

Norman Fairclough's model as a research tool in the critical discourse analysis of Robert Frost's poem Fire and Ice

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Article History:	ABSTRACT
Received: 16 Dec, 2018	The goal of this research paper is to demonstrate the use of Fairclough's three-part analytical model with its implementation on Robert Frost's poem Fire and Ice. This paper describes the inter-connections and patterns of the text of the poem that needs to be described, interpreted and explained. It aims to analyze the hidden agenda of the poem critically which is highly didactic. It sheds light on the methodology of Fairclough's model and explores the intended meaning of the poem. It tells the readers that how the use of simple words in a unique way can shape the minds of people in a particular society. The analysis is not so tidily done because the framework is complex and based on three different kinds of stages that are embedded into one inside the other.
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1. Introduction

1.1 Origin and Development of CDA (Critical Discourse Analysis)

CDA has its origin in the twentieth century. CDA's foundation was established by 'Critical Linguistics' in 1970s. Fowler et al., (1979) state that the foundations of CDA as a proper and developed field of linguistic research were laid by the 'critical linguistics' in Britain in 1970s. CL was based on Halliday's Systemic Functional Linguistics. Trew (1979) states that a CL practitioner aims at 'separating ideology in discourse and showing the ways in which ideology and ideological processes are manifested as systems of linguistics characteristics and processes. Louis Althusser made a great contribution to the theory of ideology in 1971 by showing the links among social practices and social

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institutions as well. Volosinov's work in 1973 can be called the first linguistic theory of ideology. According to Fowler et al., (1979) CL points out that, "There are strong connections between linguistic structures and social structures" (p.185). Fowler et al (1979) state that "Language is an integral part of social process" (p.189). It is with the rise of Systemic Functional Linguistics that DA had started to focus on the ways by which social and personal processes are encoded in the various texts. Fitch (2005) describes that the previous Discourse Analysis mostly focuses on the internal structure of texts. Halliday has a wonderful influence on DA as he gave field, tenor and mode as Meta functions of language which consists of phonology, lexicon-grammar and semantics. Halliday (1979) states that a particular text is a process as well as a product which is created, embedded and interpreted in a social context.

The word 'critical' is also associated with Discourse Analysis. By the end of twentieth century, Chouliaraki, Fairclough and Van. Dijk used the word 'Critical Discourse Analysis' frequently because the CL had been further enhanced, broadened and developed. Fairclough (1995) has raised two issues and complained that the previous and the earliest work in Critical Linguistics had ignored the 'interpretive practices of audiences'. The earliest CL believed that the audience and the readers interpret the text in the same way in which the analyst interpret. The second issue that was nominated by Fairclough in 1995 is; the earliest CL did not focus on the 'intertextual analysis of text'. He further claimed that: "the linguistic analysis of early CL is very much attached to clauses with little attention with little attention to higher-level properties of whole texts" (p.28). Despite of the reality that Fairclough had pointed out the limitations of early CL, he also praised the achievements of CL in 1995.

1.2 Van. Dijk's Contribution to CDA

Van. Dijk (1988) claims that, "Discourse is not simply an isolated textual or dialogic structure. Rather it is a complex communicative event that also embodies a social context, featuring participants as well as production and reception processes (p.2).

So Van.Dijk's analysis of media discourse focuses not only on the structural and semantic analysis but also on the higher level properties such as coherence, themes, headlines of news and the whole schematic and rhetorical dimensions of texts.

1.3 Ruth Wodak's Contribution to CDA

Ruth Wodak constructs her model on 'Sociolinguistics' and on the notions of Frankfurt school, particularly of Jurgen Habermas. According to Wodak (1996) "Discourse Sociolinguistics is a sociolinguistics which not only is definitely dedicated to the study of text in context but also gives equal weight age to both factors" (p.209). It is a kind of approach that can identify and describe the underlying mechanisms that are the part of those disorders in a discourse which are embedded in a particular context. Wodak has carried out most of his research on the vital social issues like sexism, anti-Semitism, and racism. Her research work on anti-Semitism discourse in 1990 led to the construction of an approach that is named as "Discourse Historical Method". The term 'Historical attempts "to integrate all available background information in the interpretation and analysis of a text" (1995, p.209). The research shows that the context of a discourse plays a vital role in the function and structure of an utterance. So the historical context of discourse, in the analysis of a text, is a feature that makes it better than the earlier approaches and theories in Critical Discourse Analysis. The 'Discourse Historical Method Approach' is similar to Norman Fairclough's idea of inter textuality as this approach believes that language "shows social processes and interactions and builds those processes as well" (Wodak and Ludwig, 1999, p.12). According to Wodak and Ludwig (1999), "Discourse Historical Method Approach entails three main things; Firstly, Discourse always involves power relations and relevant ideologies. Secondly, discourse is always highly historical as it is connected with the events that had happened before or happening at the production of a text. Thirdly, the readers and listeners may have different interpretations of the same text just because of their different background knowledge, information and position (p.12, 13). Wodak and Ludwig (1999) also maintain the notion that "the right interpretation does not exist. Interpretations can be plausible but

they can be false” (p.13). The same sort of question also raised by Fairclough earlier in 1995.

1.4 Relation of Discourse with Ideology

According to Widdowson (2000), Critical Discourse Analysis is an attempt to unveil the hidden ideologies in the texts. The notion of ‘Ideology’ seems very important in Critical Discourse Analysis as many linguists talk about it in their frameworks of CDA. According to Hodge and Kress (1993), “Ideology contains an organized representation of reality”. Van.Dijk (1997) illustrates the same fact as the central point in the analysis of a text is to show that ‘how various ideologies are manifested in different kinds of text structures’. There are three dimensions of Van. Dijk’s ideology analysis; discourse, socio-cognition and social analysis. Some other linguistic theorists also present different dimensions of Critical Discourse Analysis in relation with ideology. Cameron (1992) describes some ‘stereotypes’ which lead to social hegemonies. Reichenbach (2001) states that texts are replete with ideologically driven contents. Texts cannot be free of contexts and the contexts are connected with the ideology of social systems. As the texts are not neutral ideologically therefore language and text play a crucial role in manifesting, distinguishing, changing and even reproducing ideologies. Fairclough (1989) is of the view that the word **Critical** is added in Discourse Analysis in order to be focused on the main issue, ideology or the “**basic hidden agenda**” in the text and talk that has an original context. People have different ideologies regarding various things that exist in the community and society in which they live. They talk about different things in an opaque and invisible way that is why it is called “Hidden Agenda” by Fairclough.

In a nutshell, it can be said that a text reflects and constructs ideology that can only be explored with the help of CDA frameworks. Ideology is the strongest when it becomes invisible. When ideology becomes a part of everyday common sense then the discourse becomes natural. Words are available for the speakers and writers to express themselves unconsciously and naturally. It is the ideology that constitutes the identities

and constructions of the world. With the change of ideology, new discourses arise for the people to produce and speak in the world. For the time being the production and reception of discourse transforms. For example, the formation of new discursive hegemony is also possible that can replace the old one. That is why the importance of CDA studies is more than DA studies because it starts with a fixed research topic or issue and explores the cave of a speaker's or writer's mind and tries to steal the hidden agenda or invisible ideology like an explorer. CDA jumps into the cave of mind by describing a map which is based on the words of a speaker or writer as rigorously as possible and explores the precious treasure of intention. As soon as the intention is interpreted, the invisible agenda becomes vivid. CDA snatches the mask and tells that how words are a tool to become a racist, moralist, conservative, liberal, terrorist and anti-terrorist etc.

1.5 Objective of the Research

The objective of the research is to sort out the hidden ideology of Robert Frost in producing the text of the poem 'Fire and Ice' by using Fairclough's Model as a framework of research.

1.6 Research Question

What kind of ideology is presented by Robert Frost in his poem Fire and Ice?

2. Literature Review

Cary and Mutua (2010) to study the social structures and discursive relations present in them by using Norman Fairclough's Model as a tool of research. They visit different places such as Australia, US and Kenya in order to observe and do Critical Discourse Analysis.

Ye (2011) studies Barak Obama's speech that he has delivered at the time of victory, in the light of SFL that is a basic criterion in Fairclough's Model at first stage of analysis. He analyzes a speech like most of the researchers. But this research paper is

based on the analysis of a poem according to the whole framework of Fairclough in order to change the trend.

Ugla (2011) tries to highlight the stereotypical images and colonial discourses in Tourism Discourse by using Fairclough's three stage Model of Critical Discourse Analysis. She completes her study at the Gambian Beech.

Kamalu and Tamunobelega (2013) explore the ideologies and identities constructed in genres of literary texts. They used the mood analysis technique of SFL while this paper focuses on the dimensions of SFL with respect to Fairclough's Model of Critical Discourse Analysis

Zahoor (2015) studies the emotional, psychological, political and social changes in various situations from the dropping of atomic bomb on Nagasaki to the incident of 9/11 (World Trade Center).

Noor et al. (2015) study the Interpersonal Metafunctions of The Last Address of Holy Prophet (PBUH). They analyze the clauses of Holy Prophet's Last Address and explain their functions.

Most of these research papers focus on the implementation of one aspect of SFL while the rest of the papers try to implement Fairclough's Model on other types of discourses. This very research paper attempts to analyze the genre of poetry which is not given importance by most of the researchers.

3. Materials and Methods

3.1 Research Methodology

The Qualitative Research method is used in the present research as there is no need of Quantitative measurement of data. Lincoln (2000) is of the view that the Quantitative research is an effective way of getting information about culture, norms,

values, attitudes and opinions of a particular population group. Furthermore, Jennifer (2000) favours Quantitative research as it is based on methods of data generation that are flexible rather than rigid. It is also sensitive to social settings of text production. So the research is strictly descriptive in nature.

3.2 Research Framework

3.2.1 Norman Fairclough's Model in CDA

Norman Fairclough is a CDA scholar. He is the only person who elaborates the link between power, language and ideology in his research in 1989. Fairclough has presented a model in 1989 and revised it in 1995. His model is considered a hub around which the wheel of critical discourse analysis revolves. He was the first to design a theoretical framework for CDA and gave guidelines for text interpretation. Fairclough's model consists of three-step process of analysis which is tied to three inter-related dimensions of discourse which are given below.

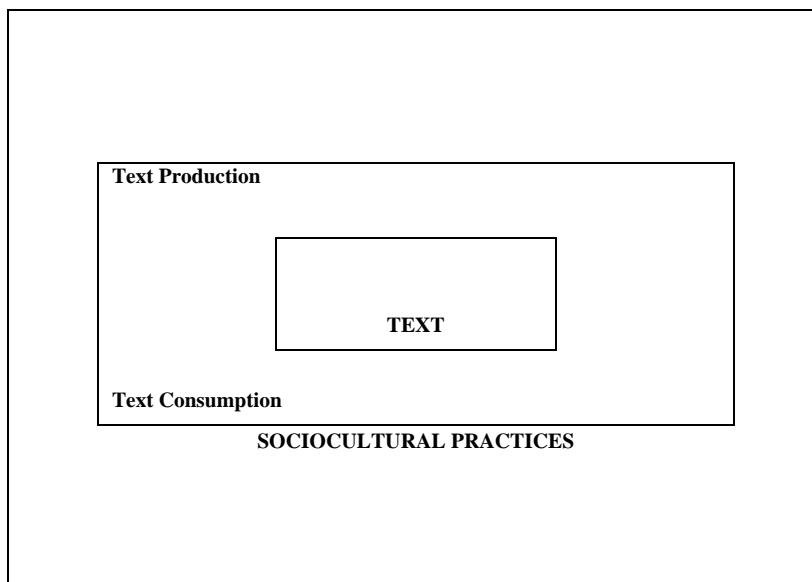


Figure1: Norman Fairclough (1989)

- The object of analysis.
 - The process through which the object is produced and received.
 - The socio-historical conditions which control these processes.
 - All of these dimensions need a separate kind of analysis which is given below.
- In this step by step analysis and by studying the forms of language, one can discover the social processes and the ideology that is embedded in the language. Then the power relations that exist in the society can be found.

3.2.1 Text Analysis (Description)

The very first analytical attention of Fairclough's Model is 'Text'. According to Fairclough (1995), text analysis includes the linguistic analysis. Fairclough (1995) also state that, "Linguistic analysis includes the analysis of the grammar, vocabulary, sound system, semantics and cohesion organization above the sentence level" (p.57).

It is based on the linguistic description of the formal properties of text. Text is a form of data which is used for linguistic analysis. All the description of grammar is based on text. The term 'text' refers to a specimen of language in any medium spoken or written that makes sense to someone who knows the language. When people speak or write they produce text with which readers and listeners engage and interpret. So text is a process of making meaning in context (Halliday and Hassan, 1976). It All the notable grammarians think that a text is a complex, rich and many-faceted phenomenon that means in many different ways. It can be interpreted from different perspectives. For the linguistic analysis Halliday's Functional Linguistic Theory of Grammar explains the meaning making resource of modern English. The model of grammar should be as rich as the grammar itself (Halliday, 1984). For the description of text, the most noticeable dimension of language is its compositional structure that is known as constituency. Constituency means the larger units of language consist of smaller ones.

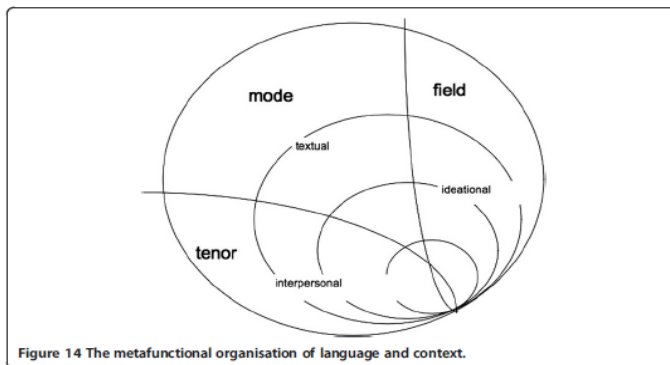


Figure 2

3.2.2 Processing Analysis (Interpretation)

It shows the relationship between discourse processes and the text. Reading is a product of an interface between the properties of the text and the interpretative resources and practices which the interpreter brings to bear upon the text. The range of potential interpretations will be constrained and delimited according to the nature of the text (Fairclough).

3.2.3 Social Analysis (Explanation)

This stage is a relationship between discourse and social and cultural reality. The immediate condition, from which a text is evolved, is important for the authentic interpretation of the text. This analysis focuses on the language and individual words that shape a text. This approach does not mind if the analyst begins the analysis by selecting the step of his own choice. One can select any stage to start the analysis which ultimately collaborate all the three steps in the end of discussion. Discourse is a part of social life is the main belief of this framework.

4. Data Analysis

4.1 Introduction of the poet Robert Frost as a Symbolist (1874-1963)

Robert frost holds a separate and unique place in literature. Leonard Unger and William Van O' Corner points out in 'Poems for Study' that "Frost's poetry depicts no marked difference from the poetry of the nineteenth century". His poetry is profound with moral values and didactic style which is wrapped up in symbols. So Frost's poetry needs to be understood. Frost himself says the same thing in an interview: "One thing is important about which I care and also want that the new generation should care about is, taking poetry as the first form of understanding. If poetry is not understanding the whole world, it is not worth anything.

4.1 Introduction of the selected text for analysis

Fire and Ice is one of the most prominent poems that holds so many characteristics and makes a body of work for Frost. It was published in 1923. It is only nine lines long poem which is an excellent example of Robert Frost's literary work. Its language is simple and vernacular that can be easily understood. Let the CDA explore and highlight the underlying theme and ideology from this text of the poem that is given below.

4.2 Fire and Ice

Some say the world will end in fire;
Some say in Ice.
From what I've tasted of desire
I hold with those who favor fire.
But if it had to perish twice,
I think I know enough of hate
To say that for destruction ice
Is also great and would suffice.

4.3 Poetry as a separate form of text

Since past times, literature had been used as a tool in the catharsis of the world which is a way of purification. In his essay 'The Study of Poetry, Mathew Arnold (1880) states that, **"Poetry is a criticism of life"**. It means that poetry should be a true and sound manifestation of life. He also states in the same essay that "without poetry, our science is incomplete". He considers 'high truth' and 'high seriousness' as a criterion for judging the value of poetry. Poetry should also conform to the norms of 'poetic truth' and 'poetic beauty' by sticking to facts of life as a subject matter of it.

All poetry evolves from a rich array of patterns of its own. Every language has its own natural rhythm. When someone reads a poem spontaneously without paying attention to the process of speaking then the strong syllables tend to occur at proper intervals that are called a rhythmic progression with which the listener keeps in phase. A rhythmic progression demonstrates a form of constituency. In poetry, the foot is a constituent of second system of English. The foot in poetry also has its origin in the foot of spoken language. The 'metric foot' a foot with fixed number of syllables, had been used in poetry since the time of Chaucer. It remained the norm of the mainstream of English verse in the past few centuries. The pentameter or five feet verse in the poetry was the favorite of Chaucer, Milton, Shakespeare, Pope and Keats. A foot might have two, three or four syllables but it might also be ascending and descending. The two-syllabic foot might be trochaic (strong + weak) and iambic (weak + strong). Catford (1977) state that "A syllable is a fundamental unit of an articulatory gesture". Like the foot, a syllable is also a structured unit. It is composed of an Onset + Rhyme. Onset is a consonant phoneme while the Rhyme can be a vowel + consonant or consonant phoneme. In the twentieth century, it stopped to dominate the new English verse and new forms of rhythms have been Included in poetry.

4.4 Text Analysis

4.4.1 Transitivity and Functional Grammar

The line by line analysis of the selected text of the poem by following Halliday's Systemic Functional Linguistic is given below.

The indefinite pronoun	Verb	Modality
Some	Say	the world will end in fire,
Sayer	Process	Verbiage

This very first line of the text is a simple statement which is a kind of proposition. Modality is also present in this verse. Subject is uncertain as it is comprised of an indefinite pronoun "some". According to Transitivity, the process is verbal.

Identity	Verb		Identity	verb	
From what I	have tasted	of desire,	I	hold	With those who favors fire.
Sensor	Process	Phenomenon	Sensor	Process	Phenomenon

The second line of the poem is also a statement in which he favors the destructive quality of fire as he himself experiences fire in the form of emotion. So the process of Transitivity is Mental here.

Conditional	Verb		Identity	Verb	Identity	Verb	
But if it	had to perish	twice,	I	think	I	know	enough of hate,
Actor	Process		Sensor	Process	Sensor	Process	Phenomenon

This line is a kind of conditional statements in which the condition is if the world will end two times then hate can also destroy it as a cold passion like ice. There is modality in this line. The material and sensor processes are functioning here.

Verb			Conjunction	Modal Verb	
To say	that for destruction ice	is also great	And	would	Suffice.
Sayer	Process		Verbiage		

The last line is also simple statement that is linked with the previous line and represents the idea that hatred and ice can also destroy the whole world. Grammar is performing the function of verbal process.

4.4.2 Meta Functions of Language

- **Field (Ideational function)**

The poem is based on a propositional content about the end of world which can be proved right or wrong in future.

- **Tenor (Interpersonal Function)**

The social role of Robert Frost is that of a poet here while the people have the role of readers.

- **Mode (Textual Function)**

The selected text is compiled by the poet in written form.

4.5 Interpretation

In the first lines of *Fire and Ice*, Frost puts forward two options for the end of world. He says that the fire and ice both have destructive powers. The poet relates fire with human passion of desire. The use of 'I' shows the personal connection with these human emotions. The final lines of the poem show the ideology that Fire and Ice in the guise of love and hate can harm the world and easily lead to its final destruction. The use of literary devices is also appropriate in making the intention of the poet clear. There is no cognitive problem in this text as the diction of the poem is very simple and understandable. As for as the power relations are concerned, the poet is powerful because he has the power of pen. Pen is mightier even than the sword so poet has utilized this power to express his didactic ideas.

4.6 Explanation

Interestingly in this poem, the poet talks about the two possible ways of the destruction of world. These possibilities are directly related to a common scientific debate that was running at the same time when Frost was compiling the poem *Fire and Ice*. Some scientists thought that the world will be reduced to ashes from the fire of its hot core. Some of them believed that an ice age would come and destroy all the living creatures on the surface of Earth. The immediate social context has always an influence on the literary writers so Frost recommended more emotional side of the social situation by linking passionate love and desire with Fire and Ice with hatred. So Earth, Fire and Ice are taken by the debate of scientists and used as metaphors for relationship, love and hate.

5. Results

After analyzing the poem *Fire and Ice* through the lens of Norman Fairclough's Model of Critical Discourse Analysis, it is evident that the poet has a profound ideology in this poem. He has a hidden intention that people should be moderate in their actions and do not touch the extreme ends as they are devastating for the soul of mankind. As

poetry is a separate form of text so the poet also used 'Symbolism' as a literary device to show the real face of extremism. Fire and ice words are used as concrete symbols to highlight the abstract ideas behind them. As a result, Frost successfully put forward his ideology that people should be moderate in all domains of life in order to create an ideal society and healthy mindset. To conclude, it is sure to state that the above analyzed text is highly didactic in nature. The readers can be impressed its thought provoking tone and ideology which is really a food for thought. So CDA has explored the underlying meaning of the poem. It is enhanced by the virtue of Fairclough's Model as a research tool in this research. It uncovers the moral lesson in the poem and teaches the readers to the maximum extent. The only way to escape destruction of mankind is to avoid the extreme passions of love and hate. Too much passions can instantly consume a relationship in the same way in which the Fire and Ice can destroy the Earth.

6. Limitations of the study

Although Norman Fairclough's Model in CDA can be applied to various genres of literature and on speeches as well but the present research is limited only to the analysis of Robert Frost's poem Fire and Ice.

7. Contribution

This paper will prove a great contribution to CDA in a sense that it is based on the analysis of a poem and finds out its hidden ideology with the help of Fairclough's Model as a reliable research method.

8. Suggestions

It is suggested that Critical Discourse Analysis of poetry should be done more, in order to dig out hidden major themes and ideologies in the poems.

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