



2nd Global Conference on Multidisciplinary Academic Research  
(GCMAR-2019), Bali, Indonesia

ISBN: 978-0-6482404-8-8

Asia Pacific Institute of Advanced Research (APIAR)

[www.apiar.org.au](http://www.apiar.org.au)

## **CONSTRUCTING FAIRCLOUGH'S IDEAL READER USING VAN DIJK'S SOCIO-COGNITIVE MODEL: A CRITICAL LINGUISTIC STUDY**

Sana Haider

Aligarh Muslim University, India.

*Corresponding Email:* sanahaider.eflu@gmail.com

---

### **Abstract**

Text produced by mass communication sources like the online news reports lacks the dynamicity of face to face interaction. It is, therefore, assumed by Fairclough to be addressed to an ideal reader. We assume this ideal reader is someone who understands and agrees with the produced text and the kind of reality it constructs. Each text embodies the ideology of the text producer. We have selected three different news reports on the abrogation of Article 370 in India. The Article gave some special rights to the controversial state of Jammu&Kashmir. One news report is from a mainstream Indian news agency, second from an alternate media in India and the third by BBC. We have used the Critical Discourse Study perspective to analyse the kind of reality constructed and thus, the kind of ideal reader addressed. This ideal reader, influenced by the discourse of the news media (re)produces it in the society contributing to the creation and establishment of this particular discourse/this particular kind of reality. We attempt to comparatively study the different ideal readers constructed in the three reports and its social effects thereof. An important aspect of our analysis is van Dijk's Socio-cognitive Model that focusses on the cognitive mediation between textual discourse and society. It explains the process how the ideal reader gets cognitively influenced to produce social effects of the textual discourse.

We found one report simply eulogizing government's moves and explaining how worthy an action it is. Third report was neutral and objective in its approach. It used direct and matter of fact style of reporting. The third report was found to be mostly critical in its approach. The style of reporting was objective, yet the content reported seemed to be very much like the first report. We question if these observations can be explained using the concept of Overton window from Political Science.

**Keywords:** Ideal Reader, Fairclough, Critical Discourse Study, Socio-cognition, Van Dijk, Overton Window.

---