

RESEARCH TITLE

A Critical Discourse Analysis of Addiction in American Newspapers

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Abstract

The goal of this study is to look into the term "addiction" as a broad umbrella that encompasses all addictive elements that people come into contact with on a daily basis. A critical discourse analysis perspective is used to do this. Van Dijk's 'Discourse and Manipulation' model will be used to analyze the data. The information comes from newspaper reporting in the United States. According to this study, using the term "addiction" to describe a detrimental practice that people engage in in order to attain particular goals. Unfortunately, abusing addictive substances leads to extremely negative consequences, such as criminal activity or robbery. As a result, it is determined that the use of addictive substances might have a similar impact on society as terrorists, as both result in heinous acts.

Key Words: CDA, addiction, newspapers, power, ideology, in-group, out-group, and influence.

Introduction

This research is focused on 'Addiction' and its devastating repercussions on society. It demonstrates how such a thing was handled in American newspaper, emphasising 'critical discourse analysis' as a prominent topic in this research (*Nehlig, 2004*).

Addiction is defined linguistically as a case in which a person is unable to be aware of his speech due to some external factors such as drugs. It is classified as a mental disorder that causes significant healthy, social, and economic problems. Addiction is influenced by a number of factors, including pills a speaker takes that affect his speech. However, the concept of addiction is sometimes used to separate the user from addicts, which can be counter-therapeutic. The development of polite methods of thinking about persons with addictions, especially from supporters of motivational interviewing, fosters optimism (*Salamone, 1992*).

2. Objective of the study

The objective of this research is to determine how the American newspapers deal with the issue of addiction and its negative repercussions on society.

3. Critical Discourse Analysis

The study of language use, the meanings speakers utilize when engaging with one another, and the actions that result from using language in specific situations originated in the 1960s (*Fairclough, 1995*). It indicates that discourse analysis (DA) does not have that specific limitation when dealing with language combinations such as phrases or sentences, but the utterance itself can be investigated as a communicative activity, such as "Tom is married" (*Altschull, 1984*).

The DA evolved over time, but there was a period when it was heavily influenced by modern-era scholars, particularly those of philosophy, sociology, and other disciplines, who contributed to the process of breaking down linguistic analysis into different elements, primarily context, text, and society (*Werlich, 1976*). This method aids the development of Critical Linguistics (*Altschull, 1984*). See the emergence of Critical Discourse Analysis (CDA) as a practical tool for detecting missing relationships, concepts, and procedures that can be utilized to discern what intentions and principles

lie behind the text. CDA's growth was expected as a result of the CDA Group's efforts. In the 1980s, Fairclough, Van Dijk, Wodak, and others founded the CDA Group to help CL transition.

It focuses on social interactions rather than linguistic units analysis since social relations are difficult and require a multi-methodological approach. As a result, CDA, a new method for studying discursive and social interactions, was developed (Schwarzmantel, 2008). CDA has been continually developed during the preceding thirty years, beginning in the 1980s. It was thereafter regarded as the most important linguistic analysis approach since it covered not only language study but also context analysis. Van Dijk (2006) shows that when people use language to interact with one another, they construct "mental models" that help to keep the conversation together. To put it another way, discourses play a critical role in enabling and restricting information and communication. According to Bednarek (2006), language plays an important role in communication.

Attitudes differ from ideologies in that they are held by a specific set of individuals. When it comes to immigration, for example, people have differing views on whether it is good or harmful, and whether it should be permitted or prohibited (van Dijk, 2006). In reality, the term ideology is still ambiguous, particularly at the level of consciousness (Fairclough, 1995). One of CDA's goals is to explain discourses by studying innate beliefs in order to inform people's actions (Blommaert, 2005).

Language is influential because of the people who use it, therefore it cannot be considered a goal in and of itself; rather, it contributes in the transformation of people. Hayakawa (1978) also demonstrates how easily powerful words can alter people's thinking. This is generally understood when it comes to instructions and other forms of control utilized behind closed doors. It is well acknowledged that powerful people use their position of power to exert control over other social classes, either by force or by supporting the weak class in achieving specific goals (O'keeffe, 2006).

4. Addiction

From the linguistic point of view, the term "addiction" refers to the situation in which a person cannot produce accurate speech. It was used to describe a wide range of drugs that dulled the senses and relieved pain. Despite the fact that some people still

use the term "narcotic" to refer to all drugs, the term "narcotic" today exclusively refers to opium, opium derivatives, and semi-synthetic substitutes (Nehlig,2004). The term "opioid" is a newer term for these medications that has less uncertainty in its definition. Examples include the illegal drug heroin, as well as prescription drugs (Magnusson, 1998).

Synthetic opioids like meperidine, fentanyl, and methadone are entirely synthesized in a laboratory. Heroin, oxycodone, hydrocodone, and hydromorphone are semi-synthetic opioids derived from morphine and codeine, which are naturally occurring opium derivatives. Friends, family members, medicine cabinets, pharmacies, nursing homes, and hospitals are all places where you can get help.

In addition to their medicinal use, addictives such as narcotics/opioids create a general sense of well-being by decreasing tension, anxiety, and hostility. These side effects are valuable in a therapeutic setting, but they also contribute to medication misuse. Drowsiness, inability to concentrate, and apathy are only a few of the narcotic/opioid adverse effects (Nehlig,2004).

It is possible to develop a psychological dependence on medicines. Long after the real need for the substance has passed, the user may continue to think and talk about using drugs, and may feel overwhelmed coping with daily routines. Relapse is likely if no changes are made to the physical environment or the behavioral motivators that lead to the usage in the first place (Nehlig,2004).

The impact of drugs on a person's health is determined by a number of factors, including the person's current health status, stature, weight, sex, drug volume, method of consumption, length of abuse, concurrent use of alcohol or other drugs, and the presence of an underlying psychiatric disorder (Magnusson, D, et al). (1998). Even short-term heroin use has serious health repercussions. Although the most common side effects of heroin use are temporary, they always constitute an unnecessary risk to one's health (Salamone, 1992).

If the typical level of use is reduced or discontinued totally, withdrawal symptoms will develop since the body has become acclimated to the presence of the medication. Withdrawal symptoms include nausea, muscle aches, restlessness, and drug cravings. Over time, physical dependence may progress to a clinical condition of addiction

(Salamone, 1992). Furthermore, evidence suggests that heroin abuse might result in white matter degeneration in the brain, which can affect decision-making ability, behavior control, and stress-response mechanisms. Changes in the brain can also increase the chances of relapse. According to studies, those who have misused heroin in the past are more likely to relapse after achieving recovery than those who have never taken heroin (Matheson, 2005).

Addictives aren't limited to heroin; various other social activities may exhibit the same signs and symptoms as narcotics. Excessive use of social media leads to social decline and isolation (Nehlig, 2004). Such behavior has a negative impact on a person's health and social relationships. Those who are addicted to social media find solace in such apps. Users become enraged and abandon their typical behavior once they are separated (Salamone, 1992).

5. Newspapers

Reading a newspaper keeps you informed about current events and breaking news from across the world. Newspapers can also keep you up to date on what's going on in your neighborhood. Reading newspapers allows you to learn about a wide range of issues, not just those that have happened in the past, but also those that are likely to happen in the future. As a result, newspapers have been shown to be more easily learned from than news because they may be found anywhere and at any time. In fact, newspapers delivered a wide range of news, including weather forecasts, varied reports from other regions, commercial information, and so on (Jucker, 2007).

A newspaper serves as both a source of information and a form of entertainment. As a result, newspapers can be thought of as more current, easily available, and useful in the research process (Blommaert, 2005). Newspapers have undergone substantial changes throughout history, according to Jaworski, A., and Coupland, N. (1999). This is due to a multitude of variables such as political, social, and economic concerns. Authors have strived to generate reports that fulfill the needs of readers from the beginning of newspaper production. As a result, newspapers have always tried to publish news that appeals to the preferences of their readers (Conboy, 2010).

It is impossible to overestimate the importance of news. News is an important part of a newspaper, according to Bell (1991), because it is the most requested page by readers

in daily newspapers. He claims that news must have ideals and must be organized. Because the content of the news will differ as a result of the change in language, the value of news is easily influenced by the type of language employed by the writer. Breeze (2011) reveals that news has specific values, which influence the quality of the news. This is influenced by a number of factors, including prominence, effect, conflict, tone, and so on (Elkartea, 2010).

The purpose of the newspaper, according to Breeze (2011), is to discover new data about issues that readers are interested in. Newspapers can also express ideas, make observations, provide data, and perform a range of other functions. On the other hand, introducing unusual news is the standard by which people evaluate the news' worth.

For a variety of reasons, newspapers were targeted at the general public, as they are now, and readers expect to deal with fresh news from various regions in a variety of ways (Blommaert, 2005)..

Written notes have been used to disseminate news throughout history, including in Ancient Rome, where they were known as *Acta Diurna* (Daily Happenings) and were used to deliver news, especially social and political events (Breeze, 2011).

People enjoy reading in general, but there are certain distinctions to be made.

Newspapers are longer, bulkier publications with a lot of information for readers to digest. People can get a range of information through newspapers, such as weather forecasts, posters, business opportunities, political and financial news, and so on (Dahl, 1957).

In the twentieth century, as technology began to compete with newspapers as the sole and most accepted source of information around the world, the language of newspapers was significantly changed by them (Crystal, 2008).

6. Methodology

This section introduces the current study's research methodology. It shows how the study is set up as well as how the data is collected.

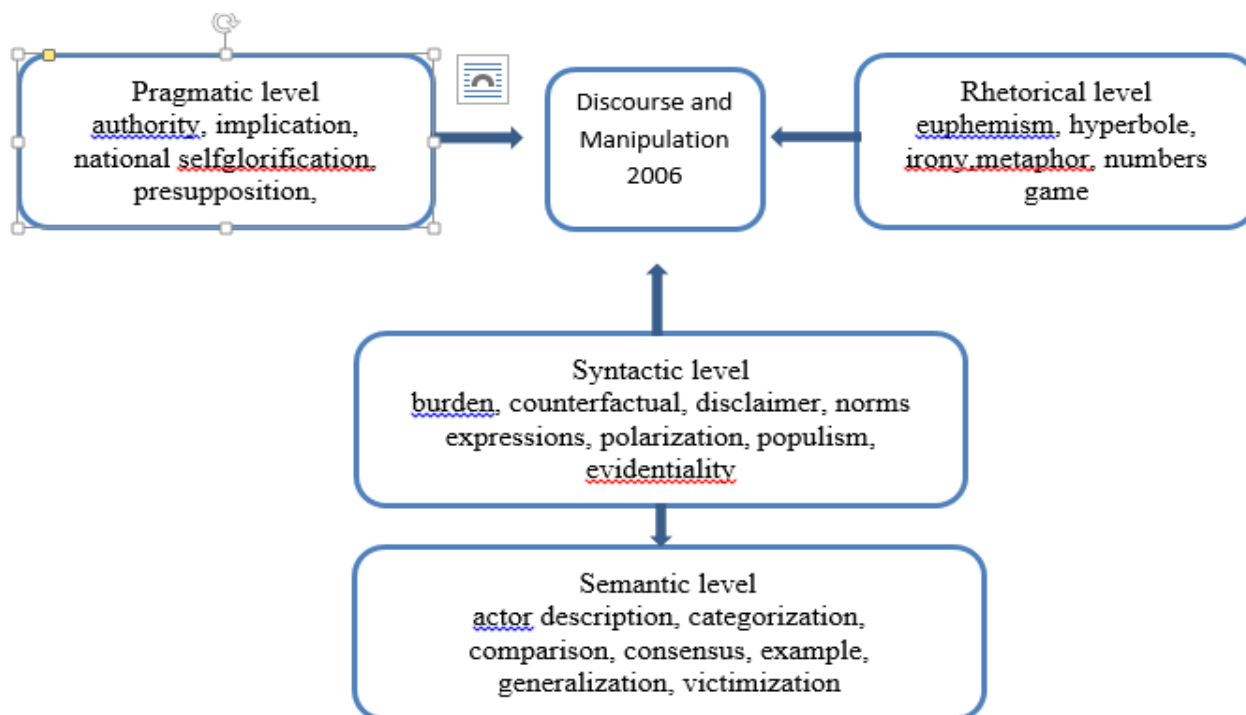
6.1. Data collection

The study looks at two newspaper reports from the United States. The Washington Post is an American newspaper. To assure current data, these reports were chosen from this online newspaper from 2015 to 2022. In these two reports, they help to paint a clear

picture of addictive materials. They figure out people's diverse ideas on how addictive substances are viewed from various angles. Choosing this newspaper also contributes in the finding of actual and true information, illustrating the similarities and differences in media coverage of such horrible content.

6.2. Model of the study

This research is based on Van Dijk's "discourse and manipulation" socio-cognitive model (2006). By splitting media stories into two groups: positive in-group and negative out-group, this method was used to aid in their analysis. The positive in-group is made up of ordinary people, victims, and official members. Addiction in general, and heroin users in particular, represent a negative out-group. Van Dijk used a variety of methods to conduct his research, which are outlined in the papers. The following are some of these tactics or strategies:



6.3. Data analysis

The data is taken from two distinct newspaper's reports. They're from a newspaper in the United States.

6.3.1. Data of the American newspaper

Two reports from The Washington Post newspaper are regarded to constitute the data to be studied.

First Report: "Maryland announces its first efforts to combat the heroin pandemic." By Josh Hicks August 25, 2015

The reporter utilizes the norm expression strategy from the start to characterize the process of drug prevention as a "war against heroin epidemic." This thing was purposefully used by the writer to convey the idea that drugs have a negative impact on society in general, and this indicates the use of another strategy represented by 'implication,' in which the writer implies that drug use in society must be eliminated in order to protect everyone from this wrong and dangerous use, which was described as epidemic.

The reporter uses the 'number game' strategy to document the clear link between the reality represented in the existence of drugs and the truth of the report, in order to achieve objectivity, as it refers to the existence of financial campaigns carried out by governments or individuals in order to combat drugs and reform addicts. "The state will invest \$2 million in already allocated monies on various programs," the reporter says, and this is one of the techniques he used to differentiate between the hazards posed by drug use on the one hand and the perils that citizens confront on the other. This thing separates us into two groups: the in-group and the out-group.

The reporter employs a different strategy, that of 'authority' combined with 'evidentiality,' as represented by law enforcement, to "boost law enforcement efforts to disrupt dealers and launch a public-awareness campaign about the dangers of addiction," in which he demonstrates that the role of the state and law enforcement is to strive to prevent drug availability among members of society, and that this requires a great and consistent effort between individuals in order to succeed.

The reporter advises readers in this story that drug addiction can lead to disastrous outcomes, such as death, and that this was done on purpose to alert readers to the hazards of taking heroin. This item symbolizes the writer's 'burden' technique for grabbing readers' attention and demonstrating the objectivity of the report.

Another method employed by the reporter is the use of the term "consensus," which denotes a degree of agreement among in-group members to assert a given fact. The use of addictive substances can have a tremendous impact on an individual since it causes a physical and mental imbalance, which can lead to a variety of undesirable consequences. To assist addicts in kicking this nasty and fatal habit, training institutes must be established to educate readers about the dangers of addiction in general, as

well as "increased instruction in how to administer medications that can reverse the effects of an overdose." As a result, training is seen as a critical requirement for assisting persons who use addictive substances.

The reporter employs a variety of methods, including 'national glorification,' in which the writer defends individuals' terrible drug usage, and 'presupposition,' in which the writer assumes that fighting addiction and removing it will take a long time. "Turning back the tide is going to be a long-term battle." This is a 'vagueness' method used by the reporter in the absence of reliable information, despite the fact that it is obtained from individuals in official positions.

The reporter returns to the government's employment of the 'authority' policy, which is exemplified by police stations raiding gangs who sell drugs among society's members. It takes a long time and a lot of money to identify drug distributors in the community, and it takes much more time and money to track down the cars that transport drugs from one location to another and seize them. "The state will also provide greater funding to police departments in order to disrupt heroin distribution groups." The money will be used for overtime so that "traffickers on the move" can be identified. Such behavior implies the employment of a comparison technique. In this case, the reporter distinguishes between in-group officers and out-group narcotics distributors.

Second Report: "According to the CDC, the number of people dying from cocaine overdoses has increased in recent years." By Linda Searing October 11, 2020

The writer used the 'norm expression' method from the start of the report and throughout the title, indicating that addicts' doses have climbed in recent years, indicating a type of true addiction that exists among society's members: "Cocaine overdose deaths have increased in recent years." Due to the spread of drugs and excessive doses that lead to the sad end of death, the presence of drugs in plenty among individuals, which reflects a form of complacency on the part of the authorities or the state's weakness.

In this report, the reporter employs a variety of strategies to distinguish between the two groups, the in-group of innocent civilians and the second out-group of addicts,

as the writer employs the 'numbers' strategy to distinguish between previous cases of addiction and later cases in which the number of doses that addicts take is increased among society members. In addition, the reporter employs other methods that are included in the 'euphemism' strategy. Although death is always the end, he uses numbers instead of addressing the number of deaths that have increased, and this is a form of 'irony' tactic where the reporter uses numbers instead of mentioning the number of deaths that have increased.

The reporter employs the 'comparison' method, in which he compares years in order to communicate a specific message. The reporter discusses a considerable increase in the extent of the doses taken by addicts between 2009 and 2018, demonstrating society's excessive usage of drugs. "The report found that the rate of overdose deaths stayed steady from 2009 to 2013, but then increased by around 27% each year from 2013 to 2018." This will have disastrous consequences, such as socioeconomic destitution, family breakdown, and a lack of social awareness.

In order to explain the causes for the proliferation of drugs among society's members, the reporter employs the 'authority' method. One of the reasons for the growth of drugs, according to the reporter, is that they are continually being farmed with authorization in specific places and exported to the rest of the population. The study, which is based on the authority's strategy, accuses Colombia and concludes with it, accusing it of being the primary source of drug cultivation and distributing to community members "cultivation and cocaine manufacturing in Colombia." These terms, which are employed by some local governments, describe a type of tactic that is utilized in newspaper reports and is referred to as "counterfactual." It demonstrates a form of cause and effect relationship, implying that Colombia's cultivation of drugs and export of them around the world is the cause of their widespread usage among young people. As the writer utilizes another technique indicated in the norm expression, the reporter uses the 'authority' strategy to transmit a certain notion, which is the spread of drugs across certain classes and persons. This exhibit demonstrates the disparity in the use of addictive substances by men and women. Men use drugs more frequently than women, according to this survey, and drug usage is more widespread among middle-aged people. "Men were more likely than women to use cocaine, and

middle-aged adults were more likely to use it."

In this story, the reporter employs a variety of methods, including 'ambiguity,' in which he explains why medications are dispersed amongst certain classes but not others without explaining why. Within a country, addictive substances can be found, but the prevalence varies by location. It was widely utilized in metropolitan areas, while it was less widely employed in rural areas. The reporter employs the contrast method, explaining that society is divided into two classes: those who use drugs dwell in urban regions, and those who do not use drugs live in rural areas, or "those living in urban rather than rural areas."

This was described by the 'evidentiality' technique, as it is viewed as an epidemic that is spreading throughout society, and the appropriate cure must be found to eradicate it in order to save people's lives. Drug use is just as hazardous as wars, which result in the death of millions of people.

The reporter used the 'norm expression' method once more to describe the events featured in the newspaper stories. The reporter says that drugs have a detrimental and harmful effect on an individual's health in society, as they cause respiratory problems, high blood pressure, and hallucinations, which can lead to heart attacks or mental oddities. "Overdoses can result in breathing difficulties, high blood pressure, hallucinations, and intense agitation, as well as seizures, heart attacks, and strokes," according to the CDC.

7. Results

American report 1	American report 2
1. Implication	1. Comparison
2. Norm expression	2. Number game
3. Evidentiality	3. Counterfactual
4. Authority	4. Irony
5. Number game	5. Norm expression
6. National glorification	6. Authority
7. Burden	7. Euphemism
8. Consensus	8. Evidentiality
	9. Ambiguity
	10. Norm expression

Fig.1 Distribution of Strategies in American Newspaper

Following the study of the data and examination of the number of tactics employed in

such a newspaper, it is evident that there are suggested messages in both reports' languages. American newspapers prefer to employ more discursive methods in order for the message to take center stage. It has a more believable effect. It means that American newspapers alter the news they report in order to achieve specific objectives. They have a more advanced writing method in which news is published in a more comprehensive manner.

8. Conclusion

Following the data analysis, there are a few points that should be considered. On the one hand, American newspapers use a variety of strategies and ideologies to give more information. These newspapers have a propensity of linguistically disseminating news by emphasizing heavily on drugs while ignoring the victims. These publications employ ideological jargon aimed at undermining security and stability in countries where drug usage is widespread. This may reveal the target countries' flaws, allowing countries that support these journals to achieve their political objectives.

American newspapers emphasize not only on consuming drugs, but also on other factors, such as victims and the effects of addiction incident honestly and truthfully, through the use of language expressions aimed at maintaining the balance of news that draws the reader's attention.

Linguistic prejudice is a prevalent feature of American newspapers, which use language that does not match to the crimes perpetrated by drug users, such as soft-spoken terminology. Furthermore, American newspapers emphasize the fear that addictive substance usage causes in these countries, emphasizing the need of drug production practices. This portrayal is negative, and it detracts from the objectivity of the reports published in these publications.

Furthermore, the objective explanation may be eminent through the use of non-biased linguistic terms such as calamity, extermination, or labeling the drugs user as an assassin, a terrorist, or a ruthless killer, or through the use of terminology that conforms to the use of drugs crimes, such as disaster, massacre, and so on. As a result, one can see that American periodicals cover a wide range of topics, including security leaders and victims, in addition to drug manufacturing techniques. The fact that the newspaper covers drug use in a variety of ways lends credence to the idea of an

unbiased transfer of American news.

As a result, such an action keeps the target countries' spirits upbeat and offers people hope that they would be able to battle and eradicate drug use once and for all. This shows that certain publications are more adaptable.

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