



# **Wording, Semantic Fields and Othering Discourses in News Media**

A Study of the Accusation Process of Christine Ford  
against Judge Brett Kavanaugh in CNN and Fox News

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<p>Abstract:</p> <p>One of the policies of the political parties in every society is to determine their attitudes towards the opponent political party. Media has a major role here in introducing some groups as “others” and some of them as “us”. In the United States the two main political parties of Democrats and Republicans support their representing media agencies such as CNN and Fox News and in return the news media reflect the news in accordance with their policies. Media’s language is a suitable domain for the analysis of this process. In this research, the same kind of process is studied through the language use in CNN and Fox News to clarify the differences, in narrating an identical story with the same characters. The story is about the allegations against judge Brett Kavanaugh, a Republican jurist and lawyer who was accused of trying to sexually attack Christine Ford at a party back in 1982 when they were both high school students. Christine Ford made the allegations in 2018 when Kavanaugh was selected as a candidate for a seat in Supreme Court. After an FBI investigation Kavanaugh was announced innocent. The reports covering the story on CNN and Fox News differ from each other. In order to find the differences of these two media, the phrases and vocabulary related to main subjects of the story such as Kavanaugh, Christine Ford and the investigations is extracted and analyzed. Then the two media reporting is compared by the different discourses they have used. On CNN Kavanaugh is associated with words that zoom on his negative points, and Ford is completely justified as a true victim. In reverse, Fox News is excessively magnifying Kavanaugh as a great person while it does not admit Ford as a believable accuser. Also the performed investigation was criticized by CNN and shown as a sham unlike Fox News that affirms it as accurate. CNN and Fox News have pictured the whole story through different discourses according to their own partisan biases.</p>	

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## **Foreword**

I am so grateful to my supportive husband Samu Tirronen for the ideation of the Thesis subject, and to my mother who has always encouraged me to step forward in schooling and education. I also appreciate the guidance of my knowledgeable supervisor Tiina Raisa.

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# 1 INTRODUCTION

This research analyzes the differences between CNN and Fox News webpages in reporting the allegations against the judge Brett Kavanaugh by comparing their different language strategies with regard to otherization. Otherization is the process of creating a group of outsiders or others that do not belong to the circle of insiders or “Us”. In otherization, negative traits are attributed to “Them” and the positive ones to “Us”<sup>1</sup>. The group of others can be any different entity compared to what is considered as self, for example belonging to foreign countries, to different ethnic groups, to different political parties, to different gender identities and in general, different from the self. According to Fowler (1991, 16) this brings about a kind of consensus which is good for unifying the nation and might seem like patriotic and humanistic but in fact separates and alienates the identities outside the group by forming a “self” versus “other” attitude which is called otherization.

The purpose of the analysis is to show the differences of insights manifesting in the texts of related webpages. It is necessary to say the research is based on studying the type of words and phrases and in a framework of discourse analysis. Language has the capability of encoding ideas and thoughts of the author in the text they produce. Events in the news media or generally speaking in the mass media are mostly presented by means of language. It is noteworthy that they cannot be the exact reflection of what happens in reality, because the creator of the text applies their value structures on what they produce as the text.

An event that is covered by several news media cannot be covered in the same manner especially by media companies belong to opposing political parties. Thus some unpleasant notions can be exaggerated in the text of one media outlet,

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<sup>1</sup> In discursive works terms like Other, Self, Us and Them can be used both with small and capital letters



whereas the same meanings might be totally ignored or marginalized as unimportant and small in another, this also being the case for positive aspects. It depends on what aspects of meaning they prefer to emphasize. One approach used in this work is the analysis of the polarity of word selection, which can be found in the structure of news-writing.

The way in which news organizations report and reflect their ideas about the same occasion, is affected by the attitudes of the related news agency towards identities out of their own circle that is recognized as the circle of Us. Therefore news organizations, that for instance belong to two different political parties, report and analyze differently about same identities, depending whether these identities belong to their group or not.

Among different platforms of news media, webpages are one of the most available sources of accessing the daily news, through devices such as smartphones, tablets and different types of personal computers that have made it easier to access news more frequently, and almost for free. The story of sexual allegations against Kavanaugh was one of the hottest headlines for a couple of months in American media during the summer and autumn of 2018 that almost engaged the minds of many news readers especially Americans that follow the news regularly.

Brett Kavanaugh is a Republican jurist and lawyer that was chosen in July 2018 by Trump as a candidate for a seat in the Supreme Court. Shortly after this, Christine Ford, his high school classmate back in 80's (that is currently a professor of psychology at Palo Alto University) made sexual allegations against him claiming that he had tried to sexually assault her in high school. These allegations specified headlines in the press for a couple of months. Subsequently, a supplemental hearing session was held and a one week FBI investigation was performed afterwards. Finally in early October 2018 after the senates voted Kavanaugh as innocent, his nomination for the Supreme Court was eventually confirmed. Democrats did not accept that one-week FBI investigation since they believed it

was insufficient and fake. The whole process triggered a Democrat versus Republican fight in media scene over justifying who is telling the truth and who is not and whether the vote is acceptable. Here regarding these facts and from a linguistic view to the whole story, two questions arise:

1- What type of wording do CNN and Fox News use when reporting on Brett Kavanaugh, Christine Ford and the investigation process of the allegations?

2- What semantic fields indicate the otherization discourse in CNN and Fox News?

The selection of words is important as it can hide the dimensions of a reality that is unpleasant for a political party. Likewise, a piece of news that is beneficial and confirming the views of the related bloc is usually zoomed into, with a lot of similar words coming from the same area of meaning. This is a tool applied in this research, which is a work of discourse analysis. It focuses on analyzing the otherization discourse affecting the language used by these two media. In the section below the definition of the terms related to the research are explained.

## **1.1 Concept definition**

### **1.1.1 Discourse analysis**

Sometimes discourse analysis is referred to as language analysis. It is a general concept of analyzing written or spoken language. In fact discourse analysis focuses on knowledge about language beyond the word, clause, phrase and sentence that is needed for successful communication (Paltridge 2006, 2). Language is the target of analysis on the surface, but the goal is reaching the essence of the message. Further below, in the theoretical part of the paper, discourse analysis is more extensively defined (see Section 2.1).

### **1.1.2 Ideology**

A simple descriptive definition of ideology would be merely the belief system of a social group, without considering the power and domination in shaping them. From a more critical standpoint, ideology is defined as the aspects of the world that affect the social relations of “power” and “domination” (Fairclough 2003: 9).

### **1.1.3 Lexeme**

Lexeme is a basic unit of vocabulary of the language without considering the inflections. This should not be confused with the dictionary entries, since lexemes are the units of meaning that exist in the minds of the language speakers. Lexemes can have different grammatical categories such as nouns, verbs, adjectives and so forth (Lobner 2002: 39f.).

### **1.1.4 Manipulation**

Manipulation is a cognitive process of influencing people’s minds to control their ideologies and eventually their actions. Biased news media are one source of manipulation, especially those under the intensive influence of government political parties, create ideologies that change people’s attitude in the long term. (Van Dijk 2006: 365 ff.).

### **1.1.6 Polarity of words**

The idea of polarity of words is referred to the indication of the words as positive, negative or neutral concepts, in a simple language, this means the words signal something good, bad or neither of them. Words like “love”, “peace” and “success” are marked with a positive polarity while the words such as “hate”, “war” “bore” and “failure” show a negative polarity. Examples of neutral polarity are words like “table”, “people” and “tree” (Santos et al, 2012: 1). Polarization is imposed on us by

the language used to categorize things as good or bad; however, the real world does not exist as the natural dichotomy of all-or-nothing, rather as a graded continuum of partitions where there are cases halfway between the two extremes of the continuum (Lobner 2002: 193 f.).

### **1.1.7 Semantic field**

Semantic field or semantic domain is defined as a set of words that are related to a more general meaning or theme. Adrienne Lehrer (1985: 283) defines it as "a set of lexemes which cover a certain conceptual domain and which bear certain specifiable relations to one another". For example words such as, *contribution*, *aid*, *support*, *guidance*, *cooperation* fall into the semantic field of *help* which has a more general meaning and can include all of these examples mentioned. Another example would be words like *glad*, *delighted*, *joyful* and *pleased* which can be categorized into the semantic field of *happy*. Semantic field is also called as lexical field which is a set of lexemes that includes the same type of words that have something in common and are semantically relevant to each other (Lobner, 2002:94). The concept of semantic field is tightly related to the wording (see Section 1.1.7). Analysis of semantic fields is based on the type of wording and grouping them according to their semantic similarity in the sampled texts.

### **1.1.8 Wording**

The words chosen to name people or objects and phenomena, indicate the viewpoints we have about them. Fairclough (1992, 77) refers to this process as "rewording", when alternatives of words that differ ideologically and politically are used. One example would be rewording the term "terrorists" as "Freedom fighters". The type of words chosen by the author to refer to ideas depends on the way of thinking the author has (see Section 2.1 for more examples).

## 1.2 Outline

In the present work, 30 texts of written news, stories and analysis that appeared in CNN and Fox News webpages are analyzed. These texts are related to sexual misconduct allegations against Brett Kavanaugh. The date of broadcast is September and October 2018 and they were collected as samples during October and November 2018. The analysis is implemented by studying the wording style that is found in the texts in order to categorize them into more general semantic fields. This is to spot the polarity weight to reach a total conclusion out of that based on negativity or positivity of the semantic fields of identified words. In section 2.1, a background of discourse-based studies is described, in order to make the research more relatable. Following this, in section 3.1 existing studies are reviewed, that have taken the same approach of discursive work on media. In addition, a theoretical framework is clarified. Next, the methodology is presented (section 4), followed by the sampling size and ethics (section 5), in turn followed by the chapter on analysis (section 6). This analysis is done separately for CNN and Fox News and on the following 3 subjects such as: Brett Kavanaugh, Christine Fords and the Investigation Process. The other part of the analysis is specified to a comparison between the two media on the basis of the different semantic fields and the discourses at a higher level of the analysis. Finally the section 7 concludes the research.

## **2 BACKGROUND**

### **2.1 Historical background**

Language is considered as a social unit in the studies of the social sciences that focus on language as data. Thus many aspects are added to the evaluations rather than merely the linguistic criteria. This research is preferably labelled as a work of

critical discourse analysis, rather than merely referring to it as discourse analysis. Analyzing the discourse (of the media) is doable with a critical point of view. Actually obtaining a critical mindset makes the basis of discursive works; therefore it cannot be purely a work of discourse analysis. Norman Fairclough, as one of the founders of CDA asserts that “CDA brings the critical tradition in social analysis a particular focus on discourse, and on relations between discourse and other social elements (power relations, ideologies, institutions, social identities, and so forth)” (2012: 1) Based on this view of language, any discursive work on language is actually a critical study, because language use is a form of social act, and discourse analysis is an investigation on how language functions in a specific social-cultural context (Fairclough 1995: 7).

Fairclough actually views the language as an indispensable part of social life that should be considered by researchers in social sciences using a form of discourse analysis (2003: 2). In these kinds of studies on language, the ideology of the creator of the text is also taken into consideration. Power is the central notion in CDA in which language plays an important role (Wodak 2009b: 35). Construction of the positive self and negative other identities is a way of exercising power in discourse. Wodak pinpoints five discursive strategies to build these identities through discourse among which two of them are regarded as noteworthy in this paper since these two are used in the research. One is the nomination process that is equal to wording and labelling the actors positively or negatively. Another strategy identified by Wodak is predication where the positive or negative traits are attributed to actors in the form of predicates (implicitly or explicitly) (2009b: 40 ff.). The first strategy in fact deals with naming things or acts, for example the laboratory that made the atomic bomb that was aiming Hiroshima, named it as “little boy”, which hides to some extent the horrific aspect of this tragedy. As part of the second strategy, it is the predicate clause that connects the subject to a positive or negative concept. Predicate is the clause in the sentence that includes verb and usually something that defines the subject. For example of the famous saying; “Religion is the opiate of the masses”, the subject is “religion” and the

predicate of “is the opiate of the masses” is giving a negative attribute to the religion.

Otherization is sometimes an unintentional process that naturally happens through language production. Hence linguistic analysis of the language as a discourse work is implemented with regard to the social, cultural and situational context. One way of discovering the influence of ideologies in language, is through vocabulary.

Fowler emphasizes on the significance of vocabularies in every language, through which the culture connects with us (1991: 80). Using a range of vocabulary that belong to a type of semantic field has a huge role in conveying a specific meaning or ideology. Also Fairclough confirms that the repetition of the words belonging to a specific semantic field is significant (1985: 740).

Fowler also considers a determinant role for the lexemes in the text; “the vocabulary of a language, or a variety of language, amounts to a map of objects, concepts, processes and relationships about which the culture needs to communicate” (1991: 80). An example of wording as a visible case of self and other is the two different cases of wording by Newsweek. Referring to accidents of similar nature; this magazine uses the headline “murder in the air” reporting an airplane belonging to Korean Air Lines that was shot down, with 296 people killed, including dozen of Americans. In another situation when United States shot down Iranian commercial airplane causing the death of 290 people to get killed, the Newsweek head lined it as “technical glitch” which means an accident. The term “technical glitch” is not as bad as “murder” whereas both of these attacks are actually accidents. The way in which it is reported and headlined is different depending on who is killed, ‘We’ Americans or the ‘enemy’, the Iranians (56). The polarity of the vocabulary used in texts can change from negative to neutral or to positive, and also vice-versa, based on the ideological or strategic requirements.

## **2.2 Description of Organizations**

### **2.2.1 Democratic and Republican political parties**

The two main political parties in the United States are the Democratic and the Republican Party. Since they belong to one country they have similar attitudes and ideologies in the major issues and the differences are slight. Democratic Party is famous as “the party of people” with liberal stance in issues, thus it belongs to the left wing where liberal viewpoints are supported. Republicans are called as “grand old party” and they belong to the right wing, where there is a conservative posture. (What Do Parties Stand For? 2019). The differences between liberal and conservative become more clarified in the paragraph below, in a brief comparison between the two political parties.

Democratic Party, supports minorities and the reforming movements supporting equality. They also promote higher tax on the wealthier class to back the vulnerable citizens as a communal duty. In foreign policy they do not have an aggressive stance and also they are more open to let the immigrants in US. Republicans philosophy, on the contrary, has a pro- religion, pro-military stance and a tough stands on abortion and LGBT rights. Republicans also support the policy of keeping the tax low regardless of being rich or poor. There is also the policy of limiting immigrations to the US (Otieno 2017).

The two groups are not enemies to one another; However, considering the differences, even minor, they make a lot of difference that makes them separate from each other. The political arguments rise for example during the presidential elections and other important occasions where each party tries to be dominant or winner.



### 2.2.2 CNN and Fox News Channels

CNN stands for Cable News Network and it's a 24 hour cable TV channel that also runs a frequently visited website, CNN.com. This American news channel which is not a multi-platform network is provided internationally through multiple stations. It was launched in 1980 and now it is owned by Turner Broadcasting System (AT&T-Time Warner) (Van Zandt 2019). This news media organization allegedly belongs to the Democratic Party and because of left bias it is referred to as "Clinton News Network" (Sorkin 2017). At the time of elections where the competence between Republicans and Democrats rises, the political stances of their affiliated media become more explicit. For example in the presidential elections in 2016 CNN showed a total support for the Democrat Hillary Clinton unlike the opponent which was the Republican Donald Trump (Huddleston 2016).

Fox News Channel is also a 24 hour cable and satellite news channel. This channel also called as FNC, is founded in 1996 is a branch of 21st Century Fox. (Huisting 2019). Their related news webpages are available worldwide and they are easy and free to access. This news organization is supported by Republican Party and is one of the primary media that voice this bloc as Skocpol and Williamson (2016: 123) mention it as "loudest voice in conservative media".

A recent media bias chart by Otero (2018), demonstrates the position of CNN and Fox News in the scale of left and right positioning. According to this chart CNN is spotted in the political Left and Fox in the Right. Figure 1. Shows the total media included in Otero's research work. Figure 2. And 3. are excluded charts from chart1. just to show CNN and Fox News position in the chart more clearly. While the vertical diagram shows the accuracy level of the media, it is the horizontal line that matters in this paper. It shows how much the mentioned media are slanted to the conservative or liberal positions.

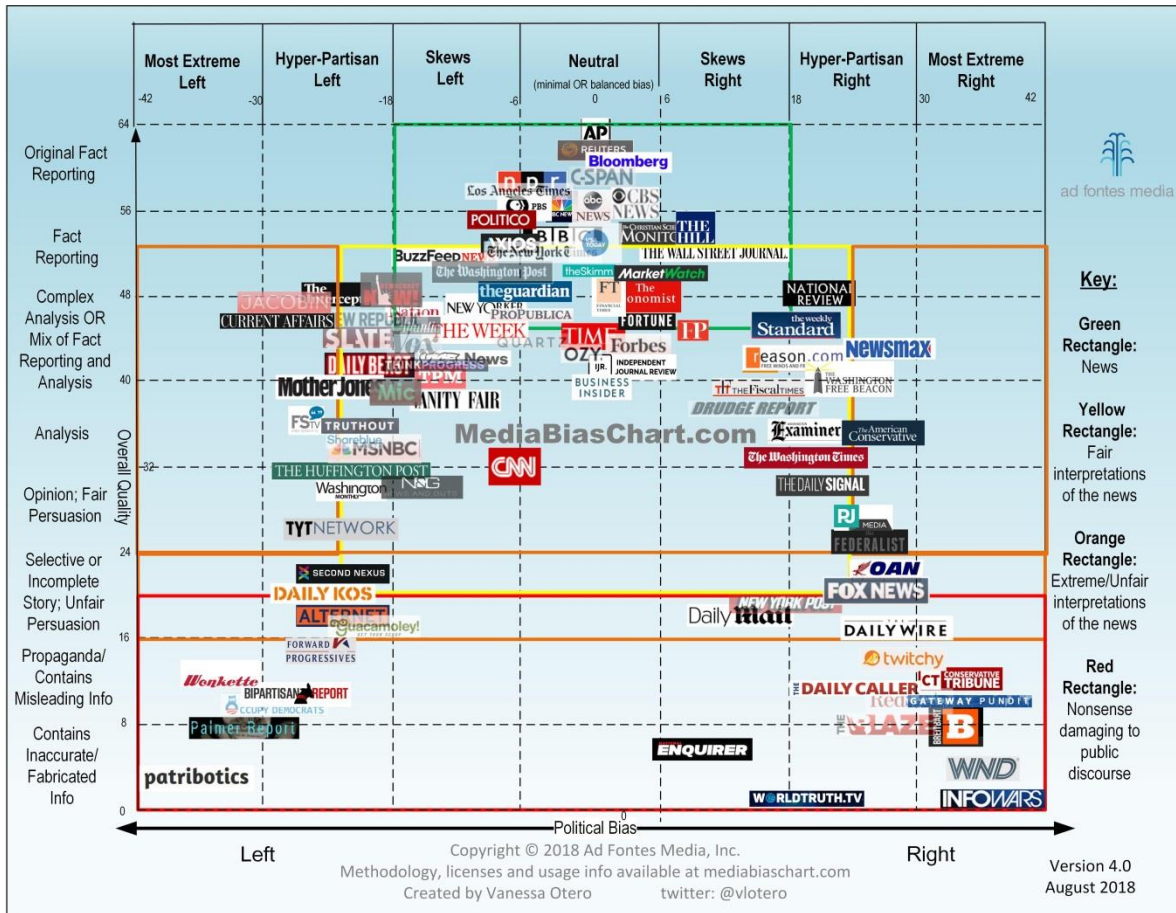


Figure 1. Media Bias Chart (Otero 2018)

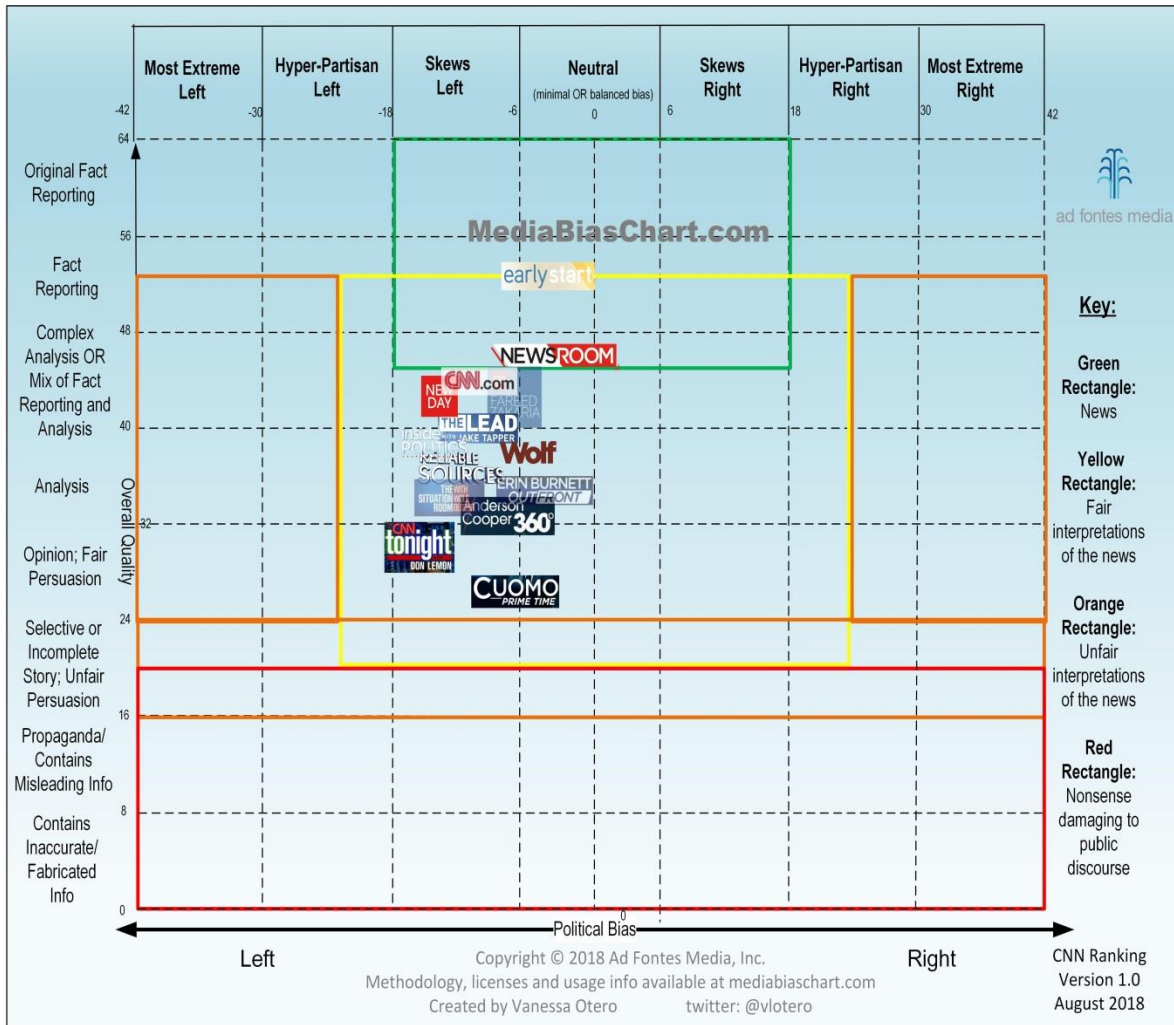


Figure 2. CNN in Media Bias Chart (Otero 2018)

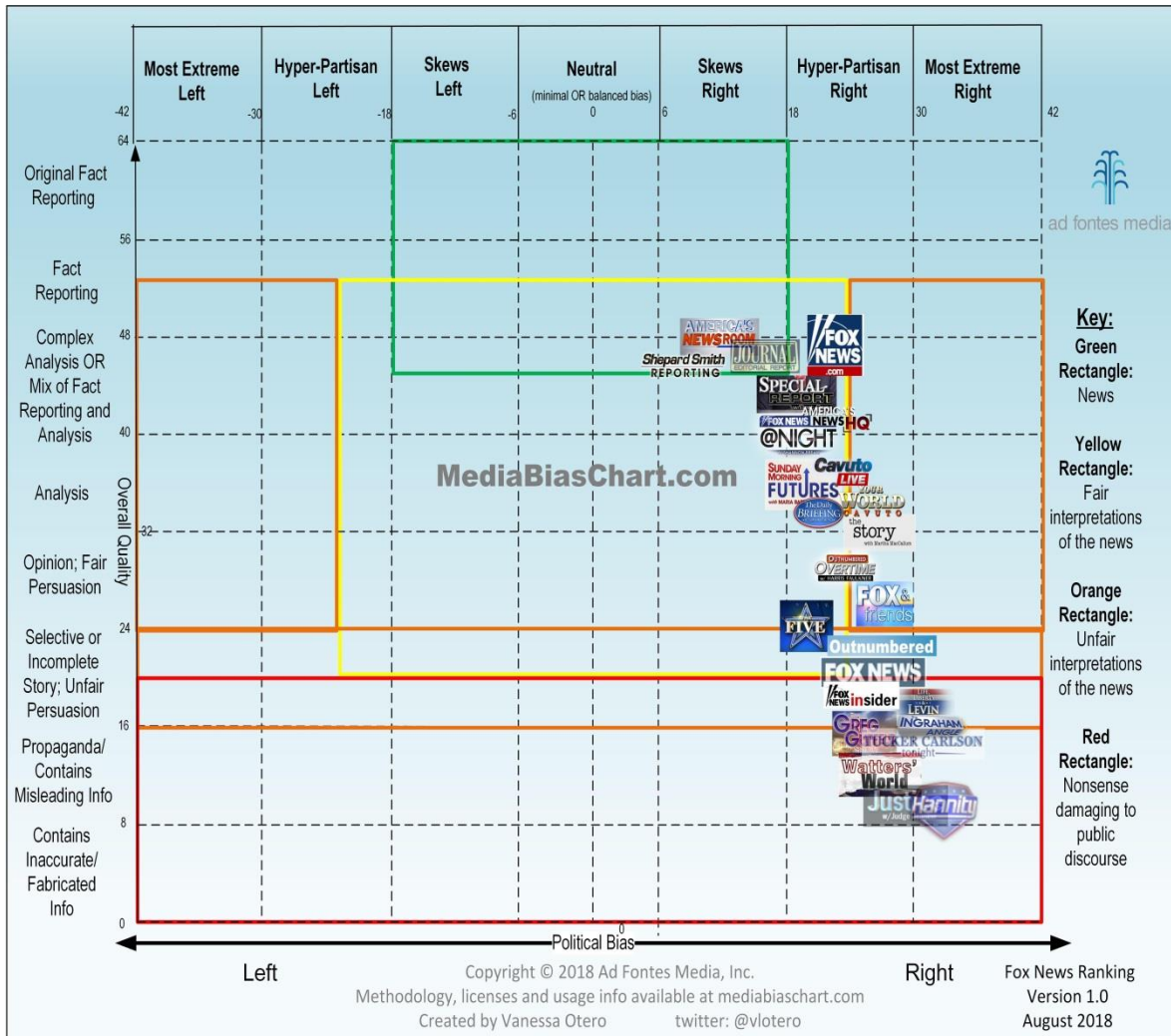


Figure 3. Fox News in Media Bias Chart (Otero 2018)

### 3 LITERATURE REVIEW

#### 3.1 Language in media

Writing news texts is not a simple task. A person familiar with language and literature might not necessarily be an ideal choice for news writing, because language has many complicated capabilities that need to be considered in news

writing according to the policies and attitudes of the news organization. Multiple ideas and messages can be embedded in a single sentence structure. A writer must be a professional to include their ideologies in the news texts skillfully. Many researches are implemented in the field of news media and discourse to decode the implicit information that is not found by an ordinary reader because they are hidden in the deeper layers of the text. Cole and Graham (2012: 102) describe this as "the creative use of language" which has an important role in media to change the opinion of the audience. For instance, the interpretation of reality which is done only through the media can usually lead to some sort of bias. The bias can be against any group or person perceived as different, from any point of view. Bias that can be considered as a byproduct of otherization, is mostly created by the media:

"The media primarily shape prejudice through two routes: disseminating inaccurate information about social groups (including stereotypes), and informing audience members how society behaves toward and thinks about social categories" (Bissell & Parrott 2013:223).

Some of the news media use the manipulation process in a systematic way to mix their attitudes, through a subtle strategy, with the content of what they present to the audience. Therefore there are patterns specific to every news organizations to apply to what they publish. Nevertheless one cannot accuse all news media of manipulation because reflecting the reality according to ideologies and angle of view is a natural process that happens in everyone. It is not necessarily done on purpose therefore it is not always manipulation. The news-writer or the reporter working for a media organization reflects the events subconsciously consistent with the frame of their mind.

As Fairclough notes, any linguistic choice that is made among different options, are ideological in presenting the events and that is the ideational function of the language to reflect the ideas of author (1995: 25). One of the purposes of

discourse research is to detect the encoded spots in the texts. Any form of language that is used, follows some ideological or strategic purposes. This is the characteristic of language as a socio-semiotic system that it suggests different options and consequently the choice that is made, gains its meanings by other options that are not chosen. "Every choice is strategic, in the sense that every utterance has an epistemological agenda, that is, a way of seeing the world that is favored via that choice and not via others" (Johnstone 2008: 54). The form of language has an experiential value that creates a clue of a procedure in which the experiences of the text producer is revealed (Fairclough 1985: 750).

Ideology not only affects the language but also it is also being produced and reflected in the discourse usage (Fairclough & Wodak 1997: 80). In other words discourse and ideology have a mutual influence on each other. Likewise the language has an important role in creating or changing the ideologies. One part of the language that is targeted in manipulation of meaning is the vocabulary. The choice of vocabulary are semantic categories that represent the events in the news, and sometimes are arranged based on the ideologies (Fairclough 1995: 27). The representation of events in the news, unlike many people would assume, is not an exact reflection of reality. The motives to make choices among other possibilities depend on the interests and goals of the producer of the text. These choices include disclosing and foregrounding or back-grounding and hiding (103 f.). The options about possible vocabularies sometimes include a range of words with different polarity weight. Thus the importance of what is chosen among other options makes all the difference.

Language in political scenes is so important that, according to Wodak, the speeches are usually not articulated by the politicians themselves, however everyone recognizes those famous lines of speech by the speaker, in fact it's the "spin-doctors" or, better put, writing professionals who write speeches for politicians and the speech is assigned to the speaker not the writer. They write the texts according to the required strategies (2009a: 577). Wodak refers to the "us

and them” opposition where positive meanings are connected to the group of “us” while negativity is attributed to “them”. This division of the good “us” and bad “others” has a significant role in the discourse of politics “by including some and excluding others (‘Othering’) and /or by defining a distinct group of victims and a group of perpetrators who can be blamed for something (‘scapegoating’)” (585).

The connection between the otherization process and politics is related to the idea of gaining power and dominance through the distortion of facts in their media channels. This is where the interrelation of politics, language and the media is better understood. Karl Sornig asserts that transmission of ideas without embedding the bias in the language is almost inevitable. This is not just done automatically, this mixture of bias and information is following a rhetorical purpose to have some influence on audience:

“Rhetorical acts, i.e. those that aim at a perlocutionary effect upon the rhetorician's audience and in the last consequence try to trigger off certain behavioral patterns in the listener(s), belong to the intrinsic and essential functions for which language can be and actually has been used from times immemorial.” (1989: 95)

He calls this a “persuasive communication” in which reality is not changed but the perception of it is affected by audience’s frame of mind (1989: 96). It is, however, a fact that any discourse happens to be embedded with ideology automatically by the creator in a subconscious way, making it difficult to accept there is such an ideological effect in the discourse practice, this is where the importance of “critical awareness” is noted both in discourse production and consumption (Fairclough 1992: 90).

Authors in the field of social sciences have feelings, ideas as well as other people do, and, therefore whatever they express cannot be totally objective. There are language tools that can serve to for example emotionalize concepts by attaching words and expressions related to emotions to add humane features to objects.

Trees and nature in a text that tends to trigger some emotions about felling activity are expressed as if they are human. The strategies are performed not representing as a symbol “but as apparent reality”, when the humane features are given to the trees, for instance, gives this impression to the reader that whatever that happened to the trees is the same as if it has happened to human beings (Menz 1989: 238).

The role of terms and expressions is so strong that we can use them as a tool to verbally attack and declare war with the words. This power of words where they are used as weapons to weaken the other party using “psychological pressure” is strong. This “war of words” has been occurring whether during the real wars and during peace since the First World War. Brekle recognizes the use of word in mass media as a “powerful means of exerting influence” to reach the goals of countries at war. The linguistic power in mass media was actually an effective factor for Britain winning over Germany during First World War (1989: 81).

Queen (2014: 77) depicts different methods of language variation in media and recognizes CDA as one of the major frameworks of qualitative works of language analysis and the focus on words as components of data; here the meaning of words, word selection and all the techniques to manipulate the word meaning is the subject of analysis in CDA. The base of the discursive works on mass media especially the news media is the way they frame the events by means of language. In an example of a television show called Seinfeld, Queen emphasizes on the importance of words polarity “Throughout the scene, Seinfeld works to avoid using certain words, especially those that derive a negative connotation through their connection to ethnicity. In other words, Seinfeld seeks to avoid being politically “incorrect” in order to maintain a positive rapport with the woman he is dating” (77).

The audience is so alert to the polarity weight of the words that sometimes the author has to carefully choose the words in order to not, nevertheless unwantedly, offend people. Blackledge (2009:145) confirms the interrelation of political discourse, media and language, refers to linguistic features in media that carry



ideological meanings related to race and produces a discourse of symbolic racism which is not based on its biological aspect but also on cultural differences that makes that minority group the 'Other'. "Common-sense public discourse identifies cultural practices which are different from those of the dominant group, and they become symbols of the 'Otherness' of the minority". He emphasizes that analyzing media discourse is required to understand the related social context in which the text is produced.

Wolfsfeld (2011: 50 f.) refers to the influence of bias in story-telling of incidents introduced with different words and terms as the "news frames" to attribute "meaning" to events. The role of "us" and "them" dichotomy which is called as "friend and enemy" is outstanding in news frames. He maintains that "these cultural assumptions are then reflected in the way news media frame the world. In general our friends are noble and just and our enemies are horrible and cruel" (56). The friend and enemy separation is actually the same as "us" and "them" division but it goes more to the extremes and tends to be more radical.

Those who follow the news regularly and usually try to get political knowledge from media have views that are more strongly affected by the frames hence they fail to notice these language strategies of manipulation (102). It is noteworthy that those with either low or high "political awareness" are not the most influenced by media; it is the audience with "middle level of political awareness" that is more easily persuaded. However; the political opinion of people in this category is not influenced that easily, but those who are persuaded easily are mostly from the middle awareness group (115).

The key to avoid the influence of media bias and develop a wider viewpoint is to use multiple news media and not to stick to only those that support similar ideology. Looking at an incident from different angles of view gives us (as the audience) the ability to see the events from out of the box. Every story has several sides and aspects and not all of them are revealed since they are either not noticed

or preferred not to be disclosed, especially given that the language provides tools for the news writers to keep some details untold.

## **4 METHODOLOGY**

This work is a discursive research which has to do with description and comparison of the wording and then the discourses used by CNN and Fox News. In order to find the differences and obtaining accurate results, the research is conducted on the same players (or better called subjects in this case) and about the same incident. The subjects are Brett Kavanaugh, Christine Ford and the investigation (which was led to announce Kavanaugh as innocent). The incidence or the story is the process of allegation made against Kavanaugh by Ford, which was finalized by an investigation and ended by voting. The research is performed at three levels of analysis; wording level, semantic fields and then the discourse level.

To begin with, this research investigates what type of wording is used by the two media in presenting the subjects. The wording can include a one word term or short phrases. They are extracted from texts (of CNN and Fox News webpages), and then grouped into their related semantic fields in order to obtain a more general view. Later on, these semantic fields are compared to reveal the different coverage of the three subjects in CNN and Fox News. Based on the wording and the organized semantic fields, the research gets into a higher level of analysis to identify the discourses that the two media apply to report the same character and same process. Focus is on the otherization discourse as the main discourse that both CNN and Fox News use, which helps to spot the subsidiary discourses that exist in media texts and reinforce the otherization discourse that exists between this Democrat and Republican news media.

The selection of the words and phrases that have polarity are selected and extracted from texts for analysis. The words with polarity are possible to be categorized on the basis of good/bad or reliable/reliable dichotomy. In this paper the dichotomy of positive/negative is chosen to categorize the words more easily and find the difference of discourses. For this reason not every term or phrase is considered in the analysis for categorization and assessment since there would be a huge amount of irrelevant words that would eventually be omitted after categorizing the phrases and terms for the analysis.

## **5 SAMPLING SIZE AND ETHICS**

Samples are taken from news reports or articles in written format that have appeared in CNN and Fox news website in September and October 2018, around the issue of Brett Kavanaugh. Altogether there are 30 articles, 15 from each page. The texts selected for analysis are pointing to the allegations process and the participants. Examples of headlines are “Yale classmates remember very different images of Brett Kavanaugh” (CNN 26.9.2018) and “judge Kavanaugh should become Supreme Court Justice Kavanaugh – Here’s why” (Fox News 4.10.2018).

The articles were selected based on what their headline suggest to include in relation to Kavanaugh allegation account. A couple of articles; however, did not have anything of linguistic importance for this research, yet they were selected and mentioned as the data because they were about the same subject and they were reviewed. Texts were published in the official webpages of CNN and Fox News; they are available online and free to read. There is no attempt to take the side of any of news organizations, people or their political views.

## 6 DATA ANALYSIS

In this chapter, the analysis of wording is presented. In order to do that, the words and then the identified semantic fields that are used to refer to subjects are collected and analyzed.

To answer the first question, those words related to Kavanaugh, Ford and the Investigation Process are gathered separately for each of these 3 mentioned subjects. To then have a clearer view of collected words, they are arranged into several bigger categories according to a similar semantic field that each set of words belong to. In this way each of these 3 subjects has a set of categorized groups of words that are used in connection to them by Fox News. The same approach is used for CNN.

For the second question, the obtained analysis of the two news media gets compared to each other in reference to the semantic fields they have used. This is to see otherization in the texts, and how it affects these two news media to narrate same story and characters in different ways. At the end, an overall conclusion is given as the last part of the paper.

The phrases and words are extracted from the texts of webpages belonging to these mentioned news media companies and the analysis is made according to the polarity of those phrases and words. The sets of words and their related semantic field are all gathered and shown in tables.

In the paragraphs of the whole analysis chapter, the words that are directly cited from webpage texts, are presented between two “quotation mark” to indicate they belong to news texts and article. But the concluded semantic fields are shown with *italic* letters and they do not necessarily exist in the used texts of CNN and Fox

News. The rest of the paragraphs in this chapter are interpretations and comments that are made in this paper.

## **6.1 Wording within CNN articles**

### **6.1.1 Brett Kavanaugh in CNN**

The attitude of CNN towards Kavanaugh and the allegation story is visible in sets of words that are used to refer to the concept of credibility of Kavanaugh, it more likely talks about a credibility that is in question or even doesn't exist. The example of words that refer to this point about his character include: "questions about Kavanaugh's character" (CNN 18.9.2018), "contradictory" (26.9.2018) and "far from exemplary" (27.9.2018). Such words and phrases have one thing in common and it is that they all reject the idea of credibility for Kavanaugh's character. Hence they belong to semantic field of *credibility*, which is in question according to news reports on CNN.

Likewise, CNN doesn't acknowledge Kavanaugh's qualification for the position at the Supreme Court. That is how CNN journalists write it:

"The ferocious nature of the confirmation battle could also have an impact on the Court itself, as Kavanaugh's vehement and politicized defense of his own behavior raised questions about his temperament and whether he could genuinely be an honest broker and implementer of the law in the most sensitive cases" (7.10.2018).

The position of "honest broker" and "implementer of law" (7.10.2018) for Kavanaugh are mentioned in a way which suggests that he does not have enough qualifications for it. Also the term "now-justice Kavanaugh", which is used in another text, has sarcastic meaning that denies legitimacy for Kavanaugh. "The wrenching spectacle of hearings in which the now-Justice Kavanaugh was accused of decades-old sexual harassment" (8.10.2018). This set of terms are referred to

the semantic field of *qualification* and they indicate that Kavanaugh is not qualified as a jurist.

Many words used by CNN to refer Kavanaugh, are grouped into a semantic field of *loose behavior* of him at the high school or college age. According to CNN (26.9.2018) people who attended Yale at the same time as Kavanaugh remember that:

“[Kavanaugh]...belonged to one of the school's secret senior societies, Truth and Courage, as well as a fraternity.”

“DKE [(Delta Kappa Epsilon)] was one of the few fraternities and was considered an outlier on the school's campus, a vestige of the "old establishment" culture known for heavy drinking and the flag underwear incident.”

A noticeable phrase in this paragraph is “women’s undergarment“ that was the flag of the youth community called Fraternity and Kavanaugh belonged to that during his college years. CNN refers to “flag underwear”, “out of control partying“ and “heavy drinking” (26.9.2018) as reputations of the Fraternity- a youth community to which young Kavanaugh belonged to. Mixture of these terms especially when put together shows that CNN has an emphasis to bold the loose behavior that Kavanaugh has had. This theme is a good point for Democrats to maneuver to prove that what Ford says is right and Kavanaugh is not a suitable candidate for such a position at Supreme Court. That is probably the reason for Kavanaugh to become emotional and cry, and CNN describe it with words to say it was a pretense or act with words like; ” weepy“ and “the teary nominee“ (9.10.2018) in referring to Kavanaugh, to indicate this kind of reactions is not true and it is just a *pretense*.

The word “irate” (27.9.2018) which refers to Kavanaugh’s temper, indicate that CNN tries to show him as bad-tempered man. When Kavanaugh becomes angry

about the allegations; CNN uses phrases such as “loud partisan tones“ (27.9.2018) and “unorthodox move“ (5.10.2018) to describe it. Still it is not abnormal to have harsh tone towards allegations of something that might have happened 36 years before, at a young age especially after drinking and in a partying set up that most young people do. These phrases are categorized under the semantic field of *bad temperedness*. On CNN it is also indicated as a deceitful reaction that has “political tone” (27.9.2018).

CNN tries to convey the message to the audience that Kavanaugh is not a credible man. The polarity of the semantic fields associated with Kavanaugh is generally negative on CNN. On CNN Brett Kavanaugh is pictured through phrases that altogether create a specific image related to semantic fields such as *credibility*, *qualification*, *loose behavior*, *pretense* and *bad temperedness*. Each of these categories are semantically related to the words they include. In Table 1 the phrase and words that make up these categories are listed.

Table 1. Semantic fields associated with Kavanaugh on CNN

<p><b><i>credibility</i></b>  questions about Kavanaugh's character  contradictory ...picture of Kavanaugh  far from exemplary  unwise decision to deny  claiming such a high standard  sorting truth from falsehood  paragon of virtue  political tinge of his statement  amiable veneer  lied  filled with misdirection &amp; untruth  has lied  his lies  falsely claiming  wounded by the lies  hardly evidence of truthfulness</p>
---

conceal guilt  
long list of lies  
politicized defense  
self-righteous response  
intellectual distortions

***qualification***

raised a question... be a honest broker  
implementer of the law  
now-justice Kavanaugh

***loose behavior***

women's undergarment  
heavy drinking  
flag underwear  
out-of-control partying

***pretense***

emotional account  
wife wept in the background  
weepy  
the teary nominee  
irate and tearful denial

***bad temperedness***

irate and tearful denial  
loud partisan tones  
tone grew tougher  
harshly political tone  
vociferous & emotional defense  
his explosive testimony  
hyper-partisan style  
incompatible with...decorum  
unorthodox move  
shocked many observers  
explosive rage  
explosive performance  
does not have the temperament  
his backlash  
indignant  
rail against liberals



### 6.1.2 Christine Ford in CNN

CNN acknowledges Ford and her claims in accusing Kavanaugh. This medium is emphasizing on Ford's emotions in referring to Ford's difficult moment to publicize her story before contacting Anna Eshoo, the Democrat representative of California in the House;

"A person familiar with Ford's story said that at around the time she sent Eshoo the letter, Ford discussed with friends how she might go public with her story. Over the past few months, Ford has felt pressure on a personal level to share her story and has grappled with the idea, which partly prompted the letter, the source said" (16.9.2018).

In this text CNN emphasize mainly on Ford's struggle (to reveal her story), her pain and "her privacy" that is shattered.

Another example of lines from CNN is:

"...an acutely sensitive task fraught with political risk when they cross examine Ford, at one of the most agonizing and personal moments of her life." (18.9.2018)

Terms such as "most agonizing" and "personal moments" in these lines not only shows that CNN justifies Ford as a true victim, they also try to persuade the reader by using these kind of words that belong to semantic field of *emotions*. This justification of true emotions by CNN for Ford, is affected by an otherization process that makes Ford a believable person because she is telling what Democrats find supportive and beneficial to their political goals.

For CNN, Christine Ford is favorable and it is easy to find out; on the basis of otherization discourse, that she is accusing someone from Republican Party that

would derail his nomination for Supreme Court. She is simply in the circle of ‘Us’ for democrats, therefore it is natural to emphasize on her truthfulness. The Table 2 shows the semantic categories related to Ford in CNN language.

Table 2. Semantic fields associated with Ford in CNN

<p><b>emotions</b> felt compelled felt pressure has grappled going through the most agonizing &amp; personal moments to shatter her own privacy tearful &amp; poignant testimony was truthful trauma going through psychotherapy</p>
--

### 6.1.3 The investigations reflected in CNN

Unlike Christine Ford, the investigation process was not much desirable for Democrats. The FBI investigation that was ordered by the White House, didn't find anything suspicious about Kavanaugh's past, thus it was not acceptable by Democrats. They believed the investigation process was not accurate enough to find the truth and it was more like a show to persuade people that Kavanaugh's background is clear. An example of the lines from CNN webpage that mention the investigation is:

“It [(FBI probe)] was a charade meant to appear as a real investigation...Attorneys for both Ramirez and Ford wrote to the FBI director decrying the flawed investigation...”  
(CNN 5.10.2018)

CNN undermine the investigation by describing it as “the cover-up“ (5.10.2018) and “orchestration“(9.10.2018) that just falsely convinces the society. Another reason this FBI investigation was not authentic for Democrats was the difference between FBI background check and FBI criminal check; however, What was ordered by White house was an FBI background checking not a criminal investigation. Nonetheless the main issue was the result of the investigation that revealed nothing negative as CNN notes that the aim of investigation was “to protect Republicans” (5.10.2018) Consequently it is normal to not be pronounced as acceptable in a Democratic medium.

Words and phrases attributed to the FBI probe, have something in common and are the concepts related to semantic field of *invalidity*. (as listed in Table 3).

Table 3. Semantic fields associated with investigations reflected in CNN

<p><b><i>invalidity</i></b> the flawed investigation the cover-up a charade orchestration to manipulate Americans to convince</p>
---

## 6.2 Wording within Fox News articles

The same subjects that were analyzed in CNN are also collected and evaluated in articles of Fox News webpage; Brett Kavanaugh, Christine Ford and the investigations. Categorized semantic groups related to the subjects are also more or less in the same order however the contents are different.

### 6.2.1 Brett Kavanaugh in Fox News

In Republican discourse regarding who is otherized and who is inside their circle, Kavanaugh is certainly getting magnified as a decent person. Consequently, when Fox News is using words and phrases that have a linguistic polarity feature, this is certainly of a positive one.

These semantic fields of credibility contain phrases and words that emphasize on Kavanaugh as a good man. He is considered as a credible man in Fox News, as long as he is a “respectable man” (13.9.2018) and “gentleman” (18.9.2018). Fox News claims that the allegations aim at Kavanaugh’s “sterling reputation” (5.10.2018). There are many terms similar to “impeccable public record” (22.9.2018) and a “good name” (4.10.2018) that refer to good reputation to credit Kavanaugh.

Mentioning Kavanaugh’s positive characteristics when referring to his unpleasant behavior is found several times in the assessed articles. There is an insistence on Fox News that Kavanaugh is honest. For example refers to Kavanaugh’s honesty in the term “self-professed love of beer” which suggests that Kavanaugh might have drinking problem but at least he is honest about it since he acknowledges that:

“Kavanaugh’s self-professed love of beer has now emerged as a tipping point for the nomination.” (Fox News 1.10.2018)

Another complementing phrase in Fox News about Kavanaugh is where he rages and Fox News comments on that by first mentioning his “a sympathetic and gentle approach”:

“The sympathetic and gentle approach didn’t work. So the Trump administration resorted to what it does best: bare-knuckle politics.” (9.10.2018)

Fox News highlights Kavanaugh's religious aspect of life, in phrases such as "mainstay in Sunday mass" (22.9.2018) and "regular participant" in his Catholic Church (1.10.2018). There is a purpose to point out activities of Kavanaugh in charity groups and church ceremonies to picture Kavanaugh as a devoted Christian. The religious connotations can picture a positive image of Kavanaugh for Christian audience in the US.

On Fox News, Kavanaugh's qualifications in his academic and professional life is emphasized in the form of words such as "superbly qualified" (19.9.2018) and "the most prolific of the nominees" (1.10.2018). This set of brilliant qualifications expressed in the complements is definitely an attempt to convince the reader that Kavanaugh absolutely deserves such high position at Supreme Court.

As a defense to the allegations related to sexual misconduct, Fox News foregrounds a respectful attitude of Kavanaugh towards women. He is described along a lot of pleasant mannerisms used for him. An example below affirms this point:

"Kavanaugh's hiring of clerks has been exemplary by any standard of not only scholarship but diversity (more women than men, a healthy percentage of African Americans, Asian Americans, and Hispanics)." (Fox News 19.9.2018)

Fox News tries to even demonstrate a feminist figure of Kavanaugh who strongly values women's right. Phrases like "stalwart champion of women" (19.9.2018) that is used to describe Kavanaugh by Fox News can easily persuade a reader that Kavanaugh allegations are all false. For audience it is not likely that a feminist person, who respects and values women, sexually attacked a woman. Policy of this Republican media to picture such picture of Kavanaugh is not surprising. The terms used here are related to a semantic field that I identify as *respectful to women*.

The important semantic categories of words attributed by Fox News webpage to Brett Kavanaugh and his acts include; *Credibility, honesty, devoted Christian, qualified, respectful for women, emotions and temper*. These general categories are listed in Table 4 with the words and phrases they include.

Table 4. Semantic fields associated with Kavanaugh in Fox News

<p><b>credibility</b> respectable man an upstanding member gentleman good neighbor impeccable public record good name public trial of Kavanaugh's reputation a clean bill of health a decent &amp; kind man sterling reputation later apologized gentle approach</p> <p><b>honesty</b> self-professed love of beer acknowledges</p> <p><b>devoted Christian</b> mainstay in Sunday mass regular participant volunteered ...in Catholic charity groups</p> <p><b>qualified</b> superbly qualified prodigious jurisprudence professor at a prestigious university the most prolific of the nominees extraordinarily qualified judge outstanding lawyer, jurist and mentor one of the most qualified lawyers</p>
---

***respectful for women***

exemplary  
stalwart champion of women  
four clerks all women  
his honor and fitness for the court

***emotions***

emotionally denied  
fell victim  
his emotional testimony  
Kavanaugh's impassioned testimony  
at times emotional

***temper***

vehemently deny it  
vigorous defense  
blasted his critics  
got into heated exchanges with democrats  
touted  
went on offence  
delivered a blistering attack  
he excoriated senators  
Kavanaugh's anger  
bare-knuckle politics  
best strategy  
Sympathetic  
gentle approach

### **6.2.2 Christine Ford in Fox News**

The wording assigned to Ford is noticeable and interesting. Christine Ford has accused a Republican nominee for Supreme Court chosen by Donald Trump, and this accusation could endanger his selection for the position especially that it was near the voting phase, therefore Fox News would not talk about her with an unbiased language.

Reaction of Fox News to the allegations that Ford made, was to cast doubt upon it. Ford is saying something that might be expensive for Republicans, so in an otherization discourse, Ford and her claims are called into:

“...I believe Dr. Ford deserves to be heard and that this accusation should be taken in context with the weight of the evidence on both sides.... Undoubtedly, many who are taking the side of the accuser today are doing so believing they are standing with a legitimate victim. Yet they should step back and ask themselves why they are signing letters attesting to the truthfulness of someone they do not know and who has alleged a three decades old crime with no substantiation...” (Fox News 22.9.2018)

It is immediately further noted that she might not be a “legitimate victim” (Fox News 22.9.2018) by questioning her truthfulness and her claims.

Fox News points out that there are “discrepancies” in Ford’s narration of the incident and what her therapist has revealed as records of therapy sessions which was thirty years after the incident, she “blames on the therapist” (19.9.2018) for the inconsistencies. Using the verb “blame” in “she blames on the therapist” transmits the point that Ford incorrectly puts the responsibility of something on someone else. In the same way it continues to say her credibility is “under question” with many words that come from the contradiction and inconsistency semantic field. They are categorized under the semantic field of *credibility* (which is under question by Fox News).

Republicans media, under the otherization discourse tradition, show Ford as a stranger that comes forward with unacceptable claims that serve her *political motives*. The Semantic field of political motives is abstracted from phrases like “anti-trump activist” (19.9.2019) and “political motivation” (4.10.2019). The Republican media disputes the character of Ford with all the mentioned phrases that come from semantic fields that do not have positive polarity weight.



Table 5. Semantic fields associated with Ford in Fox News

***credibility***

blames on the therapist  
not a legitimate victim  
discrepancies  
apparent inconsistencies  
key inconsistencies  
under question  
hearing in doubt  
inconsistencies in the story  
contradicts past statements  
a different tally  
disparity  
no substantiation  
couldn't remember significant details  
calls her credibility into question

***political motives***

anti-Trump activist  
a motive beyond simply civic duty  
could have a political motivation

### 6.2.3 The investigations reflected in Fox News

The investigations that White House ordered FBI and resulted in proving Kavanaugh as innocent, is well recognized By Fox News. This is evident in many terms associated with the investigation such as “very extensive”, “extremely thorough” and “extraordinary” (4.10.2018). Also the senate’s decision was said by Fox News that was based on vast examinations described by phrases like “ten thousands of pages” and “dramatic and point-by-point explanations”. By these extracted words that refer to the FBI probe and the investigation process, it is shown by this Republican medium that the decision was just appropriate and

factual. I grouped these terms related to investigations into one semantic field of *accurate and detailed*.

Table 6. Semantic fields associated with investigation reflected in Fox news

<p><b><i>accurate and detailed</i></b> FBI investigation: very extensive extremely thorough receive wide ranging input extraordinary six FBI background investigation 500,000 pages of documents Senates votes: tens of thousands of pages Kavanaugh answered ...1278... questions have all the information point-by-point explanation</p>
--

### 6.3 Comparative analysis of CNN and Fox News

Comparing the semantic fields extracted from CNN and Fox News and what they present as the facts and players of the accusations story, the reader faces two different worlds that are presented by different discourses. The semantic fields of the words in the two media lead us, at a higher level, to discourses. In there are several smaller discourses in this context that contribute to form the otherization discourse. In this section the semantic field and the related discourses are discussed.

### 6.3.1 Brett Kavanaugh as different discourses of CNN and Fox News

CNN and Fox news use semantic groups that finally form different discourses. The level of difference and aspects are discussed here, as well as the similarities at the spots where they talk impartially. The order of dealing with the semantic group of words is the same as those in separate analysis of each medium. Here the semantic fields have a role to connect us to discourses in a more general sense. In this section, based on the arguments presented in previous part of the analysis (See Section 6.1 and 6.2) the two media are compared and discussed below.

The opposite discourses are raised from the words that are somehow contrary in meanings. On CNN there is large group of word denote the concept of lie about Kavanaugh's claims but on Fox News instead there are instead words that complement him like an honest man by saying Kavanaugh's honesty in "self-professed love for beer" has caused him this trouble (1.10.2018). Examples of sanctifying Kavanaugh are semantic fields like *credibility* and *valuing women* which would approve a right-mindedness for Kavanaugh.

CNN writes that people that attended Yale remember Kavanaugh belonged to fraternities which was famous for "out-of-control partying" and their symbol flag was women's "undergarment" (26.9.2018). These words make a different picture in the mind of reader from what Fox News emphasizes about Kavanaugh that he respects women and women also recognize his "honor and fitness for the court" (9.10.2018). This is exactly on the opposite side of CNN report about Kavanaugh's character.

Kavanaugh's weeping at the hearing session, appeared differently. Whereas CNN labels it as a *pretense*, Fox News recognized it as *emotions*. About Kavanaugh's temper and anger CNN foregrounds it in semantic field of *bad-temperedness* for Kavanaugh. Fox News does not see it this way and shows Kavanaugh's rage as just a reflection to Democrats. Fox since notes that Kavanaugh started with a

“sympathetic and gentle approach” which didn’t work and he had no other way than this to save himself; so he “resorted to bare knuckle politics” (9.10.2018).

Taking into consideration the many negative semantic fields for Kavanaugh in CNN, I choose to call it the *defamation* discourse which is used by CNN. The defamation discourse has a role in defining Kavanaugh as a man who is described in sections above. Here the defamation discourse in CNN aims at bringing down a character that is nominated for a high position in Supreme Court. On the contrary of defamation, there is another discourse that Fox News uses to magnify a kind of excessive righteousness for Kavanaugh. In fact Fox News does it through a discourse that I refer to as *sanctifying* discourse which raises Kavanaugh as a perfect figure; a credible, qualified man who is trusted by women both at home and at work. It is mentioned by Fox News that he has hired mostly women than men, which suggests that he puts value on women’s work. The discourses of defamation and sanctification become visible through the semantic fields and at a higher level of analysis, they reflect the exact attitudes the two media have towards Kavanaugh, a man who is out of the circle of Democrat CNN and is an insider for republican Fox News.

### **6.3.2 Christine Ford as different discourses of CNN and Fox News**

There are different presentations about Ford in CNN and Fox News that are discussed separated in section 6.1 and 6.2.; however, putting the two media together the contrasts are more visible. It is easy to see that CNN zooms on Ford’s *emotions* while Fox News casts doubt on the credibility of Ford’s character and her motives.

The semantic field of emotion leads us to identify a discourse that CNN creates, which I choose to call it as *emotionalization* discourse. Emotionalization discourse multiplies the effect of accusations where Ford is a victim the other side is introduced as a monster. The discourse is also boosting the defamation discourse

that was mentioned before (See Section 6.3.1). Fox News here benefits from the discourse of *doubt* that in the case of Ford, this discourse encourages the reader to think more rationally about the whole story since Ford is just coming out of nowhere claiming something at a sensitive time for Kavanaugh as candidate for a new position. It makes the reader to have a second thought if Ford is really telling the truth and without political motives. The discourse of doubt discredits Ford and what she claims.

### **6.3.3 The investigations as different discourses of CNN and Fox News**

Two different discourses are visible; one that invalidates it (on CNN) and the other one that validates it (on Fox News). Since investigations did not reveal anything suspicious in Kavanaugh's background, it is obvious that the authenticity of it is rejected by CNN through an *invalidating* discourse. While CNN invalidates the investigations, Fox News upholds it as the right decision. In a *validating* discourse the investigations are justified by Fox News. In the case of investigation, it depends who is happy with the results and who is not. That is true for any other subjects in otherization discourse, if something or someone is beneficial to them it is validated and justified. Likewise if it is showing or claiming something that could harm their political goals, it is invalidated and rejected as untrue.

## **7 CONCLUSION**

In a cross comparative work of discourse analysis, the language use of CNN and Fox news were analyzed in relation to the process of Kavanaugh's allegation, to assess the word selection that these two media used in referring to Kavanaugh, Ford and the related investigation process. With regard to the otherization discourse, the word selection in CNN and Fox News related to these three subjects were dramatically different and sometimes contrary to each other (See Table 7). Other discourses that contribute to otherization discourse, in CNN and Fox News were also identified and discussed. They were discourses such as *defaming*

versus *sanctifying* for Kavanaugh, *emotionalization* versus *doubt* for Ford, *validating* and *invalidating* for the performed investigations (See Table 8).

The set of all the semantic fields that were identified through the words, connected the audience to two different types of stories. Each version of the stories were known as affected by the otherization discourse that were made up of some other discourses contributing each other to boost the otherizing process. The discourses were emotionalizing about Ford, discrediting Kavanaugh and invalidating the investigation process. For CNN's audience, Ford was certainly a victim that was sexually attacked by Kavanaugh many years ago. Kavanaugh was a monster hiding in his lies by denying the allegations. He had no qualification for his work since he is not honest plus that he doesn't have a healthy background. The investigation that proved Kavanaugh as innocent was incomplete and unacceptable. In the world that Fox News presented, there was no reason to trust Ford she had political motivations and such allegations were false. Kavanaugh were shown as a respectable, honest man who respects women as well. Investigations were thoroughly accurate and they prove nothing against Kavanaugh.

The dramatic difference in reflecting same characters and same facts showed that how much otherization discourse the news media produce and how they create different/opposite discourses. Since language shows the ideology of the author it can serve as a tool for manipulating and presenting facts in the framework of the author's mind or better say the ideological frameworks of institutions in displaying the events and people in the way they prefer. A discursive works that compare these subtle differences can show the contrasts between two media that belong to two different attitudes. Also comparative works that analyze the news media from two countries that are opposing to each other can interestingly show more radical differences proving that how much capability language has in portraying the face of the world in totally different ways.

Obtaining a critical insight that is not submissively accepting whatever they are told about as true facts, is the key to develop a wide point of view away of prejudice and one sided judgments about people and events related to them. Bias in the human communities can promote hate and narrow-mindedness leading to chaos and sometimes violence which never benefits human society. While there is education at children's schools based on getting along with differences and avoiding the judgments and conflicts, reminding this mindfulness during adulthood when consuming the products of news media organizations is crucial.

The significance of discursive works on news media is that it is, on one hand enlightening the audience and on the other hand it beneficial for the news media agencies. Language analysis even with a critical approach reveals the incredible capacity of language in its different sections of grammar, words and etc. Language is an important part of the media. Knowledge of this complicated system that can open ways to use it for the benefit of creativity and keep the audience engaged.

Another benefit of discourse analysis for news media is that news organization can avoid the unwanted trap of bias when they are aware that they get evaluated by investigative eyes. Nowadays concepts such as gender equality, antiracism and etc. are getting more and more popular, a small verbal mistake can lead to being accused of media bias and losing audiences. Language is complicated system and using it is a sensitive task. It is always an advantage to understand the language with a discursive and analytical view.

Table 7. Table of all categorized semantic fields in CNN and Fox News

CNN	Fox News
<p><b>Brett Kavanaugh</b> <i>credibility</i> questions about Kavanaugh's character contradictory far from exemplary unwise decision to deny claiming such a high standard sorting truth from falsehood paragon of virtue political tinge of his statement amiable veneer lied filled with misdirection &amp; untruth has lied his lies falsely claiming wounded by the lies hardly evidence of truthfulness conceal guilt long list of lies politicized defense self-righteous response intellectual distortions</p>	<p><b>Brett Kavanaugh</b> <i>credibility</i> respectable man an upstanding member gentleman good neighbor impeccable public record good name public trial of Kavanaugh's reputation a clean bill of health a decent &amp; kind man sterling reputation later apologized gentle approach <i>Honest</i> self-professed love of beer acknowledges <i>devoted Christian</i> mainstay in Sunday mass regular participant volunteered ...in charity</p>
<p><i>qualification</i> raised a question ...be a honest broker implementer of the law now-justice Kavanaugh</p>	<p><i>qualification</i> superbly qualified prodigious jurisprudence professor at a prestigious university the most prolific of the nominees extraordinarily qualified judge outstanding lawyer, jurist and mentor one of the most qualified lawyers</p>
<p><i>loose behavior</i> women's undergarment heavy drinking flag underwear</p>	<p><i>valuing women</i> exemplary stalwart champion of women four clerks all women</p>



out-of-control partying

***pretense***

emotional account  
wife wept in the background  
weepy  
the teary nominee  
irate and tearful denial

***bad temperedness***

irate and tearful denial  
loud partisan tones  
tone grew tougher  
harshly political tone  
vociferous & emotional defense  
his explosive testimony  
hyper-partisan style  
incompatible with...decorum  
unorthodox move  
shocked many observers  
explosive rage  
explosive performance  
does not have the temperament  
his backlash  
indignant

**Christine Ford**

***emotions***

felt compelled  
felt pressure  
has grappled  
going through  
the most agonizing & personal moments  
to shatter her own privacy  
tearful & poignant testimony  
was truthful  
trauma  
going through psychotherapy

his honor and fitness for the court

***emotions***

emotionally denied  
fell victim  
his emotional testimony  
Kavanaugh's impassioned testimony  
at times emotional

***Kavanaugh's temper***

vehemently deny it  
vigorous defense  
blasted his critics  
got into heated exchanges with democrats  
touted  
went on offence  
delivered a blistering attack  
he excoriated senators  
Kavanaugh's anger  
bare-knuckle politics  
bare-knuckle politics  
best strategy  
sympathetic  
gentle approach

**Christine Ford**

***credibility***

blames on the therapist  
not a legitimate victim  
no substantiation  
discrepancies  
apparent inconsistencies  
key inconsistencies  
under question  
hearing in doubt  
inconsistencies in the story  
contradicts past statements  
a different tally  
disparity  
has blamed on her therapist  
couldn't remember significant details  
calls her credibility into question

**investigation process**  
**invalidity**  
the flawed investigation  
the cover-up  
a charade  
orchestration  
to manipulate Americans  
to convince

**political motives**  
anti-Trump activist  
a motive beyond simply civic duty  
could have a political motivation

**investigation process**  
**accurate and detailed**  
FBI investigation:  
very extensive  
extremely thorough  
receive wide ranging input  
extraordinary  
six FBI background investigation  
500,000 pages of documents  
  
Senates votes:  
tens of thousands of pages  
Kavanaugh answered ...1278... questions  
have all the information  
point-by-point explanation

Table 8. Table of discourses used in the two media

discourse subject	CNN	Fox News
Brett Kavanaugh	defamation discourse	sanctification
Christine Ford	emotionalization	doubt
investigations	invalidation	validation

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## Appendices

### Links of CNN pages

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<https://www.foxnews.com/opinion/feinsteins-shameful-Kavanaugh-hail-mary-pass>

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