments and see if these changes are happened by the time (Net Source 3)

The topic of political rhetoric is concerned with the "strategies used to construct persuasive arguments in political debate". The study of political rhetoric therefore "spans a range of academic disciplines and touches upon the fundamental activities of democratic politics" (Net Source4) .

4.1. Media

Dye (2001:180) states that media has an effect on public's opinion and on the political behaviour in terms of information ,values , opinions ,and general behaviour .He points out that the most important affect is on our informational level and on the social concerns .Media besides , influences values and opinions , but its influence is higher in the region that collects more than one effect .In the same respect ;he adds that television is the major source of information in that people receive their information from and he lists radio , books ,newspapers and magazines as the secondary source of the political information .The effect of television on people's thinking is not limited in persuading the individual at what side s/he will be in certain issue , but in setting an outline for thinking and talking .In other words , television does not tell people what to think about , but it tells them how to think about it. Television creates matters of general public concern that people do not know about , or think about , and discusses more events . Media enforces values and attitudes by certain factors that will be mentioned here .First of all media who creates issues ,and the importance of these issues determines the attention

that is given to them. Media may help to create a new opinion concerning certain subject than changing the obtainable one, besides it helps to give a new vision concerning the new events or issues and these which we know or hear nothing about or there is no previous experience with it . (ibid :131f) .

Secondly the struggle over who gets what and how is , to great extent , carried out through mass media . The fields of the political conflict are the various media of mass communication including television ,newspapers ,magazines , radio ,books , recordings , and what people know about politics is come to them through these media . Creating power is obtained from controlling information , who knows, what helps, and who gets what. The media does not only provide the field of politics , but it plays in that field as well ; participants in the struggle. Media has long been referred to as the "America's the fourth branch of government " (ibid:157) .

4.2. Media and Power

Dye,(2001:159ff) states that the government and media are natural opponents ; public officials have long been disturbed by media , but the US constitution's first modification guarantee of a free press . The conflict between government and media prevents the government from determine this conflict by stopping its critics .He adds that media professionals are many Including : Television, newspapers, reporters, editors and they are, often, not neutral in their observations, but they are active participants in this field. Dye also categorizes these media: Television and radio are the traditional and the most effective means for years; news and magazines which reach both small but politically active audience ;books and recording that could reach the young people ; and

finally the internet which is the newest and the most effective media that plays a great role in politics and in the community life having advantage from establishing web home pages , major on line services, chat groups for political exchange .

Chilton (2003 as cited in Woods 2006:75) thinks that political interviewing is highly regarded journalistic art which could be interpreted pragmatically from the way we produce and understand language in context of speech, and from the situation. The interviewers are constructing their questions carefully, rarely neutral, to put politicians in a certain position .Politicians on the other side try to use slippery strategies or vague responses, claims that follow one another in a quick way through this strategy the argument would mean more than what is said or meant .

Woods adds that political debates and interviews usually carried out through aegis of series news that could be seen as an opportunity to know the political matters and to observe it as a battle (ibid:75).

Fetzer and Lauerbach (2007:6) state their views regarding the relation between the public, and politics. Discourse analysts claiming that this relation is very doubtful.This could be fallen within the democracy. Throughout media public know about the political decisions and issues at the same time controlling the act in the political sphere by clearing its decisions and-justifying them to public. Sometimes media is accused of falling within a rigid routine, because of the pressure from time construction and production pressure. From another view, politicians are being criticized for using mass media for their influence on public opinion instead of presenting facts and giving information .

If the interviewee is a politician his /her opinions or convictions are important components for their social role (ibid:198)

Weizman (2006a,b as cited in Fetzer and Lauerbach 2007:199) states that interviewees in general and on their role as speakers are challenged either for their interactional level or for their social level. According to their interactional level the interviewee implies or does not achieve the "interactional obligations property " ,and socially when his/her opinion is damaged or diluted .

The researcher finds that media occupies power and effect on people's thinking. Media takes a great deal in shaping people's opinion, and making their choice .Media supports democracy as it makes the rule to people as seen below.

4.3. Democracy

Miroff ,et al . (2012:6) point out that democracy comes from the Greek word *demos* which means *the people* and *kratein* which means to the *rule* . Hence for ,democracy means "*rule by people rule*" . They (ibid) believe that the most significant feature of Democracy is freedom and fair election for choosing the government . Officials ,and the elites are in competition for the votes. According to this view the ultimate power rests in the hand of people at the election time , but at the election time people (voters) give the authority and decision making to the elites who have the experience to formulate the correct decisions .

They add that democracy is not simply a process for adding up an individual that the citizen bring with their votes to see which side wins the election , but to the values that the people share and private interest to chose the suitable decision maker . In any debate the only power of reason is exerted , moreover that , the opposition not by threat or force others ,but by using reason and what is appealed to the public interest

,and values shared by people as a democratic community (ibid:3). Freely and Steinberg (2009:2 -8) define debate as a "process of inquiry and advocating : the seeking of reasoned judgment on a proposition". Adding that people need debate not only for legislations and courtrooms , but in each area of society as well , claiming that most of our rights directly or indirectly depend on debates .They point out that certain philosophers and political leaders regard debates as an instrument for dealing with the society's problems, and what the society needs. So debates are important for individual to know argument principle and applying these principle in making decisions .

Discussion the results

In the light of the results the researcher finds that politics, media ,and power are closely related and affecting each other, in terms of the sequence they are involved in. The politics needs media to spread thoughts ,rise an issue to the community, and decisions are made by people. On the other side of this relation there are media and community who are the receivers to what is presented by politicians, interacts with it. Media takes the priority in creating issues ,presenting them and sheds the light on this side or that to create decisions. Media what creates power since it gets the information and Critical thinking as a looking for reasons or information widens and develops by media .

Conclusions

The current research finds the following conclusions :

1. Language is functionally structured partly or wholly to achieve socio-political goals .
2. Political culture and political discourse affecting thinking critically .
3. Through media communities problems are presented to politicians and discussed to deal with .
4. Media is of many benefits one of which is to create issues , means for people to get their rights ,and settles democracy
5. Politicians respond to media because of it affects the community and has information .
6. Politics and media are of a mutual effect on the communities through presenting and solving the problems .

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