

# Semiological Discourse Analysis of the Editorial Cartoons of International Newspapers on COVID-19

**Mutaz Mohammad Alkhresheh**

*Assistant Professor, Department of General Courses,, College of Applied Studies and Community Service, Imam Abdulrahman Bin Faisal University, P.O. Box1982, Dammam 31441, Saudi Arabia*

## **Abstract**

The present study aimed to find the hidden ideological approaches used by the newspaper editors in the portrayal of their cartoons in the respective newspapers. The target of this research was to achieve a broad spectrum comparison of semiotics as depicted in international newspapers as Dawn based in Pakistan and The Economist based in Britain. The objectives of the research were achieved by dividing the study into two parts. At first, the written parts of the cartoons were analyzed, and secondly, the semiotics was analyzed. An integrated framework of analysis was used and the researcher blended the CDA model by Norman Fairclough and the semiological framework of Roland Barthes. The study revealed that Dawn presented the domestic problems of the health care system. Further Dawn presented the severe attacks of Covid-19 and locusts and the drastic effects of locusts on the agriculture-based economy. The Economist presented an American cultural disorder of racism that has been part of its earlier history. The Economist also highlighted the precarious state of Brazil and the inefficiency of the government to tackle the spread of Covid-19. It was concluded that the semiotics presented in the newspapers portrayed the situation related to Covid-19 and its long-lasting effects have been discussed in the context of culture and social practice. A comparison of semiotics was presented at the end of the study.

**Keywords:** *Covid-19, International media, Third-world, Western media, Semiotics, CDA.*

## **Introduction**

Since the advent of civilization art and paintings have contributed to mass education. The earlier cave men even loved paintings and the evidence have been collected from the caves and later, when people started living in city-states they started entertaining each other with music and art. Initially, these were the enactment of the religious subject which resulted in Modern Greek drama and stage and slowly liberal art developed. The western renaissance started with art. While in Asia especially in Indus valley there were religious ceremonies where the stage and art were a prominent part of religious and cultural festivals. Art contributed to the spread of knowledge and information. Cartoons became a prominent part of newspapers since the advent of journalism as a field that now enjoys a position of stakeholder in state. Cartoons provide concise, sarcastic, and clever impressions of issues on the situation pertaining at a specific time. The first political cartoons appeared in Mesopotamian Civilization (modern-day Egypt) in 1360 BC. A painter ridiculed political leaders

of the time. Later on, it was developed as a form of criticism.

The cartoon may highlight the issues related to religion, economy, law and order, and international emergencies. Socio-political cartoons bring humorous criticism and questions to the existing order. The biases of newspapers and editors are the real questions that are often neglected. Cartoons and discourse together work as motivators. The cartoons are considered a valuable part of the newspaper as the cartoons present the existing problems differently.

Van Dijk explained the idea of critical discourse analysis is being critical in scientific thinking. He asserts that CDA and CL (critical linguistics) share common perspectives on carrying out discourse analysis, semiotic analysis, and linguistic analysis. The subject matter of critical discourse analysis is the investigation of social inequalities, class conflict and class struggles, cultural disorders, and social practices.<sup>11</sup>

The study argues that the discourse of newspapers is ideologically loaded which employs a language replete with multiple meanings and plays an important role in the opinion the building of masses. The media plays a vital role in public perception.

The cartoonists use analogy, labelling, humour, satire, and exaggeration for expression of their opinion and ideology to readers.

It is argued that in literature writer's satire the situation and art, artists create it in cartoons. Satire hits human follies and prejudices through written and spoken discourse while in art satire is painted or sketched. Cartoons provide an escape from lengthy discourses and their explanations. The area of semiotics is very significant as it highlights the existing problem with pictorial imagery. It may highlight culture, cultural disorders political disorders, the role of language in nation-building and use of language at public places, etc. The study analyzes the semiotics of two leading English newspapers like *The Economist* and *Dawn*. The CDA model of Fairclough and semiotics model of Roland Barthes has been integrated to carry out the study.

### Significance of the Study

The study has focused on socio-economic and geopolitical constructions of countries and their possible response to international emergencies in their premises. Moreover, the drastic economic effects of Covid-19 have been discussed. Besides, the analytical framework used in the study has been a blend of three-dimensional Fairclough's model of critical discourse analysis and Barthes' model of semiotics study. The data have been collected from international newspapers as *Dawn* based in Pakistan and *The Economist* based in Great Britain. This factor makes it interesting that how western media and Eastern Media depict the same issue in their respective newspapers, keeping in view the existing socio-economical problems of the country.

### Research Questions

1. How did daily dawn present the international medical emergency of Covid-19 through its' semiotics?
2. How did *The Economist* present the international medical emergency of Covid-19 through its' semiotics?
3. How did the newspapers' semiotics differ in portraying the same news?

## Literature Review

### Conceptual Definitions

To make the subject of the study comprehensible, the following terminologies and concepts are briefly discussed.

### Cartoons and Caricature

Oxford Advanced Learner's dictionary defines the cartoon as "an amusing drawing in a newspaper or magazine, especially the one about politics or events in news". The cartoon is often called a non-realistic or realistic type of drawing. The concept of cartoons came into being during the middle ages or dark ages and it was considered a piece of art painting, fresco, tapestry, etc. but later on, it was considered as a means of satire and humor. In the years 1843 cartoon was considered as an ironic or comical picture in periodicals and newspapers. In the early 20th century it was considered as animated films like printed cartoons. While in the case of the socio-political cartoon it is considered as a medium of graphic representations of public figures with the expression of the editor's opinion. The cartoons typically contain artistic skills to portray an image of public interest ranging from religion, philosophy, and history, economy to politics, health, and law. This cartoons satire the existing norms of society and cultural practices (directly or indirectly). These cartoons were analyzed based on the semiotic model of analysis in this study.

### Semiotics

The study of signs and symbols is called semiotics. Signs can be symbolic, linguistic, and artificial, or any other thing. The writer divides signs into three particular categories as symbols, icon, and index.<sup>10</sup> Ferdinand de Saussure proposed the concept of signifier and signified. Saussure asserted that signs and language are arbitrary.<sup>3</sup> Roland Barthes introduced the idea of the significance of signs as denotative, connotative, and mythical. Roland Barthes proposed that a symbol or sign can be analyzed on three levels. These levels are denotative, connotative, and mythical respectively.<sup>2</sup>

### Written and Visual Discourse

The literal meaning of the word 'discourse' is an argument. Levin and Hovav asserted that the most commonly used type of discourse used in academic, legal, and writings of the press are expository discourse.<sup>7</sup> The discourse was primarily the subject of written

and spoken language but later in the 18th century as scientific knowledge was elaborated with visuals rather than written codes. This was the breakthrough in systemic and logical patterns of language. Now language was science and its' evolutionary aspects were discussed. Morgan said that linguistic and paralinguistic features of language constitute discourse collectively.<sup>8</sup> Historical shreds of evidence as well as existing issues are discussed in the critical discourse analysis. Now it is argued that comprehension of discourse can be increased by visual representation. Print media relies on the semiotic or visuals for concrete issues as well as the subjects of common life.

Albers argued that there is VDA as a visual discourse analysis in which image is analyzed by using the rules of written discourse.<sup>1</sup>

### Covid-19

Coronavirus disease of 2019 abbreviated as Covid-19 has been declared as an international health emergency by the United Nations and it has spread large scale deaths and large scale economic recession for consumers and producers that are recognized first from China in November 2002 and later on in Vietnam in 2003.

In 2020 in December it was reported from Chinese Wuhan that individuals have been affected by this disease. And then it spread around the globe with drastic effects. The countries are facing problems in the economy and health sector. The case of third world countries is very critical. The incapacity of the health department in these countries has been affected severely. Paramedical staff and doctors are losing their lives daily. The western countries are of no exception. Italy has been a major victim of this pandemic and Brazil is exhausted. International media is reporting with heavy hearts as the death toll keeps on increasing. The economic impacts of covid-19 are shaping world affairs in another dimension. The linguists are calling the future as the post-covid-19 era. Newspapers are also trying to depict the situation in their cartoons. Editorial articles are published and expert opinions are published for the control of pandemic on the individual level. This study explores the use of semiotics in international newspapers. And comparison will be drawn at the end.

### Review of different researches

Namibian newspapers were analyzed by

Mwetulundila, and Kangira. The researchers explored the use of hectic and humour in Dudley's political cartoons. The descriptive study was carried out qualitatively for the analysis of semiotics and content. Criteria sampling technique was used to collect the data. The study was carried out by using the concepts of Aristotle on rhetoric persuasion, which include logos, ethos, and pathos. It was concluded that ethos was used for higher figures in societies. Pathos was used to accelerate the feelings of readers to earn sympathy for discussion and logos were used to convey that cartoons brought the truth to surface.<sup>9</sup>

Idid and Chang explored the mass agenda of two major groups and media in 2008 elections by using tools of survey and content analysis. The concepts of rank-order correlation were used to analyze the impact of the media campaign in the election. It was found that Chinese media had a great affiliation with the public agenda and maintained that Chinese newspapers affected what should people think.<sup>6</sup>

The research was conducted by Sheikh Et.al. 2013 on Pakistani newspapers that how newspapers used communicative cartoons in the 2013 election. The researcher implied the Quanto-qualitative method was used for semiotic analysis. Persuasion techniques were used by cartoonists. It was explored that persuading techniques were used with irony, exaggerations, and symbols to produce desired outcomes from readers.

El Falaky, examined the editorial cartoons extracted from an Egyptian newspaper named AL Ahram. The study explored how cartoons and visuals were used to create the desired ideologies. The researcher used the visual grammar method of Kress and Leeuwen. The study revealed that with the use of multimodal texts the editors of the newspapers inscribed their desired political and ideological stances on the readers in the critical times of social and cultural unrest.

This study relies on the semiotics of two English newspapers like The Economist and Dawn based in Britain and Pakistan respectively.<sup>4</sup>

## Methodology

The research methodology is a systemic way to carry out a particular study at hand. In the field of language and literature different techniques, theories and models have been introduced. The field of linguistics deals with the research on scientific terms, definitions and processes

for the conduction of the research. This study has been carried out by blending the CDA model and Semiotic Model. In the field of critical discourse analysis, different techniques have been at hand. Van Dijk's model of CDA, Foucault's discourse analysis model in terms of sociology and there is another prominent name in the field of CDA and it is Norman Fairclough introduced three steps method to carry out the research. In the field of semiotics two major names of great importance. The first is Saussure who introduced the concept of signifier and signified in the field of semiotics. And second is Barthes who introduced the three levels of analysis. CDA and its model of analysis have been elaborated and Barthes' model follows CDA in the order.<sup>11, 5</sup>

## CDA

Critical discourse analysis is elaborated as follows along with its critiques. The first rule of critical discourse analysis is that it talks about social problems and arising disorders as its resultant. CDA focuses on language, use of language, and existing social and cultural problem which affects it. CDA makes a critical approach to find political relationships in the power systems. According to Fairclough and Wodak, CDA tries to extract outcomes that have relevance to the social, cultural, and economical perspectives.<sup>5</sup>

Further, it deals with the idea that relations of power are discursive. It explores how multiple cultural relations related to power are exercised and how these relations are negotiated through discourse. CDA mediates the link between society and text. The main concern of CDA is to make a connection between the properties of text on one hand and socio-cultural practices on the other hand.

Critical discourse analysis also explores ideological practices. It is often said that ideologies are often practiced through discourse. In discursive practice, the effects of discourse practice are observed.

Discourse practice is a subject of historical conventions. Comprehension of discourse can be made through historical practice. Extra linguistic elements like ideology in historical terms, culture, and society are included in the study.

The CDA model by Fairclough includes the following steps:<sup>5</sup>

Critical discourse analysis model of Fairclough:

### 1. Text (descriptive level)

The first level in this model deals with textual analysis of a given piece and particular aspects of the text are dealt with the analysis of text as the use of vocabulary, grammatical structures, lexical choices, etc. These aspects are described for further explanation to the next level.

### 2. Discursive practice (interpretive level)

It deals with the production and consumption of the text. The source of text and mode of its production are discussed at this stage. The text is interpreted as social practice and social ideologies of text are interpreted.

### 3. Social practice (explanation level)

In this stage factors of power and ideology are created to explain the relationship between socio-cultural context and production of the text and its use in a particular context. The linguistic and meta-linguistic features of the text are analyzed.

## Semiotics

According to Ferdinand de Saussure, language is a system of signs. Society responds to these signs in a predictable way. According to Saussure sign is made up of a signifier which may be an acoustic form of the word, and a signified which may be a mental concept. Signifier and signified contribute to the understanding of meaning. Saussure asserts that semiotics is a way to unlock many cultural phenomena.

Barthes' contribution to semiotics is marvellous. He helped to formulate the science of semiotics on modern linguistic principals of structuralism. He introduced the idea of the myth that he described in his mythologies. According to him, myth is a type of speech and hence anything can be a myth. The semiotic model of Barthes is discussed below.<sup>2</sup>

## Barthes' model of Semiotic Analysis

This model has three levels as:

1. Denotative level: it discusses the literal or dictionary meaning of a given word or sign.

2. Connotative level: this level deals with meaning which may vary from speaker to writer and vice versa.

3. Mythological level:

This level deals with the concepts which are culturally flexible and cultural variables are applied in

the limited context of culture.

### Data Collection

This research decodes the semiotic and linguistic discourses of editorial cartoons published in international newspapers on covid-19 and other existing problems. The samples were extracted from the *Dawn* and *the Economist*. The purpose of the study is how the editors select and publish the cartoons with a verbal discourse that propagates their desired meanings. These newspapers (*Dawn* and *The Economist*) were selected to bring about a comparison between Asian and European media and their selections of contents.

### Sampling

The data for analysis was collected from the newspapers (*Dawn* & *The Economist*). The semiotics of *Dawn* was published on May 21, 2020, and June 11, 2020, while the semiotics of *The Economist* appeared on June 4, 2020, and on July 9, 2020. The role of print media has been very important as it reaches everywhere around the world and anyone can access it easily. And the study aims at finding the fact that print media has been playing its role in portraying the times of pandemic around the globe.

### Framework of Analysis

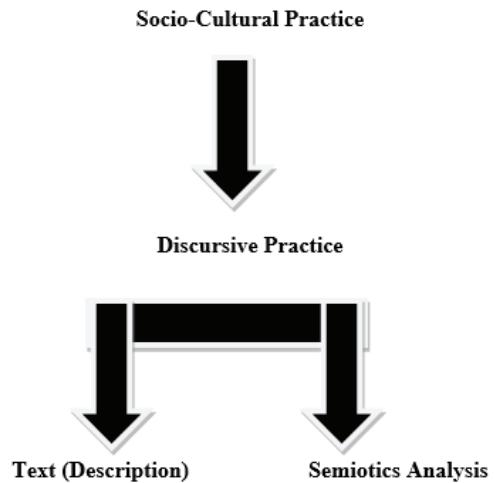
A combined framework has been devised for the study. The researcher selected the Barthes model of semiotic analysis with its levels combining it with three dimensional of discourse analysis proposed by Fairclough. Both models have been discussed earlier.

### Limitations and delimitations of the study

The analysis contains the critical discourse and semiotic analysis of cartoons or semiotics published in two newspapers as *Dawn* and *The Economist*. No regional language newspaper's semiotics has been added. It is only English newspapers. This research is limited to the semiotics of two particular newspapers published in Pakistan and the United Kingdom.

### Scheme of analysis

For data analysis, an integrated model was used by combining two models of semiotics and critical discourse analysis. It is shown in the following figure.



It has been established that the integrated model operates from bottom to top. There the analysis is as follows.

### Data Analysis

Barthes' model of semiotics and Fairclough's model of critical discourse analysis provides a comprehensive framework for the analysis of semiotics and discourse in the existing socio-cultural as well as economic and political processes. The study uses the integrated framework as mentioned in figure1. The three-dimensional models of Fairclough has been used in the bottom-up scheme integrating it with the semiotic model of Roland Barthes on parallel lines. The data analysis practice starts from a broader perspective to a narrow one. Then cultural and social context is explained initially and discursive practice and text analysis with semiotic analysis follows it at the micro-level.<sup>5</sup>

### Socio-Cultural Practice (Explanation)

Norman Fairclough proposed that during the analysis of the socio-cultural practice of an event, the researcher can explore different contexts as a context of frame of society, institutional practice context, and immediate situational context. The semiotics is given to discuss the events of contexts. The analysis of relationships has been carried out by keeping in view the particular conditions of society in the time of the pandemic.<sup>5</sup>

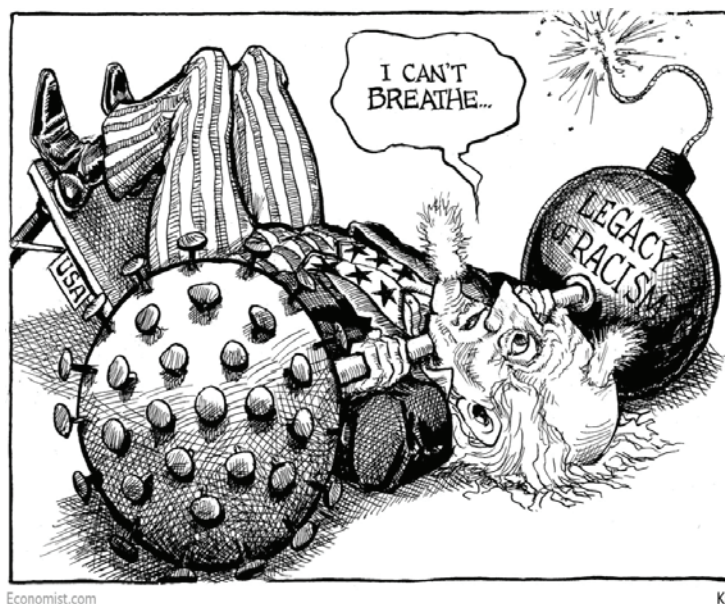


Figure 1. KALS Cartoon

It contains the semiotics as well as written discourse as “I can’t breathe”. Taking into view the immediate situational context it comes to light that a black American was killed by a white policeman in America. While the public faces drastic effects of coronavirus on their lives another act of racism was reported and the world responded to it as ‘black lives matter’. The event attracted the attention of people around the globe and protests erupted everywhere in Europe. The contextual analysis of institutional practices refers to the historical events which are part of that particular culture. American history is full of stories which concern the persecution of black Americans from the time of slave trades. Black has been marginalized as untouchables (idea taken

from the Indian caste system that was abolished by the government after the partition of the subcontinent, but still this is practiced in other parts of the subcontinent partially or completely) and their rights were neglected. This institutional practice refers to the subjugation of blacks in the 21<sup>st</sup> century. The written discourse has the phrase ‘I can’t breathe’. This is layered meaning as George Floyd was killed by a white policeman in daylight. Another meaning refers to the social practice of Americans about Blacks as there is no freedom for Black people as the White enjoy. So this shows the moral suffocating environment produced by white supremacists in America.



Figure 2. The Brazilian government

This figure highlights the attitude of the Brazilian government on the pandemic considering it the mere flu. The semiotics shows that Brazilians are playing football surrounding by covid-19 moving and attacking freely. The idea comes to mind as if they are playing while viruses as the highlighted discourse say 'play on'. This is the state of affairs in Brazil risking the lives of citizens.

The social and cultural practice shows negligence and there is no protective measure to be taken for the control of the pandemic. People are advised to be safe and stay home rather they are allowed to have a party or outdoor get-together. The immediate situational context refers that there is no conscience of society and the public on the gravity of matter which has jammed the global wheel of economy and politics.



Figure 3. Pakistan & Covid-19

This figure contains the semiotics as well as discourse. In mid of the year, Pakistan faced critical problems of covid-19 and locust. Locusts were destroying the villages and covid-19 attacked the major cities severely where people lost their lives and the toll continued till mid-July. The situation was worse for the whole country and people suffered economically and psychologically. Living under the poverty line Pakistan is placed in a third world according to ONE NATION

PROJECT index that Pakistan lays on number 42 for its GDP. The institutional practice by the state has been a great burden on taxpayers and leaving a loan of trillions on the public. While talking about social practices from a historical perspective it is revealed that from the day of its independence from the imperialist rule of British colonizers it couldn't stabilize its economy due to multiple reasons. This semiotics can be considered as a classic picture of socio-political practices in the country.

### Cartoon: 11 June, 2020

11th June 2020 | Zahoor



Figure 4. Zahoor's Cartoon

This figure discusses the health care system of the country. It is obvious that pandemic is hovering over the heads of the family but the health care system is not supporting. The bold discourse ‘ PANDEMIC’ refers to the spread of the pandemic in the country while there is a lack of appropriate infrastructure. It refers to the idea that how society works and how institutions provide services to people.

**Discursive Practice (Interpretation)**

The production of semiotics discourses in the wake of covid-19 have described as a discursive practice. The semiotics of Dawn and The Economist has been selected for data analysis. The coverage of The Economist seems to be of an international kind as it portrayed the racism in America along with the situation of covid-19. It is of the view that secular Americans are unable to breathe

in these circumstances. They have to face racism on one hand and covid-19 on the other. The Economist also portrayed the situation of Brazil that the virus has spread everywhere such that there is seems no difference that every object seems infected. Dawn discussed the domestic issues of agriculture as locusts had destroyed the seasonal crops badly and how covid-19 along with these locusts is pressing down the common man. It portrayed the health care system with its shortcomings and lack of modern ways of protection from pandemics.

**Text and Semiotics (Description)**

This part of the analysis contains the explanation of semiotics and the description of the text. For the semiotic analysis, four cartoons have been selected for analysis (Two from Dawn and two from The Economist). The cartoons have been analyzed one by one.

**Table 1. Semiotic Analysis of figure 1**

<b>Sign</b>	<b>Denotation</b>	<b>Connotation</b>	<b>Myth</b>
Bomb	Bomb in exploding position	Bomb symbolizes the extortion power	Related to the use of military power and modern weapons to suppress the public
Coronavirus	The devastating effect that it pushes down the man	Destroyed and questioned the idea of human relations	Representing the symbol of threat and total blackout
An old bald man with the beard	The senior citizen	This refers to the idea that old citizens are suppressed or have been suppressed	It may refer to the notion that senior citizens are more affected by racism which is still being practiced and coronavirus as it targets old age severely.

**Table 2. Semiotic analysis of figure 2**

Sign	Denotation	Connotation	Myth
A half-naked man shouting	This image may refer to the Brazilian government	This refers to the idea of chaos and anarchy	Man shouting ‘play on’ shows that he is concerned with the outrageous pandemic.
Coronavirus	The novel virus spread in the world	A threat to the world	Covid-19 was declared as an international health emergency by the United Nations. This may refer gravity of the pandemic

**Table 3. Semiotic analysis of figure 3**

Sign	Denotation	Connotation	Myth
Rain	Pandemic	The virus is coming like raindrops	The intensity of covid-19 has been portrayed as if the virus is a raindrop that drops everywhere.
Tattered umbrella	Health care system in Pakistan	Criticism of the health care system	This refers to the devastating effects and precarious situation of the health system of Pakistan. That it is unable to provide necessary measures to the public

**Table 4. Semiotic analysis of figure 4**

Sign	Denotation	Connotation	Myth
Gun	Use of power	This may refer to the powerful attack of locusts and pandemic	In the mid-year period in the country, Pakistan faced massive attacks of covid-19 and locusts. This pointed gun refers to the use of force.

**Findings and Discussion**

Critical discourse analysis is a disciplined way of text analysis. Fairclough devised a way to systematically analyze the data at hand with a scientific approach. It refers to the idea that language is also a scientific field. Three stages of analysis provide an insight into the socio-political context of text production. The text is a product of cultural processes that result in a great discourse.<sup>5</sup>

Barthes’s model of semiotics provides a systematized way to analyze text for better understanding and getting the real editorial ideologies being presented in the semiotics.<sup>2</sup>

The research at hand analyzed the semiotics of international newspapers from Pakistan and Britain. The Economist focused on pandemic and international

affairs. It discussed the hazards of covid-19. The recent incident of racism was also presented in the semiotics. This incident took the life of a black American. The discourse 'I can't breathe' is of much importance. This shows the suffocating practice of racism in the time of pandemic going parallel. This brought a real of great America as it is practicing the outdated version of racist practices. It is the time when people are trying to help each other and reconcile with one another. But in the case of America, the case is different. This shows how much trump administration is concerned with the health, safety, and civil rights of the public. Other semiotics taken from *The Economist* is in Brazil.

Brazil didn't pay serious heed to the pandemic. Brazil crosses the number of 3 million cases of patients infected with the virus. The casualty of seventy thousand patients has been reported. Brazilian president was tested positive with the infection. The semiotics referred to the idea that they have no problem with covid-19 and as seems it is the president of Brazil in the cartoon urges to play on and he is controlling the spread. The excessive spread of the virus has been portrayed in the way that players are playing with the virus instead of football. This is a serious situation and alarms the travelers to decide once again who are planning to visit Brazil.

The semiotics of *Dawn* portrays the domestic situation of the country. One semiotics refers that the public has been attacked by the locusts on one hand and covid-19 on the other hand. Locusts attacked in the mid-year as the covid-19, the attack was at its peak. The semiotics was published on May 21, 2020, when the country was facing massive blows from both sides. And the economy faced tremendous problems as the lockdown was imposed to tackle the situation. This directly affected the common man who was not ready for such outcomes of covid-19. Another semiotics referred to health care as a tattered one in Pakistan. These semiotics was published on June 11, 2020. The month of June in Pakistan had been categorized as the month of a severe attack of covid-19. The hospitals were full of covid-19 infected persons and doctors were also facing problems with lack of infrastructure. Hospitals were lacking in PPE's and doctors were forced to work in these circumstances. This entire devastating situation was portrayed in semiotics. It was also observed that *Dawn* portrayed the situation without the risks of establishment and forced censorship as it is often practiced invisibly. *The Economist* grasped the racism and situations of covid-19 in two countries boldly. This is how the semiotics was presented.

## Conclusion

The research briefed on the published semiotics of newspapers in the wake of covid-19 and other cultural practices in recent times around the world. The study relied on two different aspects of linguistic analysis. First was the semiotic analysis model proposed by Roland Barthes and three-dimensional critical discourse analysis model by Norman Fairclough. The researcher devised an integrated model of analysis and applied it with a bottom-up approach. The findings revealed different editorial tactics to produce a piece of semiotics. It also revealed the incident of racism and its socio-cultural impacts were discussed and its historical perspectives were also discussed.<sup>25</sup>

*The Economist* portrayed the effects of covid-19 in Brazil and its spread all around. *The Economist* also presented the social practice of racism and its consequences were discussed. *Dawn* presented the socio-economical effects of covid-19 and locusts. It also presented the precarious situation of the health care system.

## Recommendations

The role of media in educating the world and spreading the ideologies has been a contributing factor in nation-states. A critical comparison of the ideological biases of newspapers by readers would make an analytical atmosphere for future readings. It is recommended that a careful study of coverage style should be the subject of the decision.

**Conflict of Interest:** I declare that there is conflict of interest.

**Ethical Approval:** The research approved by the scientific and ethical committee in my department.

**Source of Funding:** The research funded by the author only.

## References

- 1) Albers P. Visual discourse analysis. Reclaiming reading: Teachers, students, and researchers regaining spaces for thinking and action. 2011:187-204.
- 2) Barthes R. *Mythologies*, éditions du Seuil, Coll. Points civilisation, Paris. 1957.
- 3) Culler JD. *Ferdinand de Saussure*. Cornell University Press; 1986.

- 4) El-Falaky MS. Caricaturing Two Revolutions: Multimodal Discourse Analysis of Egyptian Political Cartoons.
- 5) Fairclough N. Analysing discourse: Textual analysis for social research. Psychology Press; 2003.
- 6) Idid SA, Chang PK. The media and public agenda among the Malay and Chinese communities during the 2008 Malaysian General Elections. *Asian social science*. 2012 Apr 1;8(5):107-15.
- 7) Levin B, Hovav MR. Manner and result. *Language description informed by theory*. 2014 Jan 15;147:337.
- 8) Morgan A. Discourse analysis: An overview for the neophyte researcher. *Journal of Health and Social Care Improvement*. 2010 May;1(1):1-7.
- 9) Mwetulundila R, Kangira J. An Analysis of Rhetoric and Humour in Dudley's Political Cartoons Published in the Namibian Newspaper in 2012. *International Journal of Research*. 2015 Jun 6;63.
- 10) Peirce CS. *The essential Peirce: selected philosophical writings*. Indiana University Press; 1992.
- 11) Van Dijk TA. *Principles of critical discourse analysis*. *Discourse & society*. 1993 Apr;4(2):249-83.