

Critical discourse analysis (CDA) of a political speech of Mr. Christian Tadele speech in the parliament

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Abstract - This paper presents a Critical Discourse Analysis (CDA) of a political speech delivered by Mr. Christian Tadele in the Ethiopian parliament. The study aims to uncover hidden ideologies, future agendas, and linguistic components in Mr. Tadele's speech through the examination of strategies such as politeness and inclusive language, as well as the analysis of frequently used words like "we," "democracy," and "corruption." By applying Fairclough's 3D Model, the analysis focuses on the social context and the use of language within institutional and political discourses to reveal potential inequalities in social relationships. The research also explores the impact of the speech on the public, particularly the supporters of Mr. Tadele's political party, and examines concepts related to rent-seeking and corruption. The significance of the study lies in its contribution to uncovering concealed ideologies, raising awareness among both producers and consumers of political discourse, and providing new insights to readers.

Keywords: political speech; Ethiopian parliament; hidden ideology; inclusive language; social inequality

1. Introduction

In the study of language, discourse often refers to the speech patterns and usage of language, dialects, and acceptable statements, within a community. Discourse Analysis simply refers to the linguistic analysis of connected writing and speech. The major focus in Discourse Analysis is the use of language in social context. Discourse is a form of language use, and Discourse Analysis (DA) is an analytical framework that was created for studying actual text and talk in a communicative context (van Dijk, 1997; Wajdi & Asrumi, 2024). Other definition of Discourse also state that it is a linguistic term that deals with the linguistic structure above the sentence level which can either be spoken or written (Stubbs, 1983). That is, Discourse can simply be seen as language in use (Brown et al., 1983; Cook, 1989; Wajdi, 2028). It therefore follows that Discourse Analysis (DA) is the assessment of the language in use. This article presents a Critical Discourse Analysis of the famous speech by Mr. Christian Tadele speech by applying Fairclough 3D Model.

CDA specifically considers how language works within institutional and political discourses as well as specific discourses in order to uncover overt or more often, covert inequalities in social relationships. Language use in speech and writing is seen as a social practice, which 'implies a dialectical relationship between a particular discursive event and the situation(s), institution(s), and social structure(s) which frame it' (Fairclough & Wodak, 1997; Wajdi et al., 2024). Thus, in this two-way relationship, discourse is considered to be socially constitutive as well as socially shaped.

In this paper, the essence of Discourse and its corresponding Critical Discourse Analysis (CDA) is presented for an Ethiopian political party called the National Movement of Amhara (NAMA). Particularly, the political speech by the party member named Mr. Christian Tadele, who is currently serving as a member of the FDRE government's legislative branch (i.e., the parliament), is assessed. It deals with the analysis of political language of the speech used by him in the Ethiopian parliament. The speech has got great influence over the

public specifically the supporters of his party namely NAMA. Soon after delivered his speech in the parliament, he has been hated by the governor party officer. On account of this the researcher also focuses on the number of basic concepts related to rent seekers and corruptions. The theme of this paper is to criticize the discourse of Mr. Christian Tadele's political speech during his first talk in the parliament, and also given the enormous economic and political significance of the said political speech about Ethiopia's current situation, it is also crucial to decipher ideological traits typical of Mr. Christian Tadele possessed in his political discourse. Therefore, the main goal or aim of this paper is to examine as well as figure out the hidden ideologies, future agendas, and other linguistic components of his addressed speech.

General objective of the study

The general objective of this study is to critically analyze to emerge the country that reject theft, a government to reject the theft used by Mr. Christian Tadele, in their 2021 political speech during his first talk in the parliament.

Specific objective of the study

- To identify how the use of textual/stylistic strategies reflect the view of Mr. Christian Tadele speech.
- To analyze to what extent the ideology of Mr. Christian Tadele speech reflected through the linguistic choices in the speech.
- To find out the stylistic features represent the broader socio-cultural and political relationship between Ethiopian people.

Research Questions

- How does the use of textual/stylistic strategies reflect the view of Mr. Christian Tadele speech?
- To what extent the ideology of Mr. Christian Tadele is reflected through the linguistic choices in the speech?
- How do the stylistic features represent the broader socio-cultural and political relationship between Ethiopian people?

Significance of the study

The findings of this study could have contributions for different figures. For instance, for the researcher to find out the reality which is covered by language, a study the hidden ideology and create awareness for both the producer and consumers of the political discourse because CDA is a theoretical and analytical method, in addition to this, it is important to the reader to get new knowledge. Therefore, the main goal or aim of this paper is to examine as well as figure out the hidden ideologies, future agendas, and other linguistic components of his addressed speech.

Review of related literature

Discourse analysis is a broad field which is related to use of language in context. According to Titscher et al., (2000), "discourse is a broad term with different definitions, which 'integrate a whole palette of meanings'". Discourse analysis takes into account different theoretical and methodological approaches such as linguistic, anthropology, philosophy, psychology and sociology. The nature of language is closely related to the demands that we make on it and the functions it has to serve. In the most concrete terms, these functions are specific to a culture. "The particular form has taken by the grammatical system of language is closely related to the social and personal need that language is required to serve" (Halliday, 1978).

One of the important features of DA is to study authentic text and conversations in the social context. The early DA has concerned with the internal structure of texts. Halliday's systematic functional linguistics is a new evolution against internal structure of texts. According to Halliday (1978), texts should encode both personal and social processes. In other words, texts should be generated, comprehended and put into a social context. Discourse analysis is based on micro and macro levels. Therefore, both linguistic and social analyses are important. Discourses are interpreted as communicative events because discourses between people convey messages beyond that of what is said at directly. What is important in such discourse is the social information which is transferred allusively.

At the end the 1970s, CDA has established as one of the domain of research in discourse studies. It is known as an approach that is based on the union of language studies and social theory (Fairclough, 1992). CDA investigates how social power is misused and how text and talk represent, procreate, and resist dominance and inequality in the social and political context. The most notable figure in this domain is Norman Fairclough, who has developed a three dimensional frameworks for studying discourse. The aim of this framework is to integrate

three dimensions into another analysis of language text. In other words, it refers to analysis of discourse practice (processes of text production, distribution and consumption) and analysis of discourse events.

The main focus of CDA is public speech, such as political speeches, advertisement, newspaper, official documents and so on. CDA's aim is to examine the relationship between the language, ideology, and power; Furthermore, its aim is to find out the assessment and exploitation of language dominance through text. One of the most important linguistic theories correlated with a critical discourse approach is that of Halliday's systematic functional grammar. It is supported by some linguists such as (Chouliaraki & Fairclough 1999, Fairclough, 1992, 1995a/b, Kress & Van Leeuwen, 1996; Kress & Van Leeuwen, 2001; Kress, 2006; Kress & Bezemer, 2009) who used it for analyzing the text because systematic functional grammar has a significant role in critical interpretation of linguistic expression in various discourses. As a matter of fact, systematic functional linguistic (SFG) model has been applied as a tool for analyzing the texts.

van Dijk (1998) is of the view that CDA is particularly concerned with the analysis of any discourse whether written or spoken from the perspective of discursive practices in a society like hegemony, domination, inequality of basic rights and racial discrimination. Its focus is to examine the exertion of these practices with reference to socio-economic and political perspective. Fairclough (1993) says that CDA is a kind of analysis of discourse which brings forth odd relationships among different social and ethnic groups. He focuses text and sequential events and then relates them with broader socio-cultural perspective. According to Brown and Yule (1985; Ghilzai et al., 2017) language is not only used for the description of things rather it is also used for doing things as well.

CDA analyses the use of the language in a real context and how language reveals their cultural, social and ethnic backgrounds. They are of the view that choice of lexical and syntactic features of a language represent the broad socio-cultural background of the speakers. Critical discourse analysis focuses on how their language reflects discursive practices in the binary relations. Halliday's (1978) view regarding this concept is same that language is considered to be a social act because people communicate in a social setup. Language and society are dependent on each other rather directly linked in terms communication. It is the language (text) which shapes and constructs our identities. Same is the case in our context. People who are fluent in English are considered socially and culturally dominant because they speak the language of socially and politically dominant people. In this case, linguistic variable seems to become the identity of that particular class tie of the discourse of people which reveals uneven and ideology shaped power relations.

Fairclough (1992) explains three stages for the analysis of a discourse. In first stage CDA analyses the personal experience and knowledge of the speaker by keeping in view his beliefs. Secondly, how social relations affect the discourse and thirdly, speaker realizes about the reality and identity. He is of view that linguistic choices in a discourse like lexical selection and syntactic patterns also reveal the social background and identity of a speaker. He argues that it is the language which shapes discourse and different socio-political views which leads towards the exertion of power relations.

Corson (1995) says that critical discourse analysis applies certain techniques like textual and stylistic features to find out the social relations, identities from the linguistic perspective. According to Blommaert (2005) and Jørgensen (2002) critical discourse analysis is considered to be wider and broader which analyses the relation of language within a society and its impact on the discourses. Carroll (2004) is of the view that Critical discourse provides us several dimensions for the analysis of a text or speech as it functions as a theoretical framework (theory) and method (how to use data for the analysis). Critical discourse analysis brings forth both the aspects which sociological and post-modern perspective for the analysis of discourse.

The critical study of political discourse closely aligns with the discourse analytic approach of CDA. Aligning PDA and CDA assumes that political discourse is (and ought to be) carried out through a critical lens and that CDA is, at its core, a political endeavor. In his argument for a "more critical reading of the label" PDA, van Dijk (1997) contends that this domain of research should be understood as encompassing the analysis of political discourse and a political approach to discourse analysis. Moreover, he insists that to be "studied most interestingly," political discourse analysts should assume a critical vantage. This "critical-political discourse analysis" examines the means by which "political power, power abuse or domination" manifest in and are enacted through discourse structures and practices.

2. Method

The design of the study is a qualitative case study that entirely focused on Speech of Mr. Christian Tadele is analyzed by applying Critical Discourse Analysis (CDA). It analyses whether lexical representation, syntactic

organization and coherent speech in a particular socio-cultural context having an ideology influences the cognition of audience. Researcher contribution is the analysis of the textual/stylistic strategies and interpretation of relational, expressive and representative values in the speech with special focus on wider sociopolitical and economic perspectives. The data is collected from the historical speech of Mr. Christian Tadele delivered on February 6, 2021. The title of this spell bounding speech was 'to emerge A country that reject theft, a government reject theft 'which reflects the goals and demands of Ethiopian peoples. Fairclough's model has been applied in order to this part of speech.

Researchers have taken Critical Discourse Analysis (CDA) as theoretical framework of this project. CDA analyses the discourses critically and reveals the social practices like dominance, hegemony, exploitation victimization of the oppressed ones. CDA is an interdisciplinary field which brings social sciences and linguistics at the same platform. Its topics of discussion are linked with ethnicity, hegemonic attitude of high towards low, gender discrimination, dominance, ideology etc.

3. Results and Discussion

In order to conduct the Discourse Analysis (DA) of Mr. Christian Tadele's first speech at the FDRE's parliament, the script of his addressed speech from Wednesday, October 6th, 2021, G. C. was considered. For the first parliament session of the current Ethiopian Government, beyond the time allotted for the Prime Minister for new appointments of the then new Ethiopian Government's cabinet of Ministers, certain members of the parliament also got the chance to speak in addressing comments and questions to the Prime Minister. As a result, in particular interest of this paper, Addis Informer Media had the content of Mr. Christian Tadele's political speech still available on their YouTube channel (Addis Informer, 2021).

This speech was delivered soon after Mr. Christian Tadele's selection as member of the parliament via the National Election held few months before. Therefore, this speech has an important role in the current Ethiopian political and the National Movement of Amhara's (NAMA's) future steps in Ethiopian Government's democracy. The analysis and interpretations of Mr. Christian Tadele's first speech in the parliament are definitely linked to the current Ethiopian Democracy, operating political situation, and manifestation of new Ethiopia under the in-power Prosperity Party (PP). Only the most relevant and important chunks of the speech are given below but the idea and theme are elaborated with sincerity.

1.1. *First of all, I would congratulate you on your victory in the elections. I also congratulate Mr. Prime minister, Esteemed Speaker.*

In the Ethiopian parliament, it is customary to thank the Speaker of the House and the person addressing to the parliament (i.e., the Prime Minister, a Minister, a Deputy Minister, or any other Government Official). With that respect, Mr. Christian Tadele has respected the custom of the house and in appropriately representing the Amhara people. In addition, congratulating the two influential personals, sitting in the very high posts of the political system is the act of friendly joining the root which takes the system to the right path.

1.2. *Now, I want to direct your attention towards the biggest issue facing Ethiopia as well as for fighting the corruption in the country.*

Mr. Christian Tadele started his political speech claiming accountability of big issues in the government system and Ethiopia in general. He pointed that the Ethiopian Government shall introduce new accountability department for anti-corruption, which needs be independent department that does work in a transparent way. He also suggested making policies for officials and politicians to not take part in the business. It seems that he has an eye on what's going on internally that is being done in the name of the finance. As he claimed above, he has the solution that tells that it is a sign of his political maturity, and exemplary of his future plan for stable and corruption-free Ethiopia. He also questioned on the performance of related institutions. His tone is strong, to the point and powerful, but yet respectful and professional politically that demonstrated he is a true orator.

1.3. *The Parliament member and interventionist explain how to build true democratic system and stopped ethnic based crisis in Ethiopia.*

He also highlights to the new Ethiopian Prime Minister that Ethiopian nationals need to get a well-deserved national democracy, given the situation that the country has lived under the gun of oppressors for the past decades. He also mentions that the essence of democratic principles such as: freedom, idea pluralism, freedom of expression, supremacy of the law, realization of justice, and peace keeping. The concerned governmental or executive body of the country must assure the justice of the citizens and checking as well as revising the constitutions what we used before so as to stop the ethnic based crisis. Yet again, ditto as above, his tone is

strong, to the point and powerful, but yet respectful and professional politically that demonstrated he is a true orator.

1.4. He also mentions the necessity of rural development mobilization

He also points out that in the coming 10 years, there should be an annual plan regarding a supposed prosperity to mobilize the transformation of cities on account of assuring the just and immediate need to organize institutions. However, there is no intention towards the construction of institutions that facilitate rural transformations, he pointed out. In the case of assuring the mobility of transformation we have to build the guidelines in the nexus of house construction as what we constructed in the city too. With regard to his tone of speech, ditto as above.

1.5. He mentions economic achievements and challenges

Mr. Christian Tadele also talked about poverty alleviation, building infrastructure, and human resource development practices as visible success, however, he also confirms foreign trade, foreign exchange, inflation, living expense, foreign debt, poor saving, and rent seekers are heavy challenges of the country. The words transfer of technology, reduce the cost, reduce the benefit margin were frequently used as the offer. The tone of the speech is persuasive but yet respectful.

1.6. He points out current crisis and solutions

He highlights the major problems such as lack of democratic culture, poverty, organized corruption and bureaucratic inefficiency. He also notices that the solution is love, unity, and the government have to make his cabins more transparent. He also revised the essence of ethnic crisis constitution, and the government has to assure the rule of law throughout the country.

1.7. He also mentions the affairs of National Bank of Ethiopia and other institutions

He pointed that the macro – financial institutions like the National bank of Ethiopia (NBE) should be accountable for the House of People's Representative office (HPR) in spite of the fact that the Prime Minister (PM) has a lot of tasks that he is supposed to do. On account of this, the institution is very venerable for the nexus of corruption. The Prime Minister (PM) has managed more than five different institutions that should have been the case in that the institutions should be responsible for the respective minister office.

1.8. Lastly the spoken person said, I thank you.

In conclusion, in his speech at the parliament uses varied strategies like politeness. One of the most dominant strategies he uses is the inclusive **we**. **Have to, must, assure** and **mobilize** are the most frequent words in his speech. He uses those words much in all of his speech. This use is very significant especially because it accompanies certain words which frame the main message intended and ideologies involved. These words are **we, democracy, corruption, Ethiopia...**

Based on the provided analysis of Mr. Christian Tadele's speech, here are some key findings:

Politeness and Respect: Mr. Christian Tadele demonstrates politeness and respect by congratulating the Speaker of the House and the Prime Minister at the beginning of his speech. This reflects his adherence to parliamentary customs and shows his willingness to work collaboratively within the political system.

Anti-Corruption Agenda: Mr. Christian Tadele emphasizes the need for accountability and anti-corruption measures in the Ethiopian government. He suggests establishing an independent department to combat corruption and advocates for policies that prevent officials and politicians from engaging in business activities. His strong stance on fighting corruption showcases his commitment to transparency and good governance.

Building a True Democratic System: Mr. Christian Tadele highlights the importance of establishing a genuine democratic system in Ethiopia. He emphasizes democratic principles such as freedom, idea pluralism, freedom of expression, and the rule of law. He calls for revising and checking the constitution to address ethnic-based crises and ensure justice for all citizens.

Rural Development: Mr. Christian Tadele stresses the necessity of rural development mobilization. He advocates for an annual plan to transform rural areas and build institutions that facilitate rural development. This indicates his recognition of the importance of balanced development between urban and rural areas.

Economic Achievements and Challenges: Mr. Christian Tadele acknowledges the achievements in poverty alleviation, infrastructure development, and human resource development. However, he also highlights challenges such as foreign trade, foreign exchange, inflation, and poor saving habits. He emphasizes the need to address these challenges and suggests measures like technology transfer and reducing costs.

Addressing Current Crisis: Mr. Christian Tadele identifies lack of democratic culture, poverty, organized corruption, and bureaucratic inefficiency as major problems. He emphasizes the importance of love, unity, and

transparency in finding solutions to these issues. He also emphasizes the rule of law as a necessary foundation for stability.

Accountability of Financial Institutions: Mr. Christian Tadele raises concerns about the accountability of macro-financial institutions such as the National Bank of Ethiopia. He suggests that these institutions should be accountable to the House of People's Representatives and highlights the importance of transparency in their operations.

In general, Mr. Christian Tadele's speech demonstrates his commitment to addressing corruption, promoting democracy, fostering inclusive development, and tackling economic challenges. His use of inclusive language and frequent words such as "we," "democracy," "corruption," and "Ethiopia" reflects the core messages and ideologies he intends to convey.

4. Conclusion

Mr. Christian Tadele depicts these efforts in a very creative way using the word fighting. This word implicates best in that the current circumstance Ethiopians are living in. On account of the above stated discourse, this main presentation in the paper was to find out which linguistics resources were used to depict the political ideology by Mr. Christian Tadele in his speech. The key ideological components of Mr. Christian's speech were summarized in the concepts of loyalty, modernism, patriotism, inclusiveness, audacity, visionary and revolutionary. The overall theme of his first speech was to arise the crucial obstacles in the way of Ethiopia's development, highlighting the suspicious individuals and institutions which are the part of the current running political system and promising to rebuild Ethiopia with a new shape through Justice. In the last utterance the spoken and the interventionist react each other politely.

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