

**Abstract:** *Rich in interpretations, the term ideology is being analysed on interdisciplinary coordinates, starting from a corpus belonging to the domain of international political economy.*

**Key words:** *ideology, political economy, nominalization, control verbs*

**Rezumat:** *Termen controversat prin bogăția conotațiilor adăugate de-a lungul timpului, cuvântul "ideologie" este analizat interdisciplinar, pe baza unui corpus aparținând domeniului economiei politice internaționale.*

**Cuvinte-cheie:** *ideologie, terminologie, conotație, analiza discursului*

The word *ideology* has been doomed to ardent controversies since its coinage in 1817 by the French philosopher Destutt de Tracy who used it with the meaning of knowledge and ideas seen from within the domain of political science. Providing a positive connotation, he was the advocate of a new science meant to become "the foundation for establishing humane social policy and constructing decent law and government" (Gee 1990: 4).

Since then the word has made history not only for its thorough use as a term in specific fields such as comparative politics and international political economy but also as the core builder of the conceptual background of interdisciplinary studies of various cultural areas including literature, gender analysis, linguistics, translation theory and practice.

This hyponymic status can be signaled in our opinion as an imaginary or visionary theorization (i.e. the production or use of theories) of the term: "The context of culture is a large and complex knowledge system spread between the various members of a particular culture, and hence consisting of many sets of knowledges, including in particular, the institutional and ideological" (Leckie-Tarry 1995: 2).

The labeling of the term *ideology* whose etymology comes from *idéo*- "of ideas" from Greek *idea* + *logos*, denoting a systematic set of ideas and doctrines as first recorded in 1909, has been changed along the centuries in connection with both historical events and personalities: "Ideas have changed because human experience about which the ideas are being formed –the whole relation between man and nature or between conscious and unconscious man – has itself been in process of change" (Barfield 1984:71).

We shall here mention two of the most influential figures in political science. Napoleon used it with a pejorative connotation inventing the word *ideologue* to denote irrational, subversive intellectuals who focused on the beliefs themselves as object of study. Marx and his followers associated it with political ideas supporting that ideologies represented reality in a distorted way, producing and being products of a false consciousness, focussing rather on the principles of dominance and resistance within the social struggle between the ruling class and the working class: "Marx challenged liberal democratic ideology, castigating it as a rationale for class oppression" (Knight 2006: 620).

With reference to the use of the word in language studies Van Dijk (1998) asserts that ideologies are (re)produced through discourse seen as any stretch of language which hangs together to make sense to some community of people who use that language. Hall (1982) views ideology as a reproduction of dominant discourse. In the same line, Fairclough interprets ideology as sets of assumptions which have been naturalized, by assuming the position of 'common sense' thus linking it with power, since "the nature of the ideological assumptions embedded in particular conventions, and so the nature of those conventions themselves, depends on the power relations which underlie the conventions; and because they are a means of legitimizing existing social relations and differences of power, simply through the recurrence of ordinary, familiar way of behaving which take these relations and power differences for granted" (1989:2).

It has been well argued and documented by several theorists such as Kress and Hodge (1979), Martin (1985), Fairclough (1989) that the ideology within which a text is written constrains choices in discourse organization, grammar and lexis especially when it is issued by a group of

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people politically joined as members of a certain party or organization. In this context the concepts of both power and ideology are best represented by the use of typical discourse markers triggered by the global context (Dima 2009). In this paper, illustrations have been taken from the domain of international political economy, regarding the world economic crisis, with special reference to the Greek financial crisis. The corpus includes an article picked up from *The Guardian* online where we analyzed nominalization and controllability as distinctive power markers.

Nominalizations attenuate the sense of activity carried by the verb phrases, being more indirect and less explicit: "These nominalizations tend to give a sense of abstraction and generality and allow concealment especially in terms of power relations (i.e. participants involved in the process and/or writer's attitude)" (Leonardi 2007: 271). The nominal phrases listed below underline the noun's great capacity to collocate and build up a variety of local contexts both as head and modifier nominator, thus increasing the sense of generality: e.g. *civil disobedience campaign*, *the civil disobedience movement*, *a broader campaign of civil disobedience*; *a new property tax*, *the unpopular property tax*; *EU/IMF austerity measures*, *painful cost-cutting measures*; *the public power corporation*; *a budget black hole*. The recurrent use of genitives within the noun phrases, e.g. *Greece's anti-tax revolt*, *Greece's debt mountain*, *the government's dirty work* have the purpose of reorienting or framing the degree of agency as well as providing resources for mitigating responsibilities for the actions described: e.g. *Rather than dampen Greece's anti-tax revolt, last week's landmark decision at an EU summit to write off 50% of Greece's debt mountain while giving Athens another €130bn (£114bn) in rescue funds, appears only to have bolstered resistance*; *"We are not going to do the government's dirty work," railed Nikos Fotopoulos who heads the union*. In the quoted examples the genitive constructions hint at different targets: the first generalizes on the revolt action without expressing possession, the second genitive focusses on the object rather than on the human initiator or cause of the event, while the third has a resultative object representation with an opaque representation of human agency." Hence a human actor who could be seen as the initiator of an event or action is framed as a source of a transitive act... In such cases, the speaker lets the listener infer the potentially causative relationship between the referent of the source and the action described by the predicate" (Duranti 1994: 655).

Verbal phrases bring to focus openly- expressed power through controllability. Control verbs can be subcategorized semantically according to the degree of strength contained in their semantic matrix and the thematic roles they hold, in *weak verbs* and *strong verbs* as shown in the following corpus samples:

a. In the first category we include weak control verbs such as verbs of encouragement, e.g. *to ensure*; *to warn*; *to endorse*: *The finance ministry warned that failure to pay the tax...*; *We will do everything to ensure that...*; *who was expelled from the ruling Pasok party in June for refusing to endorse painful cost-cutting measures...*

b. In the second category we include strong verbs of control in an ascending order from strong to the strongest in expressing gradual imposition of power: e.g. *to supervise*; *to dampen*; *to cede*; *to call on*; *to enforce*; *to threaten*:... *monitors would be relocated to Athens to supervise the economy*; *Rather than dampen Greece's anti-tax revolt...*; *the accord has also been harshly criticised for ceding too much sovereignty to its international creditors*; *How can someone who earns €500 a month suddenly be called on to pay a property tax*; *Many fear the deal will mean more austerity on top of wage, pension and benefit cuts already enforced by the socialist administration*;... *militant unionists at the public power corporation, have threatened to step up action*.

A subcategory of control verbs are the so- called *attitudinal verbs* (Dima 2003) which are discussed in connection with the nature of the controller: "We suggest that the semantic role assigned to the NP controller in the matrix clause can undergo a 'falling 'shift' in authority from affecting to *affected* due to the semantics of the infinitival complement clause, while preserving co-referentiality with the PRO in the *S-theme*" (Dima 2008: 80). The corpus samples selected include the following subclasses:

a. prospective verbs of preparation, e.g. *to brace for*, meaning to prepare for something unpleasant that is going to happen: *The Greek authorities are bracing for a broader campaign of civil disobedience...*

b. preventing verbs by protection such as *to stave off* meaning to keep someone or something from reaching you or affecting you for a period of time: ...*it needs to stave off default*;

c. enabling verbs telling that the following predication is possible e.g. *to galvanize* meaning to shock or surprise so that they do something to solve a problem: *Nothing has galvanized public opinion more than the unpopular property tax*; e.g. *to step up*, meaning to increase action in order to improve: ...*militant unionists ... have threatened to step up action*.

The study of the ideological words that we have presented in this paper has led to concluding that:

1. The concerns over ideology across the decades clearly reflect the press of historical and social events, but they also suggest the consensus over the core definition of ideology as a relatively stable set of interrelated ideas;

2. In point of discourse analysis, assignment of agency is done through the strategic use of grammatical forms that recurrently index participants' institutional roles and their perceived authority.

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