

# A CRITICAL DISCOURSE ANALYSIS OF DISCURSIVE STRATEGIES USED IN ECONOMIC NEWS IN ECONOMIST.COM AND TUOITRE.VN

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**Abstract** - Economic news we read everyday is probably our main source of economic knowledge. Thus, it has an important role in shaping our public knowledge, attitudes and behavior. Concerned with significance of critical comprehending of economic news, this research is conducted to investigate how writers in *economist.com* and *tuoitre.vn* address economic issues as well as discover similarities and differences of English and Vietnamese economic news. More importantly, the researcher aims at shedding light on implications of critical discourse analysis (CDA) for understanding and writing economic news. In this study, Van Dijk's framework [4] is employed to detect 12 common discursive strategies used by journalists in 200 samples (100 samples in English and 100 samples in Vietnamese) collected from the two newspapers in English and Vietnamese: *economist.com* and *tuoitre.vn*. Findings show that discursive strategies are used differently in the two languages to address economic issues based on different ideologies of the writers.

**Key words** - critical discourse analysis; discursive strategy; economic news; ideology; journalism.

## 1. Introduction

Accompanying the rapid advancement of science and technology in the 21<sup>st</sup> century is the great dependence of positive and negative changes in the society on media. It is because news reports we read every day are probably the main source of political and social knowledge, belief and attitudes to the world. Thus, the media's central role in moulding public knowledge, attitudes, and behavior justifies the increasing attention of discourse analysis practitioners to it.

Very necessary as a critical discourse analysis of news discourse is, the application of critical discourse analysis in media research is relatively new. According to Van Dijk [3], numerous levels of description, from grammatical description to more complex properties such as coherence relations between sentences, topics, schematic forms as well as rhetorical dimensions can be employed to analyze news discourse. This can be done by analyzing the use of discursive strategies used in English and Vietnamese news discourse, which is also the ultimate aim of this research. This research is hoped to bring about some contributions to the readers, EFL students and teachers in comprehending and writing economic news in the two newspapers.

## 2. A brief review of the previous studies related to the research

Van Dijk [3] offered us a systematic analysis of news as discourse and myriad of examples of structure analysis of international news and domestic news. Fairclough and Wodak [1] proposed a detailed work on basic tenets and 8 basic principles of CDA. Their framework focuses on three components: *textual analysis* including Halliday's *systemic functional linguistics*, *discourse practices* and *social practices*. Sana, Hafiz, Maria, Zikra and Huma [2] carried out a research on the choice of lexical items representing different

ideologies and concluded that the representation of news is the display of writers' ideologies in a hidden way through lexical items to manipulate ideas in such a way to make up the readers' minds. Zhang [5] brought up an exploration of linguistic features, news production and social contexts of political news reports based on Fairclough's three dimensional framework and Halliday's functional grammar. Zhang [5] strengthened the view that language in the news report are never bias-free and branded by social values and different ideology, that is, with the same event, different writers from different points of view which are determined by their own values and perspectives make an effort to guide readers' opinion towards the writer's interest.

## 3. Some theoretical concepts

### 3.1. Critical discourse analysis

There has been much research on CDA for decades, however, Van Dijk's research [18] offered the most unified and systematic critical analysis of discursive strategies in news with abundance of illustrative examples. According to Van Dijk [4, p353], CDA is "*a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context.*" CDA differs itself from other disciplines of discourse analysis in the way that it explores the relationship between language and society.

According to critical discourse analysts, the use of language is considered as a form of social practice. All social practices are inseparable to specific historical contexts and situational contexts; all social practices are employed to reproduce and enact social relations. That is why discourse is influenced by social structures and reproduced in social interaction. Conforming to these requirements, the main tenets of CDA are suggested by Van Dijk [12] as follows:

1. CDA addresses social problems.
2. Power relations are discursive.
3. Discourse constitutes society and culture.
4. Discourse does ideological work.
5. Discourse is historical.
6. The link between text and society is mediated.
7. Discourse analysis is interpretative and explanatory.
8. Discourse is a form of social action.

### 3.2. Ideology

Ideologies are the fundamental beliefs of a group and its members, that is, it is defined as "a systems of ideas which

are socio-cognitively defined as shared representations of social groups and more specifically as the ‘axiomatic’ principles of such representations” [4, p115].

### 3.3. Discursive strategies (DSs)

The word ‘discursive’ means relating to discourse or modes of discourse. The word ‘strategy’ can be understood as conscious and strategic discourse choice adapted to specific situation and individuals.

According to Van Dijk [18], discursive strategies, in terms of critical discourse analysis, are linguistic moves language users use to influence or control readers’ minds. Discursive strategies are represented in news in the way that different, possibly opposed opinions, beliefs, interests of different ideologically conflicted groups are hidden beneath ideological representations of social events. Such representations are often spelled along “Us” versus “Them” dimension, in which speaker of one group has a tendency to illustrate them and their group in positive terms and other groups in negative terms. Given these content of ideology, Van Dijk [4] tried to incorporate such underlying ideologies to expressions in discourse, to be specific, to DSs in his ‘ideological square’ theory. The ‘ideological square’ theory covers a very general strategy of most ideological discourse:

- Say positive things about “Us”
- Say negative things about “Them”

Because of the scope limit, the researcher only examines 12 discursive strategies among 40 discursive strategies in Van Dijk’s framework [18]. After conducting a research on frequency of 40 strategies mentioned in 100 economic news (50 Vietnamese economic news and 50 English economic news), the researcher chooses twelve mostly used strategies [18] for investigation.

- Authority: language users can employ a discursive move of *authority* in which they mention or quote authorities to support their argument. Authorities here may include organizations or people who are generally recognized as experts, leaders, the government, scholars, the media, the church or the court, etc.

- Categorization: groups tend to be distinguished and categorized so that the writer can attribute positive or negative characteristics to them and distance in-group and out-group members.

- Contrast: this is a prevalent strategy which emphasizes Our good things and Their bad things in which ideologies are represented in polarized terms in order to differentiate in-group and out-group membership.

- Empathy: the use of empathy can have an important role in managing positive impression of the readers towards the writer, which contributes to the credit that the writer has, and to the reliability of the argument of the writers.

- Explanation: the negative actions of in-group members tend to be explained away, whereas negative actions of out-group members tend to be explained as an inherent property of the whole group.

- Fallacy: fallacy is identified when in an argument, the relations between premises and a conclusion may be faulty or conjunctural without solid evidence.

- Generalization: language users may choose to generalize or make the claims broader and more generally applicable to illustrate their ideology.

- Implication: News discourse writer will leave much information implicit, either because it is a common knowledge known in the readers’ culture or because it is the information inconsistent with their positive self-image and the writer does not want to present it openly.

- Lexicalization: a major discursive strategy (DS) of ideological analysis. To refer to the same person, same group or social issues and event, language users can have a variety of word choices, depending on discourse genre, personal context (opinions, standpoint, perspective,...) and social context (in-group membership, out-group membership, dominance relation) and socio-cultural context (norms, values).

- Norm expressions: The writer may want to use norm-statements about what ‘we’ and ‘they’ should or should not do.

- Number game: Numbers and statistics are the major means to emphasize objectivity which represents the factual information against subjective opinion and comment. So one of the best move to objectivity is to use numbers and statistics to make them credible for the argument.

- Presupposition: most of the meaning of the text is presupposed to be known by the readers. Presupposition may represent the truth values which are taken for granted or unchallenged.

### 3.4. News

News is information about events or happenings which is reported by newspapers, radio, or television. News’ purpose is to inform readers of what is happening in the world around them. Common topics for news include war, politics and business, athletic contests, quirky or unusual events, etc.

News must be factual, which means that news must be based on actual occurrences, situations, thoughts and ideas. News must be accurate, balanced, concise and clear.

The samples are collected in two reputable and reliable newspapers: *economist.com* and *tuoitre.vn*. *economist.com* is a reputable English weekly newspaper owned by the Economist Group and edited in offices in London. *tuoitre.vn* is one of the most read online newspaper of Vietnam. It is the official organ of Vietnam’s Youth Community. Because of their equivalent popularity and credibility in the two countries, *economist.com* and *tuoitre.vn* are opted for investigation in the research.

## 4. Research Procedure

In order to conduct the research, the following steps are taken. Firstly, to determine the length of the samples, 500 news in English and Vietnamese are investigated in terms of number of words. As a result, samples which have 900 to 1000 words are chosen for investigation because of their popularity in the total news investigated. After the average length of news is set, news about specific economic events or happenings reported in the two online newspapers are collected and two economic news about the same event in English and Vietnamese are paired to be compared. After collecting the data, 100 news in English and 100 articles in Vietnamese are put into investigation. The researcher

detects, describes and analyzes discursive strategies used and the way journalists represent different ideologies by using discursive strategies. Finally, the research results are compared and contrasted to point out the similarities and differences between the two languages. The researcher also thus suggests some implications for news readers and teaching and learning English as a foreign language.

## 5. Analysis of DSs in English Economic News (EENs) and Vietnamese Economic News (VENs)

### 5.1. DS of authority

The strategy of *authority* is a common move used. However, in ENs, this strategy is used in a canny way.

(1) **The most influential, by Peter Petri, Michael Plummer and Fan Zhai, for the ENst-West Centre, a research institute, forecasts that the deal would raise the GDP of the 12 signatories by \$285 billion, or 0.9%, by 2025 [7].**

In example (1), the strategic use of *authority* brings out the credibility of the opinions stated in the news by citing opinions of a person whose job is closely related to the field, in particular, a banker, who does calculate and predict the rise and fallacy of the economy and who is under the direct influence of bobbing of figures and quotes.

The strategy of *authority* can also work toward overall negative characterization of *Others*.

(2) “Nếu người ta thật sự tin rằng cá nuôi cần phải được kiểm tra nhiều hơn thì tại sao không phải tất cả các loại cá nuôi?” - **ông Matt Fass, chủ tịch Công ty Các sản phẩm biển quốc tế, một nhà phân phối ở Virginia, nói với AP.** Lý do thật sự, **theo ông Fass, là tiền bạc” [11].**

There is a conflict of interest between the Vietnamese writer and the American writer on this matter so in order to convince readers that the Vietnamese writer’s argument is authentic and logical, he/she quotes supportive statements from the director of a big American company related to the field concerned – a marine product company. This strategy kills two birds with one stone. Taking an opinion from an authoritative figure in America to support Vietnam is a judicious move, on one hand, to prove that Vietnam’s actions are of no illegality, even from the perspective of an *authority* in America, on the other hand, to demonstrate the internal division in America, to show that not all citizens or authorities in America agree with the decision to impose dumping suit on Vietnam.

### 5.2. DS of categorization

The DS of *categorization* is exercised in the news to distance “Us” and “Them”.

(3) Some Asians are blaming the West [9].

The DS of *categorization* “Asians” and “the West” is used to pronounce the disparity of Asian countries and Western countries, further accentuates the wrongdoing that Asians blame on Westerns.

(4) AP cho biết các nhà nuôi cá Mỹ đang ráo riết vận động hành lang để lại có một đạo luật mới: họ muốn những con cá nhập khẩu từ VN lại được gọi là... cá da trơn, và do đó sẽ bị đặt dưới một chế độ kiểm tra mới mà họ đã thúc đẩy thông qua Quốc hội Mỹ năm 2008 [11].

The DS of *categorization* is exercised in the news to

distance Vietnamese exporters and Vietnam’s catfish from American farmers and America’s catfish. In specific, the phrase “**các nhà nuôi cá Mỹ**” is adopted to address American farmers and American authorities, while an inclusive noun “**Việt Nam**” is used, on one hand, to include the whole Vietnamese people and authorities to the writer’s side, on the other hand, to assert that “tra” and “basa” fish are the specials of Vietnam and Vietnam produces the incomparable catfish in terms of quality.

### 5.3. DS of contrast

The contrast between “Us” and “Them” can also be subtly expressed by description of an event or a process. For example, in the following example, the writer describes the process to launch a product in China and a Western software firm.

(5) Whereas a Western software firm typically releases an early “beta” version of a product only to a select group of guinea-pigs, Chinese firms are more likely to launch theirs straight into the market [8].

The software firm in the West conforms to standard process of launching a product, while Chinese firms are depicted as conversing the process for sake of profits.

(6) Phố Main là tên phố thông thường ở các thị trấn trung lưu tại Mỹ, đối ngược với Phố Wall giàu có [13].

Here, the contrast between Main Street and Wall Street is drawn to assert the polarization between middle class and bankers and businessmen representing Wall Street.

### 5.4. DS of empathy

In discourse about economics, strategy of *empathy* may be largely strategic and is intended to manage the writer’s impression with the readers. However, there is no DS of *empathy* used in EENs. Let us explore an example of *empathy* used in VENs.

(7) “Thần mưa không nghe lời cầu khẩn của chúng tôi và ông Thủ tướng Modi cũng giả điếc trước lời cầu xin giúp đỡ của chúng tôi. Tôi đang nợ nần ngập đầu” - ông Tarachand Mathur nói trong nước mắt, tay chỉ ra cánh đồng tròng lúa mì thất bát của mình [14].

Here, the writer uses a tragic story of a farmer in India to evoke pity in the readers, which helps to prove his/her argument that Indian government should not deprive farmers of their lands.

### 5.5. DS of explanation

The strategy of *explanation* is exploited in a way that negative acts of out-group members are explained in detail or positive act of in-group members are ignored or explained away, as shown in the examples below:

(8) Instead, most economists use what is known as computable general equilibrium (CGE) analysis... Researchers line things up so that the model yields the same output as a real benchmark year. Once that is achieved, they “shock” the model, adjusting trade barriers to see how outcomes shift, both immediately and over time. [7]

Specifically, in example (8), the assets of CGE, a method which the writer advocates are deciphered meticulously. Meanwhile, in example (9) below, the deficiency of the

view: bailing out working class Americans or bailing out no one can help American economy is pointed out.

(9) Nhưng thời thế đã thay đổi. Nhiều người trẻ ở Mỹ than thở nền kinh tế ì ạch đang giết chết “giấc mơ Mỹ”, ... Họ than phiền dù học hành và làm việc chăm chỉ đến mấy cũng không tiết kiệm đủ tiền để mua nhà, học đại học, hưởng các dịch vụ y tế... Điều đó hoàn toàn trái ngược với những gì chúng tôi được dạy từ nhỏ: “Là một người Mỹ có nghĩa là có quyền tiếp cận với sự thịnh vượng” [13].

With a detailed explanation of how hard it is for American people to realize their American dream in the present, the writer expresses his/her underlying ideology: *there is a big gap between notion of American dream and a harsh reality of economic downturn.*

### 5.6. DS of fallacy

*Fallacy* is one of the very effective DS used in expressing ideologically different opinions and in the articles, it is employed cleverly. Have a look at these examples:

(10) Many will not have jobs to go back to [9].

Without any solid scientific evidence, the writers represents his/her own formulation, prediction based on his/her knowledge and asserts it as it is true to make the readers believe in what he/she stated.

(11) Nếu điều đó xảy ra, họ sẽ đánh mất “định mức tín nhiệm” cả đời và sẽ rất khó có thể vay tiền mua nhà ở Mỹ [13].

Here, the writer states his/her argument and prediction about difficulties that American people have to face to buy a house for themselves and made the readers believe in what he/she believes.

### 5.7. DS of generalization

The strategy of *generalization* is intended to manage opinions and impression of the scale and popularity of the subject. This strategy can be exploited to give the impression about large scale of the subject as in the example:

(12) China's breakneck growth has stalled. The rest of East Asia, too,... has found itself hit as hard as **anywhere** in the world and in some cases harder [8].

The lexical choice “**anywhere**” is used to make readers believe that the whole globe, not China only has to suffer from a halt in economic upheaval. This type of strategy is meant to include all other countries in the world in economic subsidence, to shift the attention of the readers away from China's failure and diminish that failure off China.

(13) Cuộc gặp đó cho thấy các nước BRICS vẫn chưa chung một bầu trời với nhau cho lắm, mỗi nước **đều** giữ những góc trời riêng [16].

In example (13), a concrete event or action is generalized, which makes the claim broader and applicable to every one or almost everyone at least. This happens with the quantifier for noun “**đều**” to include all countries to the actions concerned.

### 5.8. DS of implication

The strategy of *implication* is proved effective in hinting the bad sides of “Them” or good sides of “Us” which can be interpreted in one or many ways, depending the context.

(14) This orthodoxy rests on three propositions: that CEO pay just keeps on going up; that it is not tied to performance; and that boards are not doing their job of holding fat cats' paws to the fire [10].

Interesting to the analysis, the job of holding fat cats' paws to the fire is considered a very intrigue and dangerous one, which leads to the interpretation of the sentence as follows: the pay of CEO always increases, although their performance is not boosting nor they are doing anything threatening or complicated.

(15) Cuộc gặp đó cho thấy các nước BRICS vẫn chưa chung một bầu trời với nhau cho lắm, mỗi nước **đều** giữ những góc trời riêng [16].

Here, the strategy of *implication* is observed in the phrase “chung một bầu trời” and “giữ những góc trời riêng” which can be understood that members of BRICs do not put their alliance ahead of their own benefits: they do not see eye to eye in many issues and are not willing to compromise for the best of their alliance.

### 5.9. DS of lexicalization

As regards the analysis of *lexicalization* of the news, the choice of words can be effective in representing ideologically controlled opinions of the writers. For example,

(16) This week, however, as they **feasted** to the deafening **rattle** of the **firecrackers** lit to **greet** the Year of the Ox, their celebrations had an anxious **tinge**. [9]

The opinion represented is very explicit through the means of *lexicalization*, as is most obvious in the choice of “**feasted**” instead of “**celebrate**”, “**tinge**” instead of “**feeling**”, along with the lexical choice of “**rattle**”, “**firecrackers**” and “**greet**”, all of which create sound effect of festival. So the writer's opinion that Chinese celebrates a well-off festival is made clear through a clever use of *lexicalization*.

(17) “Con diên ngày thứ sáu đen tối” [15]

The opinion represented is very explicit through the means of *lexicalization*, as is most obvious in the choice of “đen tối” instead of “đen” in the translation of “Black Friday” into Vietnamese “Thứ sáu đen tối”. While “black” in “Black Friday” originally indicates benefits, and “Black Friday” means moving from the red (indicating losses) to the black (indicating profits), the phrase can be translated as “Thứ sáu đen”, the writer intentionally mistranslate “black” into “đen tối”, an explicit forms of derogation term.

### 5.10. DS of norm expressions

Economic news relates much of advice or comment on what is best for one economy or the whole world economy. As a result, strategy of *norm expressions* is one of the most important strategies to suggest measures and solutions to economic problems. In the following examples, the writers used *norm expressions* to recommend to save Asia's countries from smash by developing internal economic strength and detaching themselves from dependence of export in the first example, and in the second example the writer gave advice on authorities to boost development of agriculture.

(18) To get onto a sustainable long-term growth path - and to help pull the rest of the world out of recession - Asia's economies need to become less dependent on

exports in other ways [9].

(19) Tiếp theo đó, các đảng phái này phải phối hợp nhau để cải thiện cuộc sống của người dân nông thôn [14].

### 5.11. DS of number game

*Number game* is a powerful tool in ideological management. It is even more powerful in economic news where statistics is the most influential way to conceive and analyze economic development or evaluate an economic event or phenomenon. This strategy is used many times in the news to articulate the quantity, comparison, contrast as shown respectively in the examples below.

(20) China's lunar new year sees the world's largest migration, as **tens of millions** of workers flock home.[9]

(21) Thực tế, khoảng 1/2 người Mỹ ở nhà thuê phải chi hơn **30%** tổng thu nhập cho việc thuê nhà, tăng kỷ lục **12 điểm %** cơ bản so với cách đây 10 năm.[13]

### 5.12. DS of presupposition

The use of *presupposition* can be most effectively exploited when it is used in line with characterization of Us and Them regarding good points and bad points respectively. The writer's ideological stand is represented by the use of the word "even" as follows:

(22) **Even** in China, exports are spluttering, down by 2.8% in December compared with the previous year [9].

Here, the lexical item "**even**" bears a presupposition that China's export was strong and is supposed to remain strong during the economic slump. However, the economic downturn is so devastating that it can make China's export fall.

Another lexical item which can bear a *presupposition* is "**tiếp tục**".

(23) Báo cáo tháng 6 năm nay của Goldman Sachs ghi nhận: "Những năm gần đây, các nước BRICS đã **tiếp tục** vươn lên mạnh mẽ trên bảng xếp hạng quy mô các nền kinh tế [16].

The use of "**tiếp tục**" suggests that members of BRICS did climb to a higher position in economic ladder once and then they were making a consistent effort to gain economic achievement in recent years.

Statistics in the tables below summarize the occurrence and percentage of twelve DSs examined in EENs and VENs.

Table 1. A Summary of DSs Used in EENs

DSs in EENs	Occurrence	%
Lexicalization	1842	50.49
Number game	703	19.27
Implication	342	9.38
Presupposition	284	7.79
Authority	252	6.91
Categorization	148	4.06
Explanation	76	2.08
Fallacy	57	1.56
Generalization	134	3.67
Norm expressions	32	0.88
Contrast	29	0.79
Empathy	0	0.00
Total	3648	100.00

Table 2. A Summary of DSs Used in VENs

DSs in VENs	Occurrence	%
Number game	850	23.3
Lexicalization	709	19.4
Authority	578	15.8
Implication	129	3.5
Presupposition	126	3.5
Generalization	34	0.9
Explanation	32	0.9
Empathy	17	0.5
Norm expressions	14	0.4
Categorization	13	0.4
Fallacy	8	0.2
Contrast	4	0.1
Total	2514	68.9

## 6. Findings

To put statistics for DSs used in economist.com and tuoitre.vn in comparison and contrast, the researcher draws out some following similarities and differences between English and Vietnamese.

### 6.1. Similarities

The first similarity is that the strategies of *number game*, *authority*, *lexicalization*, *implication*, *presupposition* are considered most effective and important in economic news in both languages, as evident in its popularity among the DSs concerned. The reason is understandable:

Firstly, economics is a field which is based on statistics and figures to generalize the situations and make predictions, that is why the strategy of *number game* dominates economic news.

Secondly, different from other field, in economics, there are a variety of ideas and predictions regarding economic issues, that is, each person can interpret economic statistics in a different way, whether positive or negative. As a result, it is not as persuasive for journalists to make their own arguments as to quote specialists', authorities', government's and experts' opinions. That is why DS of *authority* is favored in economic news.

Thirdly, much as dry and rigid economic news may have been, DSs of *lexicalization*, *implication*, *presupposition* add flavor to economic news, making the news more interesting and impressive.

### 6.2. Differences

In general, that English writers employ more DSs than Vietnamese ones is proved by the fact that occurrence of all DSs in economist.com is 1.5 times higher than that in tuoitre.vn.

Moreover, occurrence of each DS varies when comparing between English and Vietnamese.

In particular, albeit DS of *authority* occupies a large proportion in both English and Vietnamese economic news, its occurrence in Vietnamese economic news is twofold that in English economic news. It can be said that the role of government, authorities or experts is more emphasized in Vietnamese economic news than in English ones. This reflects the respect for *authority* of Vietnamese people, in specific, the

Vietnamese are supposed to take a very limited role in experiencing, assessing or taking initiatives in dealing with economic issues, hence, opinions, guidelines and predictions about economic issues are mostly led by the government or experts. In contrast, in English economic news, the government or experts play a less prominent role in guiding the public's opinions and actions and the writer or readers are supposed to be more engaged, more critical and initiative in understanding and dealing with economic issues.

Secondly, high in occurrence in both languages as *implication* and *presupposition* are, the two DSs in English economic news are used much more times than in Vietnamese economic news. This difference can be explained in terms of ideological positioning. To make it clear, the disparity between English and Vietnamese economic news in the use of *implication* and *presupposition* represents the link between comprehensibility of economic news and education or social position of speakers that the newspapers target. The economist.com is the newspaper which offers authoritative insight and penetrating opinion on economic news, meanwhile, tuoitre.vn normally provides readers with informative account or description of economic events and issues in the world. In line with that function, economist.com caters a version of news with much of *implication* and *presupposition*, whereas writers in tuoitre.vn may be consciously aiming to make their report simplified, thus making their news palatable to common readers, not just the elite.

Thirdly, the DS of *explanation* also accounts for a higher proportion in English economic news than in Vietnamese ones. With focus on analyzing and giving insightful opinions on an issue, writers in economist.com have a tendency to give many detailed explanations of the news.

Fourthly, the DS of generalization ranks 6<sup>th</sup> among all DSs used in Vietnamese economic news, while it takes the 9<sup>th</sup> position in English economic news, which can be concluded that Vietnamese writers tend to use more of generalization strategy than English writers. The difference can be explained that Vietnamese are collectivists, who usually have a tendency to assign individual attributes to the whole group.

Another difference worth mentioning is that the occurrence of use of *categorization* in English news is nearly 11 times as many as that in Vietnamese news, namely 148 times and 13 times respectively. It may be that the journalists in English economic news show no fear of conflict, as would be expected in an English news source. English journalists are considered as more openly critical in their outlook and analysis of an economic event, so they incline to categorize themselves and other countries that do no good for their country more often than Vietnamese journalists. In contradiction to English journalists, Vietnamese journalists seem to try to go great lengths to avoid sharp contrast between "Us" and "Them" and to be neutral in some economic issues, especially international economic issues.

This explanation can be applied to clarify why Vietnamese journalists have a trend to use more *empathy* and fewer *contrast* strategies than English ones. Both later strategies are used to emphasize the strong position or more affirmative and candid opinions of the writers, thus

employed more by English journalists. The distinction can be seen in the more use of *empathy* by Vietnamese journalists, which can bring out their neutral tone.

One noteworthy discrepancy is that in VENs, strategy of *empathy* appears 14 times in the corpus of the research, however, there is no strategy of *empathy* used in EENs. This can be interpreted by the fact that English journalists in economist.com try to be objective in their account and analysis of economic events, that is, not to take sides or give any empathetic comment on the events. However, Vietnamese are collectivists who have tendency to show sympathetic expressions towards others' mishap.

Last but not least, *fallacy* and *norm expressions* are other domains in which ideological stances may be expressed. It is proved that more powerful arguers may manage the opinion of the readers by making self-serving arguments more prominent and affirmative. Because of economic and military strength of America, its media's voice is more influential than that of Vietnam, thus American journalists are more vigorous arguers. That fact can shed light on how English journalists employ more of *fallacy* and *norm expressions* than Vietnamese ones.

## 7. Conclusion

The data analysis reveals that language and ideology is mutually determined. In detail, the language used by journalists in specific and the language in news discourse in general is biased and the journalists report an economic events or issues in accordance with their own interest and ideologies. Therefore, they use DSs to represent their own ideologies and opinions. Moreover, the use of DSs in English and Vietnamese bears some similarities as well as differences. The research brings about practical implications for readers, students as well as teachers. Firstly, the research helps to raise readers' critical awareness of news discourse as well as achieve a better understanding of what they read in economic news. Secondly, it helps learners to be aware of biased nature of news discourse to conduct a selective acquisition of foreign thoughts, beliefs and ideologies. Therefore, learners can decide which set of thoughts, beliefs and ideologies is worth adopting and transmitting and which one is not suitable to their own culture, thus resisting the imposition of foreign ideologies on them. Last but not least, teachers can introduce DSs or other parts of this framework to students so that students can learn how to analyze a discourse critically. Furthermore, the findings of the study can be beneficial to teachers in a way that they can be more aware of the discourse they use as a material in class to avoid using negative embedded-ideology materials.

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