

Original Paper

Strategic Functions in CNN's Media Discourse: An Ideological Method to Convince People

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Abstract

The current research paper concentrates on the possibility of utilizing the four strategic functions of political discourse initiated by Chilton and Schaffner (1997) to analyze media discourse. More directly, the research is dealt with how Cable News Network (CNN) establishes the four strategic functions within its media discourse to convey its media message to its readers, reflecting its "Self" and "Other". To go deep further, it focuses to know whether the four strategic functions of political discourse can be applied and utilized with media discourse or not. Hence, this research contributes to the realization of strategic functions notion in media discourse, in general, CNN news discourse, in particular. Thus, it seeks, mainly, to answer the following question: Can strategic functions be established and utilized within the media discourse to convey ideological media message to the recipients? The linguistic analysis of CNN's news text that concerns with Arab spring events in Bahrain approves that the strategic functions concept can be detected within the analyzed data. Thus, this concept can be established and detected within the media news discourse, in general. As such, this study is designed to identify the prevailing strategic functions enacted through linguistic choices to reflect "Self" and "Other" 's constructions in the CNN's Arab spring news text by analyzing presupposition and the hidden ideologies behind. Fairclough's 2-dimentional approach for CDA (1995) will be employed to organize the process of analysis. Wodak's historical discourse approach for CDA (2009) will be integrated during the analysis to provide the readers with the background information necessary to understand the selected news texts. Square van Dijk's theory of Ideological (1998) will be utilized to clarify CNN's presentation of positive "Self" and negative "Other" (in and out groups).

Keywords

Strategic Functions, Critical Discourse Analysis, "Self" and "Other", Cable News Network (CNN), Fairclough 3-dimentional approach (1995), Wodak's historical discourse approach (2009)

1. Introduction

The Arab spring can be defined as a wave of demonstrations and protests spread in Arab world at the end of 2010 and early start of 2011 and this is called as “the Arab spring” (Ashley, 2011) or known as “the Arab awakening” (Aljazeera, 2011a, 2011b). It began, in Tunisia, with the event of self-immolation of Mohammad Bouazizi on 18/Dec./2010 rejecting the powerful elite’s corruption and their ill -treatment of people and violation of human rights (Fahim, 2011). This led to shake the Arab long-standing dictatorships in whole Arab homeland as in Tunisia, Egypt, Libya, Yemen, Bahrain and Syria. At that time, the Arab world was facing very difficult social, economic and political circumstances. This wave of Arab spring has its deep impact, influence and consequences on the Arab nation. News channels dealt with this wave trying to follow up and Cable News Network (CNN) is among.

In fact, CNN is among the notable channels in the world of the media (Barkho, 2007) that covered this phenomenon. Thus, the current study tackles one of the most prominent news outlets in the world, which has a great influence on the minds of its audiences and readers (Firdous, 2009). As such, CNN has its own fingerprints in the world of media. CNN is the pioneer internationally (Ross, 2008; Akbulut, 2010; Powers, 2012). The importance of the study may reside in this point as it throws light on one of the prominent world news channels, analyzing its online news stories linguistically and ideologically. Both factors may be considered important by specialists in linguistics, political sciences and mass-media and communication. As such, the researcher of the current study intends to focus on the ideological use of language to build “Self” and “Other” polarities in the CNN’s online news investigating Chilton and Schaffner’s notion of strategic functions which are manifested through linguistic choices in its media discourse about Arab spring. To help achieve this aim, the researcher will utilize a CDA framework concentrating on the CNN’s ideological representation of “Self” and “Other” towards Arab spring.

2. Literature Review

2.1 *Critical Discourse Analysis (CDA)*

Critical discourse analysis (CDA) is an approach or method to explore, investigate and analyze the written or spoken discourse revealing its discursive source of ideology, bias and power. However, CDA’s main goal is to unearth the socio-political inequalities in any societies, whether they are religious, political, economic, and cultural and so on so forth. Fairclough, one of CDA pioneers, defined CDA as the study of “often opaque relationships of causality and determination between (a) discursive practices, event and texts, and (b) wider social and cultural structures, relations and processes; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power; and to explore how the opacity of these relationships between discourse and society is itself a factor of security power and hegemony” (1995, p. 132). By such a definition, Fairclough elucidates that CDA’s main concern is to show how an event, social and

cultural, is expressed by discursive structures in such a dialectical relation being reflected in a written or spoken text. Furthermore, CDA investigates the role of discourse in sustaining and reflecting social relations of power and ideology. For Wodak (1989), CDA is an interdisciplinary method to study language critically aiming to manifest language behavior in relation with social actors. This means that CDA concentrates on analyzing texts and their contexts to unveil their hidden ideologies and power embedded within language. Van Dijk (1993) asserted that CDA is the study of ideology, power and resistance by means of analyzing linguistic structures as main priority.

In nutshell, the main aim of CDA is to reveal and expose power relations being embedded in and over discourses as discourse constitutes and is constituted by society and culture. Therefore, discourse reflects the social and cultural practices within their linguistic character, showing how the powerful group dominates the powerless ones legitimizing and imposing current socio-cultural status quo power relations (van Dijk, 1998a). As discourses are embedded with ideologies, analyzing texts is crucial process to uncover the imbedded ideologies, determining how texts reflect the hegemony of the powerful elite which (re)produces and transmit them.

To employ CDA on media news texts brings awareness and understanding of the linguistic strategies and components of the ideological power behind. CDA is, in fact, a tool that can be utilized to discover the implicit ideology through language. As such, this paper intendeds to shed light on the ideological use of language in the construction of “Self” and “Other” ’s components in the genre of media news texts. In other words, this paper intends to clarify how language can be utilized strategically to reveal the world providing readers another way to interpret and understand news texts. Thus, this researcher realizes the need for further understanding of how language can be used in the context of news media texts that cover Arab spring phenomenon, particularly, sowing how components of “Self and Other” are represented from political perspective.

2.2 Self and Other

Riggins (1997) asserted that the two terms of “Self” and “Other” have been used since Plato’s times, representing the relation between an observer (self) and an observed (other). In recent and modern times these two terms are used with ideological implications and interests. The term “other” is “commonly used to refer to all people the ‘self’ perceives as mildly or radically different” (p. 3). Moreover, the discourse involving the two identities, revolve about the notion that “self” is completely different from “other” as the first is portrayed positively and the second negatively (p. 4). Put differently, “Self” and “Other” always involve a “dualistic good versus evil struggle” (p. 10).

Furthermore, the two terms are, also, used to refer to “Us” and “Them” with positive connotation for the first and negative one for the second. In fact, Van Dijk (1998b, pp. 68-69) posited the polarization of Us vs. Them as ideological representation of “who we are, what we stand for, what our values are and what our relationships are with other groups, in particular our enemies or opponents”. Mazid (2007, p. 368) used “Utopic Kernel” to refer to “Us” and “Dystopic kernel” to refer to all that is not “Us”.

Van Dijk (1998b) asserted that the ideological discourse is organized by a general strategy of positive

“self” presentation (boasting) and negative “other” presentation (derogation). This strategy operates at all levels to emphasize our good things and their bad things. At the same time, our bad things and their good things should be deemphasized (van Dijk, 1998b). This makes the discourse ideological. In CDA, this is, more or less, a standard theory. Hence, critical discourse analysis aims, empirically, to examine systematically the strategies and structures of the various types of ideological discourses and their role in acquiring and reproducing ideologies of groups as a whole.

Throughout discussing his group conflict and interest notion, van Dijk (1998b) added that a typical racist ideology is where “we are representing Us as superior, and Them as inferior” (p. 68). He stressed that each group tries to approve that its ideological beliefs are true, leading to hard opposition between Us and Them as ideologically different groups. “We” is always represented positively whereas “They” is represented negatively. Thus, “positive self-presentation and negative other presentation seems to be a fundamental property of ideologies” (p. 69).

Van Dijk (1998b) argued that ideology is utilized within discourse structures to show one’s beliefs implicitly and explicitly. It is also used as a persuasive tool by the writer to manipulate the recipients’ minds. The general strategy to control discourse is based on the underlying in and out group polarization of ideologies:

-Our good things and their bad things will be emphasized as it is the case for the mitigation of our bad things and their good things. Thus, the image of “Self” is created by contrasting it with the image of “Other”. To sum up, ideology has pejorative and negative connotation, generating polarized attitudes of “Us” and “Them”, “We” and “They”, “Self” and “Other”.

2.3 *Presupposition*

“Presupposition is something the speaker assumes to be the case prior to making an utterance. Speakers, not sentences, have presuppositions. One major empirical test of presupposition is constancy under negation, that is, if an affirmative sentence conveys a presupposition, it will convey the same presupposition when it is negated” (Yule, 1996, p. 29). For example, both, “My mobile is expensive” and “My mobile is not expensive” presupposes: “I have a mobile”.

Many authors identify “presupposition triggers”. Levinson (1983, ch.4) and Yule (1996), for example lists the following:

- Existential Presuppositions
- Factive Presuppositions
- Structural Presuppositions
- Counter-Factual Presuppositions
- Non-Factive Presuppositions
- Lexical Presuppositions

Table 1 presents examples of Presuppositions’ types within their triggers which would help to be a guide throughout the descriptive analysis stage.

Table 1. Presuppositions' Triggers

Types	Triggers	Examples
-Existential -Presuppositions	a) Definite Description	-Lilly didn't find her friend -Lilly found her friend >>Lilly has a friend
	b) Possessive Construction	-Lilly's dress is so beautiful -Lilly's is not so beautiful >>Lilly has a dress
Factive Presuppositions	Factive verbs (realize, glad, be aware....)	-Lilly regrets to see him -Lilly does not regret to see him >>Lilly sees him
Structural Presuppositions	What-question	-Who goes abroad? >>Someone goes abroad
	Cleft Sentence	-Where Lilly goes is nice -Where Lilly goes is not nice >>Lilly goes somewhere
Counter-Factual Presuppositions	Conditional "if"	-If Lilly was clever, her family's situation would have been good >>Lilly was not clever
Non-Factive Presuppositions	Non-Factive verbs (imagine, dream...)	-Lilly pretends to be brilliant -Lilly does not pretends to be brilliant >>Lilly is not brilliant
Lexical Presuppositions	a) Change of State Verbs (stop, enter, come, arrive, go, leave, carry on)	-Lilly finishes her homework -Lilly doesn't finish her homework >>Lilly used to do her homework
	b) Implicative Verbs (imagine, avoid, ought to...)	-Lilly forgot to cook food -Lilly didn't forget to cook food >>Lilly used to cook food
	c) Iterative (returned, another time, to comb back...)	-Lilly apologized again -Lilly didn't apologize again >>Lilly apologized before
	d) Comparisons & Contrasts	-Lilly is better teacher than him -Lilly is not better teacher than him >>Lilly can teach
	e) Temporal Clauses (after, while, during, since, as...)	-Before the match's end, Lilly became aggressive -Before the match's end, Lilly didn't become aggressive >>Lilly used to watch matches

The present study analyzes presupposition and how it can be reflected and expressed by strategic functions in an attempt to uncover CNN's "Self and Other" hidden ideologies. Finally, the presuppositions are analyzed basing on the description and explanation by Levinson (1983) and Yule (1996). The analysis will be carried out at the pragmatic level to answer the present research's questions.

2.4 Objectives of the Study

The main objective of the present paper resides in showing the possibility of establishing the Chilton and Schaffner (1997)'s political discourse strategic functions in media discourse, exemplified by CNN's selected news text. Thus, it concerns with identification and discussion of the strategic functions utilized by CNN in its online news text to be analyzed within a CDA study, reflecting its "Self" and "Other". To achieve this goal Fairclough's 3-dimensional approach of CDA (1995) and Wodak's approach of historical discourse (2009) will be applied in analyzing the suggested CNN news text. As such, with the main objective mentioned above, this study is designed:

- to identify whether Chilton and Schaffner (1997)'s political discourse strategic functions can be established and used in media discourse.
- to identify the prevailing strategic functions enacted through linguistic choices to reflect "Self and Other" 's constructions in the CNN's Arab spring news discourse.
- to identify the ideologies that are hidden within the linguistic choices to reflect "Self and Other" 's constructions in the CNN's Arab spring news discourse.
- to identify the main presupposition triggers underling the assumptions that construct the "Self and Other" in the CNN's Arab spring news discourse.

2.5 Research Questions of the Study

The present study will be concerned to answer the following questions:

- 1-Can strategic functions be established and used within the media discourse to convey ideological media message to the recipients?
- 2-What are the prevailing strategic functions enacted through linguistic choices to reflect "Self and Other" 's constructions in CNN's Arab spring news discourse?
- 3-What are the ideologies that are hidden within the linguistic choices to reflect "Self and Other" 's constructions in CNN's Arab spring news discourse?
- 4-What are the main presupposition's triggers underling the assumptions that construct the "Self and Other" in CNN's Arab spring news discourse?

2.6 Research Methodology

In adapting Fairclough's approach to CDA, the researcher adopts the notion of strategic functions suggested by Chilton and Schaffner (1997) to elucidate the ideological use of language in the construction of "Self and Other" in CNN's Arab spring news discourse. Following a qualitative approach, the researcher will link between the linguistic choices and strategic functions enacted within CNN's media news text.

Chilton and Schaffner (1997) stated that the news political discourse should relate the pragmatic, semantic and syntactic choices to the fur “strategic functions” (p. 214). Due to research constraints, the researcher will do the pragmatic level analysis. At the pragmatic level, the researcher will look at the presupposition to reveal the hidden ideologies relating the concept of “Self and Other” expressed within the CNN’s selected news texts to be analyzed.

This study involves an a an analysis at the pragmatic level concentrating on presupposition as an analytical tool to understand the underlying assumptions utilized to build the sense of Self and Other in the chosen media news texts.

The presupposition will be located and identified in accordance to its types through applying constancy under negation test. “>>” symbol is used to denote what is presupposed as used by Levinson (1983) and Yule (1996).

By linking the linguistic analysis, which is the micro analysis of a text, to the strategic functions contributing to the macro analysis of the analyzed text, the researcher will be able to express the hidden ideologies which stand behind the political -powerful forces enacted within news texts. Subsequent to the selection and labeling process, every sentence in the news texts is numbered (see appendix A).

2.7 Theories and Approaches Applied

2.7.1 Chilton and Schaffner’s Strategic Function (1997)

The linguistic analysis of the text will be linked to the strategic functions suggested by Chilton and Schaffner (1997) to interpret CNN’s ideological intentions and views concerning the “Self” and “Other” notion. They identified four strategic functions which are associated with political discourse: Coercion, resistance -opposition- protest, dissimulation and legitimization and delegitimization can be regarded as an intermediate level to “link political situations and processes to discourse types and levels of discourse organization” (p. 212). Their perspective is useful in the context of a theory of political discursive acts as affecters of social cognition because the strategic functions are directly related to the manipulation of people’s mental models construction. In a nutshell, they are directly related to the manipulation of people’s minds. These functions will be utilized in the process of analyzing CNN’ news report concerning Saddam’s execution to reflect and expose its ideological orientations. The main aim is to know whether these strategic functions can be applied and detected within media discourse, the main core of this paper.

Legitimization and delegitimization aims to create a favorable image of the “Self”. There are different levels of Self’s images. Delegitimization is the “essential counterpart: others [...] have to be presented negatively, and the techniques include the use of ideas of differences and boundaries, and speech acts of blaming, accusing, insulting, etc.” (p. 213). Delegitimization usually is done more implicitly than legitimization. It is closely connected to dissimulation in the careful choice of representations for “other”, and the linking of negative connotations to those representations. Often, this is achieved by conjoining references to “other” to lexical fields that are typically evaluated negatively by the recipients. It can be, often, observed that models of “Self” and “Other” are

constructed that weigh, compare and evaluate “self” against “other” and try to achieve legitimization of “Self” by the delegitimization of “Other”.

Coercion is the use of power to affect other people’s behavior and acts. Examples of coercion are seen in laws, verdicts, edicts, commands and censorships. Furthermore, “political actors also often act coercively through discourse in setting agenda, selecting topics in conversation, position the self and other in specific relationships, making assumptions about realities that hearers are obliged to, at least, temporarily, accept in order to process the text or talk” (p. 212).

Dissimulation is the control of the flow of information “which is by definition a matter of discourse control” (p. 212). This category tends to divert attention from troublesome and controversial issues by controlling and mastering information. This access of information can be controlled by many ways: Keeping the information internal.

-Preventing the spread of information by publication. This is called “qualitative” control (p. 212) whereas the “quantitative” control “includes various kinds of verbal evasion and denial [...], or the commission of reference to actors. Euphemism has the cognitive effect of conceptually ‘blurring’ or ‘defocusing’ unwanted referents, be they objects or actions” (p. 213).

Resistance, oppositional and protest is considered as a group of strategic functions that are used by “those who regard themselves as opposing power” (p. 212). This category is an interesting one for the sake of manipulation of social cognition. The main focus will be on the role of this category played by the opposing groups.

The following Figure 1 shows the four strategic functions of Chilton and Schaffner (1997):

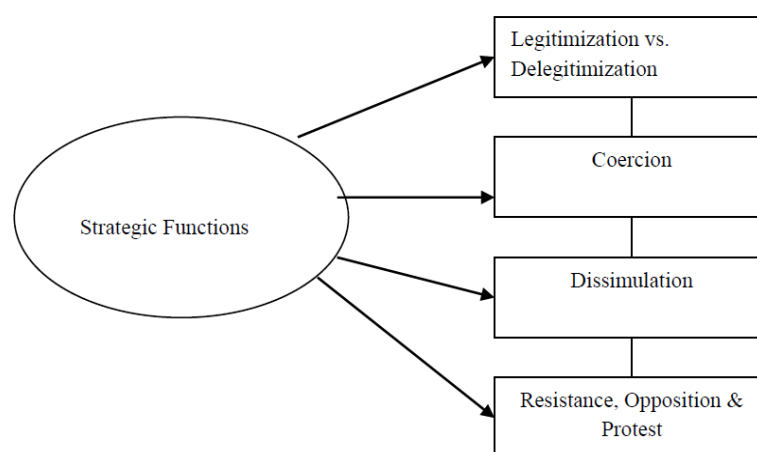


Figure 1. Strategic Functions

2.7.2 Fairclough’s 3-Dimensional Approach (1995)

In this part of the paper, the researcher describes the approach followed in the analysis. Fairclough’s 3-dimension approach of CDA (1995) will be used and utilized to facilitate the process of analysis aiming to achieve full understanding of the texts, under study. In fact, systematic analysis of strategic

functions utilized by CNN can be achieved by three dimensions of Fairclough’s approach: description, interpretation and explanation. While the description of the textual components corresponds to the micro analysis, interpretation and explanation of micro level results correspond to the macro analysis. This approach is used in connecting the linguistic units with their intended implied ideologies, which is the key aim of the current study, showing how the strategic functions reflect are exploited linguistically to reflect them. This approach operates the analysis process to study “the linguistic constructions that prompt us to note some further claim or point behind those explicitly made in a text” (Goatly, 2000, p. 214). Hence, the process starts with:

Description stage; to describe the news text’s linguistic units and formal properties. Then, the analytical process continues with

Interpretation stage; to interpret them and

Explanation stage; to explain why they are utilized in this way.

This process will be adopted in analyzing CNN’s news text to show its “Self” and “Other” and how they are reflected by the strategic functions Chilton and Schaffner (1997). The whole process will serve, at the end, to provide an answer to the research’s questions. The following Figure 2 will clarify Fairclough’s three-dimensional model for CDA which is modified to suit the present study’s goal:

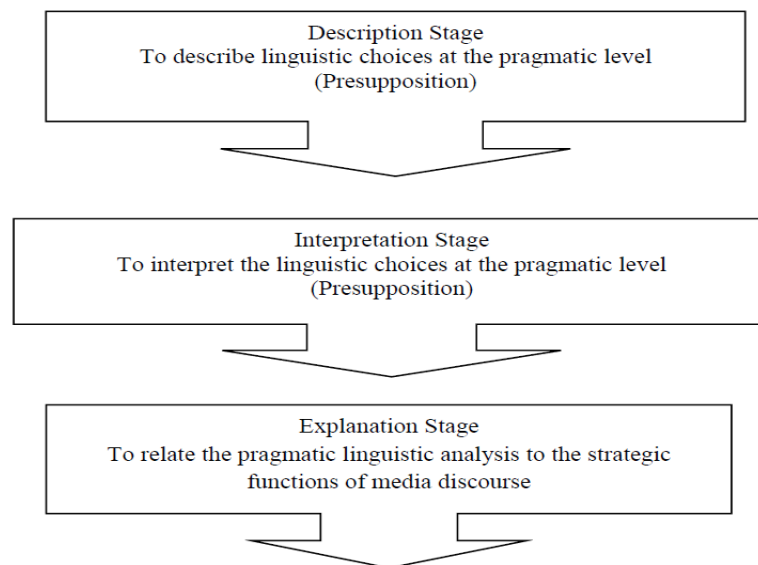


Figure 2. Fairclough’s CDA Model

2.7.3 Van Dijk’s Theory of Ideological Square

Defining ideology as a basic shared, socio-cognitive system of a group, culture or society, van Dijk (1998a) suggested the ideological square to be applied to analyze any type of a news text, showing our positive Self-presentation and their negative Other-presentation. Words may be exploited to refer to ideological conventions, creating a suitable model in the readers’ minds (Ali, 2011). This notion facilitates the comprehension of these news texts, influencing the reader’s interpretation of them. The

present paper utilizes the ideological square to interpret CNN’s positive “Self” (in-group) and negative “Other” (out-group) as far as the Arab spring consequences events in Arab homeland is concerned.

2.7.4 Wodak’s Historical-Discoursal Approach

Wodak’s approach (2009) provides background information with which the discursive event is embedded. Hence, it is useful to direct the light towards the implicit meaning of news text to be explicit by relating it to the relevant historical -socio-political situations in which it happened. Such information will be of a great help to guide the reader to comprehend the news text. This method can be used with the analysis of the strategic functions, the main aim of the present study. To comprehend the Arab spring upheaval, it is useful to apply this approach to achieve an objective analysis of the events. CNN’s ideological view can be understood by integrating the historical, socio and political context with the whole process of analysis. Furthermore, CNN usage of strategic functions of Chilton and Schaffner (1997) will be justified with utilizing Wodak’s approach of historical discourse (2009). This approach will be integrated in the process of the analysis of the CNN’s news story.

2.8 Theoretical Framework

The current study draws upon the pragmatic features in CNN’s media news text that concerns with Arab spring phenomenon. The descriptive analysis will apply theories and approaches that are exemplified in the following figure:

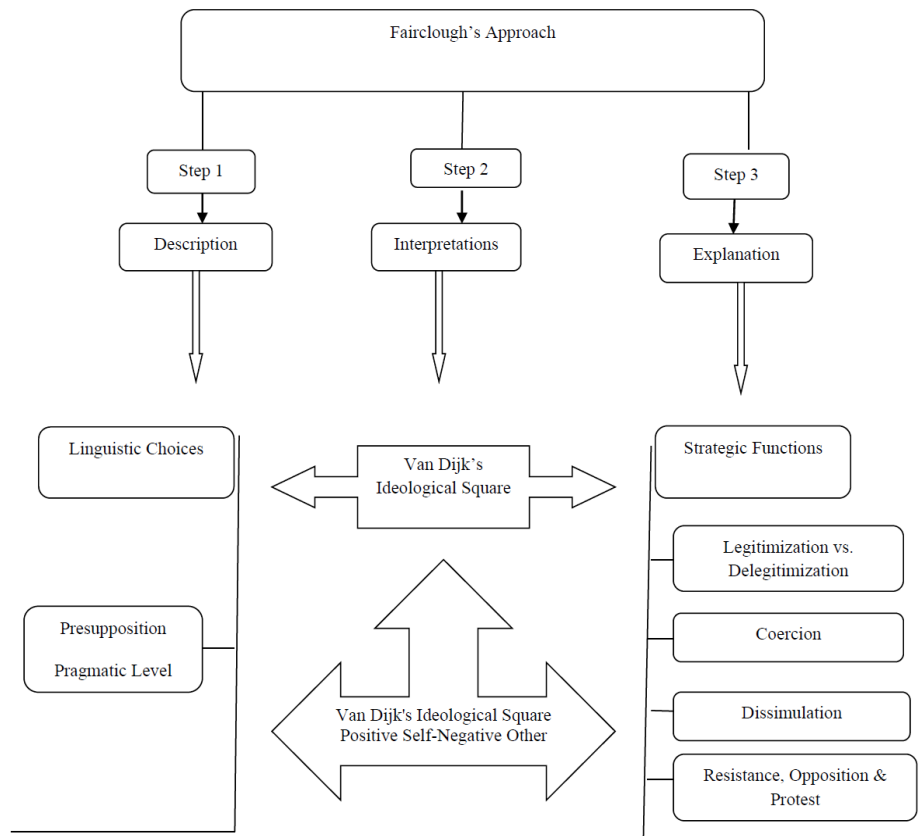


Figure 3. Theoretical Framework

3. Analysis of CNN's News Text—Bahrain: “Teen Dies as Crowds Protest in Bahrain on 2nd Anniversary of Uprising”

3.1 Preamble

The current study involves a news report released by CNN's website on February 14, 2013. It concerns with the Bahraini conflict after the Arab spring wave that swept the Arab world in 2011. This report involves the killing of a Bahraini teenager (16 year) in unknown shooting in the Pearl Roundabout in Manama in the second anniversary of the popular Shia uprising against the monarchy authority in Bahrain.

In fact, the Bahraini popular uprising was a wave of protests started on Feb. 14 2011. It was affected by Arab spring revolutions in the Arab home land at the beginning of 2011, after the Tunisian and Egyptian revolutions that led to the fall of the Tunisian President, Zain al-Abiddin Bin Ali, and Egyptian President, Mohammad Hossini Mubarak (Manfreda, 2011). It was lead by the Bahraini Shia opposition, which represents the Shia majority in Bahrain, demanding economic and political reforms. Bahraini human rights activists called for a “Day of Rage” in Feb. 14/ 2011 in Pearl Roundabout ended with sever clashes between the demonstrators and the police and security forces leading to many Shia dead (BBC, 2011; Reuters, 2011; Khalifa, 2015). Popular demonstrations continued for many months till the Arab Gulf's “Al-Jazzerah Shield” force intervened, militarily, to end the crisis in favor of the royal power in Bahrain. With such end, the newly born Bahraini Arab spring was terminated without achieving any of its goals. It remained as a day of memory for freedom and anti- racial discrimination revolution. In its second anniversary, a teen was shot deadly during thousand- Shias rally in the same roundabout, the Pearl, an incident in which the accusation was directed towards the governmental security forces that denied, insistently.

CNN covered this event documenting the second anniversary of Bahraini popular uprising. This is the main content of this news item; the main reason to choose. The researcher addresses the Bahraini image of Arab spring aiming to show how CNN deals with; exposing its intended media message that reflects its ideological view concerning the internal Bahraini conflict and its symbols, the royal authority and Shia opposition. Many other thematic propositions or topics can be detected in the text which can be summarized as in the following macro-proposition:

A teen died in clashes during anti-government rally on the second anniversary of Shia failed uprising, spurred by Tunisia and Egypt's Arab spring revolutions due to Gulf states military interference amid opposition accusations of security forces involvement in the killing which coincided with the Independent Commission of Inquiry's report, concluding the excessive use of force and torture against the Shia protesters.

3.2 CNN's “Self” and “Other” with the Strategic Functions and beyond

CNN's news story text is written with one part titled: “Teen dies as crowds protest in Bahrain on 2nd anniversary of uprising”. Throughout the whole text, it expresses its “Self” and “Other” ideological view towards the Bahraini internal crisis and its figures. As such, two-face ideology can be noticed

within the text. It reflects Shia popular opposition, the positive “Self”, in the first face whereas it reflects Sunni royal authority, the negative “Other”, in the second face. Thus, CNN presents the first, positively, while it presents the second, negatively.

Within this section, CNN’s news text will be investigated according to Chilton and Schaffner’s strategic functions notion (1997) to shed more light on its ideological view of “Self” and “Other” as far as the Bahraini internal conflict is concerned.

Throughout its text, CNN deepens its ideological view by exploiting the strategic functions of Chilton and Schaffner (1997). Close reading for the text confirms CNN’s success in reflecting its “Self”-“Other” ideological view concerning the Bahraini internal conflict by means of strategic functions set.

In the first three sentences, CNN refers to two pieces of information about massive protests and teen’s death. More specifically, a teen dies in an anti-government protest gathering in the second anniversary of the Shia popular uprising. Thus, thousands of people commemorate their uprising in a protest gathering to express their opposition and rejection for the royal authority. Meanwhile, a teen is exposed to a fire shooting leading to his death. This proves the royal security forces’ brutality (s.1- Coercion and Resistance, opposition & protest). The security forces use the tear gas to disperse the protesters who run for cover. This confirms the security forces’ inhuman coercive behavior against demonstrators (s.2- Coercion and Resistance, opposition & protest). In its attempt to consolidate these two images, CNN repeats the same set of information about the death of a teen in a protest gathering held in the 2nd anniversary of the failed uprising (s.3- Coercion and Resistance, opposition & protest).

After the incident, the royal authority rushes to defend itself by a statement aiming to mislead the public opinion directing attention away from the teen being killed by security forces’ fire shot. At the same time, it investigates the incident to disguise the truth behind the crime committed against the Shia community to keep silent. Moreover, the incident can be regarded as an imbedded threat from the royal authority to the demonstrators of facing the same fate of the teen (s.4- Dissimulation). In fact, the formal statement reflects the royal authority’s dissimulative efforts to mislead people. It spans on three consequent sentences. It shows the authority’s insistence to draw the incident as if it is due to parents’ negligence for their children, blaming and advising them to follow up their daily life closely. By such indication, the royal authority intends to direct the public interest towards another issue not that one killing a teen by the security forces (s.5, 6 & 7- Dissimulation).

And from another side, Al-Wefaq, the biggest Shia party opposing the royal monarchy, accuses the security forces of hitting the teen with a bird pellet shot. Thus, it refutes what the royal authority has said. It is a new assertion for the authority of coercive behavior in forcing the protesters to reverse their opinion (s.8- Coercion). This, however, does not force the protesters to change their minds as the demonstrated in many villages near the capital, Manama, in the second anniversary of their uprising (s.9- Resistance, opposition & protest).

In a reference to background information, CNN mentions what happened in 2011 during the popular uprising as thousands of Shia protesters, representing the majority, called for political reforms. They

showed their anti-sentiment against the Sunni royal authority, representing the minority, demanding for more freedoms in Bahrain. This image of resistance and opposition continues in the next sentences aimed by CNN to direct the attention towards the popular opposition uprising motivated by the Tunisian and Egyptian Arab spring revolutions (s.10, 11 & 12- Resistance, opposition & protest). But it failed after the royal authority's crackdown in the island state. This can be taken as an example for the authority's coercive behavior practiced by its security forces against the peaceful protesters (s.12- Coercion). Moreover, CNN refers to a historical fact that concerns with Saudi and Emirati help for the Bahraini authority to crash the uprising, militarily. With this help from two Gulf States, the Bahraini royal authority terminated the uprising bloodily forcing the demonstrators to retreat (s.13- Coercion).

In its reports after investigation about the failed uprising, the Independent Commission of Inquiry confirmed its condemnation for the security forces delegitimizing its bloody actions. Furthermore, it delegitimizes the royal authority's policy as it didn't admit its security forces' sever crimes against the demonstrators. In fact, this is CNN's imbedded hint to delegitimize the official actions and reactions towards the popular uprising (s.14- Legitimization vs. Delegitimization). This sense of delegitimization continues throughout the report referring to the torture and excessive force used by police in its response to the protests. It is an evidence of illegitimacy of actions (s.15-Legitimization vs. Delegitimization). More details are included about the different types of detainees' torture as beating with metal pipes and batons, rape and electrocution. CNN ends its text with clear delegitimization of the Sunni royal authority's policies and actions against the Shia popular opposition. It is the intended content of its media message concerning the Bahraini internal conflict (s.16- Coercion and Legitimization vs. Delegitimization).

The following Table 2 shows CNN's "Self" and "Other" ideological view according to Chilton and Schaffner's strategic functions (1997):

Table 2. CNN's Application of Strategic Functions

S.No	Presupposition Sentence	Presupposition Type	Presupposed Meaning	Strategic Function
1	Teen dies as crowds protest in Bahrain on 2 nd anniversary of uprising	Factive Lexical	There is someone dies amid of protest	Coercion Resistance, opposition & protest
2	Protesters run for cover from tear gas following anti-government rally to demand political reforms	Lexical Factive	Continuation of protests	Coercion Resistance, opposition & protest
3	A teen died in clashes in Bahrain as protesters hit the streets	Factive Lexical	Continuation of bloody deaths and protests	Coercion Resistance, opposition & protest
4	Authorities are investigating...to Determine how it occurred...	Factive Factive	There is an investigations about the incident	Dissimulation
5	"We encourage people to remain	Factive	The authorities dissimulate	Dissimulation

	calm...until more information becomes known”	Lexical	the truth	
6	“We reiterate the call...”	Lexical	Continuation of disguising the truth	Dissimulation
7	We urge parents to keep their children... and go about their safety	Factive Lexical	Continuation of faking the truth	Dissimulation
8	Al-Wefaq, Bahrain’s main Shiite opposition party, said the teen was killed when he was hit by...	Lexical Factive	More confirmation of the killing’s incident	Coercion
9	Protesters demonstrated in several villages	Factive	There are protests against the government	Resistance, opposition & protest
10	...protests began with demanding political reforms and greater freedoms	Lexical	Protests are not recently happened	Resistance, opposition & protest
11	The unrest was spurred by Movements in Tunisia and Egypt	Non-Factive	The unrest happened in Tunisia and Egypt	Resistance, opposition & protest
12	But demonstrations...failed to gain the traction...after a crackdown...	Lexical Factive	A complete failure of Arab spring in Bahrain	Coercion Resistance, opposition & protest
13	The crackdown was backed by troops...	Lexical	There is a support for Bahraini government	Coercion
14	Bahrain’s Independent Commission Of Inquiry issued a report critical of Authorities’ reactions to the protests.	Lexical Factive Existential	There is a criticism Against the Bahraini government	Legitimization vs. Delegitimization
15	...concluded that the police had used excessive force and torture...	Factive	Protesters suffer excessive abuse	Coercion Legitimization vs. Delegitimization
16	Abuse o detainees...included Beatings with metal pipes and batons...	Factive	There is harsh power Against people	Coercion Legitimization vs. Delegitimization

3.2.1 Discussion

Looking closely at the Table 2, above, the researcher notices that CNN depends, mainly, on two strategic functions:

-Coercion; to reflect the coercive behavior of the royal security forces against the Shia protesters. It is repeated for 8 times.

-Resistance, opposition and protest; to reflect the popular opposition affiliates’ determination to protest against the royal monarchy and for the sake of pro-democracy Bahrain. It is repeated for 7 times.

With these two strategic functions, CNN’s ideology concerning the Bahraini internal crisis will be clarified and manifested:

a) It supports the Shia popular opposition representing the positive “Self”.

b) It antagonizes the Sunni royal authority representing the negative “Other”.

As such, CNN’s ideological view is connected with van Dijk’s Ideological Square theory of positive “Self” (in-group) and negative “Other” (out-group) presentation. The following Table 3 shows CNN’s application of Chilton and Schaffner’s strategic functions (1997) in numbers:

Table 3. CNN’s Strategic Functions in Numbers

Strategic Functions	Number
Legitimization vs. Delegitimization	4
Coercion	9
Dissimulation	4
Resistance, Opposition & Protest	8
Total:	24

3.3 CNN’s News Text and van Dijk’s Ideological Square

In dealing with such a critical topic- Bahraini Shia-Sunni conflict, CNN is supposed to have its own ideological view impeded within its new story and reflected by its macro and micro structures. The suggested macro structure clarifies CNN’s intended ideological tendency towards the Bahraini sectarian internal conflict. Accordingly, CNN draws two ideologically oriented images:

1) CNN’s Positive Self; which represented by :

- a) The Shia popular opposition
- b) The opposition’s affiliates, supporters and parties.

This group represents the Shia community in Bahrain which revolted against the Sunni royal authority hoping to achieve its political goals (s.10). Thus, it declared its uprising in 14 Feb. 2011 following the Tunisian and Egyptian Arab spring revolutions (s.11) with the participation of thousands of Shia opposition affiliates (Wahab, 2011)). They faced a stiff reaction on the part of the Bahraini authority which succeeded to rebuff their uprising with the Gulf States’ military interference (s.13), supporting the Sunni royal monarchy (Law, 2011a, 2011b; Banerjee & Cloud, 2011). But the Shia people, following the popular opposition, insisted to revive the second anniversary of their failed uprising during which a teen of 16 years old was killed. The killing doubled stress within the Bahraini political scene. Al-Wefaq, a Shia opposition party, accused the security forces of killing the teen (s.8) during the second uprising anniversary (s.9). The Independent Commission of Inquiry’s report agreed with what Al-Wefaq opposition party said. The Commission asserted the fact that the Shia protesters faced excessive force and torture (s. 15 & 16). This can be regarded as a victory and supporting factor for this group. As such, the opposition was so strong in its decision to revolt against the royal authority and in its determination to continue uprising, commemorating its second anniversary with steadfastness and challenge. Thus, this proves the strength of this group which declared its rejection for discrimination

and marginalization applied by the Sunni royal authority (s.10, 11, 12 & 13). Moreover, this reflects the power struggle erupted between the oppressor (the Sunni royal authority) and the oppressed (the Shia popular opposition). In spite of long years of suffering, this group is proved as the powerful one in Bahrain forcing the royal authority to beg for military help from the Gulf States in order to eliminate and get rid of.

With all these facts, CNN aims to assert that the Shia popular opposition represents the oppressed community in the Sunni ruled Bahrain. Its followers live in Bahrain under the royal authority's injustice and oppression. Thus, according to CNN, this group is the oppressed one that needs to be supported in all its demands for political and social change. Hence, CNN supports and endorses the Shia popular opposition. More details about the reasons behind CNN's support for this group will be dealt with in section (3.4).

Throughout the news story text, CNN draws the Shia popular opposition positively as a positive power that has its role in the Bahraini political scene. In other words, CNN describes this group as a big positive power, showing its strength, determination and steadfastness in Bahrain. Thus, CNN presents it as a positive "Self" that should be respected as a big and powerful group.

2) CNN's negative "Other"; which is represented by:

- a) The Sunni royal authority
- b) The authority's supporters and followers

This group represents the Bahraini ruling power that control Shia majority for long times, rejecting its popular uprising. It represents, also, the Sunni minority in Bahrain having the full support of all Arab Gulf States (Al Shehabi, 2014). It faces the Shia people with hostility for long years (Al Shehabi, 2014).

This group is a tyrant power that uses tear gas against its subjects, the protesters, in the anti-government rally (s.2) demanding political rights. This means that this tyrant power is undemocratic refusing to give its people the rights they ask for. Moreover, it didn't hesitate to use live ammunition against them, leading to the death off (16) years old teen participated in the popular gathering in the second anniversary of the failed uprising (s.3). Al-Wefaq Shia opposition party confirmed (s.8) his killing. The Bahraini authority investigated the killing but it was just to deceive the public opinion, trying to distant itself from any accusation (s.4, 5, 6 & 7).

As the Shia people revolted on 14 Feb. 2011 against this royal authority roaming to achieve certain political rights and reforms, the Sunni authority used excessive force and torture to put down the protest. It was, also, confirmed by Independent Commission of Inquiry, following the Bahraini king's orders. Thus, the authority's security force, backed by the Gulf States' military support, crushed the uprising (s.13). The Commission's report included a conclusive evidence of using force against protesters accusing this group's Sunni authority (s.15). At the same time, the commission's chairman accused (s.16) the royal authority of abusing the detainees (by torture, rape and electrocution). By stating such information, CNN expresses its rejection for this group. It seeks to expose this group's

policies against Shia community in Bahrain. CNN, then, stands against the Sunni royal authority, showing its antagonism.

To sum up, CNN describes the Sunni royal authority as the negative power that played a negative role in Bahrain after the Shia popular uprising. Thus, CNN draws this group negatively rejecting its policies and actions against its Shia people. As such, it presents it as the negative “Other” focusing on its negative role in facing the Shia uprising. According to CNN, this group represents the oppressors that should be criticized and disrespected as the tyrant oppressing power that controlled the Shia oppressed people. More details will be revealed in section (3.4) to clarify the reasons behind CNN’s attitude against this group.

Finally, the researcher summarizes CNN’s ideological view towards the Bahraini internal conflict:

1) CNN supports the Shia popular opposition, defending its protesters and affiliates’ rights in having their political reforms in the Bahraini society. Thus, it endorses drawing it positively. Hence, CNN legitimizes the popular opposition’s role and rights as political representative of Shia in the new Bahrain.

2) It antagonizes the Sunni royal authority for its cruel reaction against the Shia opposition uprising. It antagonizes it drawing it negatively. Thus, it delegitimizes the royal authority’s actions, policies and intentions.

Thus, the suggested semantic macro structure achieves its main purpose in reflecting CNN’s ideological view and message in supporting the Shia popular opposition that represents the positive “Self” and in antagonizing the Sunni royal authority that represents the negative “Other”. Accordingly, this ideologically motivated semantic macro structure is connected with the van Dijk’s Ideological Square theory that concerns with the positive “Self” (in-group) and negative “Other” (out-group) presentation. Table 4, below, clarifies the CNN’s application of van Dijk’s Ideological Square, expressed by the suggested semantic macro structure for the CNN’s news story text:

Table 4. CNN’s Application of van Dijk’s Ideological Square

Semantic Macro Structure	CNN’s Ideological view according to van Dijk’s Ideological Square
“A teen died in clashes during anti-government rally on the second anniversary of Shia failed uprising, spurred by Tunisia and Egypt’s Arab spring revolutions due to Gulf states military interference amid opposition accusations of security forces involvement in the killing which coincided with the Independent Commission of Inquiry’s report, concluding the excessive use of force and torture against the Shia protesters”	Positive “Self”: positive for the Shia popular opposition which revolts against the royal authority in Bahrain, legitimizing its rights for political change (in-group). Negative “Other”: negative for the Sunni royal authority which rejects the Shia popular opposition, delegitimizing its cruel actions and policies (out-group).

3.4 CNN's News Text and Wodak's Historical Discourse Approach

CNN deals with the Bahraini model of Arab spring. Throughout the text, it intends to express its ideological view towards the Bahraini event that concerns with the killing of a teenager. He was killed in a protest gathering for the Shia popular opposition in the second anniversary of its uprising.

As it is mentioned in section (3.3), CNN supports the Shia popular opposition and antagonizes the Sunni royal authority. Such ideological view surprises readers and those who are interested in Arab homeland affairs, especially the Arab spring revolutions wave. To understand CNN's intended view, one can rely on background information that can be regarded an indispensable to clarify CNN's ideological tendency towards the two sides of the conflict in Bahrain.

At first, the Arab Gulf States remained calm and untouched by the Arab spring wave of revolutions with no calls for political change. Bahrain was an exception as it witnessed massive uprising which was quashed by the Sunni royal authority with repressive measures and actions. However, the Bahraini Arab-spring experience has been breathed spirit in Shia-Sunni sectarian tension that preexisted for long time (vidino, 2013).

The researcher attributes the reasons behind CNN's ideological view to two factors. The first is concerned with the American-Bahraini diplomatic relations whereas the second is concerned with CNN's general media policy:

-i) American-Bahraini diplomatic relations: in general, the American-Bahraini relations have been deteriorated after the failed popular uprising. Before that, the American government was the first ally for the Bahraini monarchy. But the situation was changed after the American criticism directed to the royal authority for its arbitrary actions against the demonstrators. The American government expressed its worries about the internal situation in Bahrain urging its royal authority to respect the human rights renouncing violence of any type. It stressed the need for an investigation about killings of opponents calling for restraint. The spokesman for the US State Department stated that the United States of America is so worried for violence that surrounds latest protests in Bahrain (Al-Quds Al-Arabi, 2012) In fact, high- rank American officials criticized the Bahraini royal authority for its suppression of opposition demonstrations urging for investigations. This asserts that America supports the popular protests and its leaders who should be negotiated with in order to find radical solutions for the Bahraini crisis. Furthermore, the American ministry of Foreign Affairs confirmed, in a statement, that USA does not agree on imprisonment of dissidents without trials for crimes related to political expression. US delegate in the United Nations Human Rights Council said: "Anyone should not be imprisoned for just a tweet". He meant Nabil Rajab, one of the opposition's leaders.

ii) CNN's Documentary: a crisis erupted after CNN broadcasted a program about the Bahrain popular uprising. Within its documentary, CNN accused, directly, the Bahraini royal security forces of using excessive force and torture against protesters (CNN refers to this point in its news text, S.16). The documentary showed series of interviews the CNN's correspondent had made with opposition leaders talking about human rights violations in Bahrain.

As a result, the Bahraini forces arrested the CNN's crew confiscating their equipment. CNN's reporter, Amber Leon, was arrested, as well. She accused the royal authority of lies and fabrication. In an interview with the Guardian newspaper, she said that what happened to her and her team asserted that the royal regime has the ability to lie, fabricate the truth and mislead the public opinion inside and outside Bahrain. This, also, proved that the meant regime became more violent and cruel in its attempts to put down democracy in Bahrain.

The Bahraini royal authority rejected any negative media coverage about the monarchy and government which was done by CNN's reporter as she met the leaders of popular opposition describing torture they faced, in prison, at the hands of security forces, when they were arrested. She showed how the security forces fired protesters. Mass arrest was also documented. This exposed the royal security forces' brutal repression.

For the two above mentioned reasons, CNN tries to show its support for the Shia popular opposition that represents the majority in Bahrain and antagonism for the Sunny royal authority that represents the minority in Bahrain. It reflects the American orientation towards the Bahraini internal conflict. Accordingly,

- a) CNN legitimizes the Shia popular opposition cementing its struggle against the royal authority
- b) CNN delegitimizes the Sunni royal authority rejecting its actions against the popular opposition

3.5 Conclusion

CNN, throughout its news story, addresses the Bahraini internal conflict accelerated after killing a teen in clashes during popular opposition gathering commemorating the 2nd anniversary of the failed popular uprising, 2011. In general, the CNN's text provides the readers with full account about the teen's killing and its consequences on the Bahraini political scene. It reflects the internal challenge between the Sunni royal authority, on one side, and the Shia popular opposition, on the other side. As such, a full picture is drawn for Bahraini crisis with which CNN clarifies its ideological view of positive "Self" and negative "Other". More specifically, CNN provides its readers with a clear picture about the event from its ideological point of view. To sum up, CNN expresses:

- 1) Its support for the Shia popular opposition which represents the positive "Self"
- 2) Its antagonism for Sunni royal authority which represents the negative "Other"

As such, CNN's news story text is connected with van Dijk's theory of Ideological Square concerning the positive "Self" (in-group) and negative "Other" (out-group) presentation. With conducting CDA, the researcher aims to clarify CNN's ideological view towards the Bahraini conflict.

4. Final Conclusions

The linguistic analysis of CNN's news text that concerns with Arab spring events in Bahrain approves the following points:

- 1) The strategic functions concept initiated by Chilton and Schaffner (1997) can be detected within the analyzed data. Thus, this concept can be established and detected within the media news discourse, in

general. This provides the study with an answer to the first question.

2) To express its ideological view of “Self” and “Other” within its text that concerns with Arab spring event in Bahrain, CNN depends, mainly, on two strategic functions:

a- Coercion (9 times) and

b- Resistance, opposition and protest (8 times).

The first is utilized to reflect the royal authority’s coercive attitude towards the popular opposition whereas the second is utilized to reflect the popular opposition’s determination to continue struggle till achieving its goals. In other words, CNN endorses the Shia popular opposition (the positive “Self”) and rejects the Sunni royal authority (the negative “Other”). This provides the study with answers to the second and third questions.

3) Different presupposition types are detected throughout the present study’s data. Lexical presuppositions and factive presuppositions are the prevailed ones in CNN’s news text analyzed. In CNN’s news text that concerns with sectarian violence in Bahrain, lexical presuppositions are frequented 12 times and factive presuppositions are frequented 12 times. This provides the study with an answer to the fourth question.

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Appendix A

CNN's News Text:

CNN: Teen dies as crowds protest in Bahrain on 2nd anniversary of uprising

February 14, 2013

(CNN)-- A teen died in clashes in Bahrain as protesters hit the streets Thursday on the two-year anniversary of a failed uprising in the nation, authorities said.

Authorities are investigating the Thursday morning death of a 16-year-old teen and trying to determine how it occurred, according to a government statement.

"We encourage people to remain calm and not spread unfounded rumors until more information becomes known", the statement said. "We reiterate the call... upon parents to supervise the whereabouts of their children at all times in order to ensure their safety. We urge parents to keep their children at school and go about their daily routine".

Al-Wefaq, Bahrain's main Shiite opposition party, said the teen was killed when he was hit by bird pellets shot by Bahraini security forces.

Protesters demonstrated in several villages around Manama, the nation's capital Thursday, the second anniversary of a major uprising.

Two years ago, on February 14, protests began with many demanding political reforms and greater freedoms in the Sunni-ruled, Shiite majority nation.

The unrest was spurred by movements in Tunisia and Egypt. But demonstrations in Bahrain failed to gain the traction of other Arab Spring uprisings after a crackdown by authorities in the island state. The crackdown was backed by troops from nearby Saudi Arabia and the United Arab Emirates.

In November of that year, Bahrain's Independent Commission of Inquiry issued a report critical of authorities' reactions to the protests.

The independent commission, set up by the king, concluded that the police had used excessive force and torture in their response to the protests in Sunni-ruled, Shiite-majority country.

Abuse of detainees in the crackdown included beatings with metal pipes and batons, and threats of rape and electrocution, according to Mahmoud Cherif Bassiouni, the commission chairman.

The report recommended reforms to the country's law and better training of its security forces, as well as other measures.